

MALAYSIA

2021 Annual Research: Key Highlights¹

Global Data



Total GDP contribution:

2019

10.4%

USD 9,170 BN

2020

5.5%

USD 4,671 BN



Total Travel & Tourism jobs:

2019

334 MN

= 1 in 10 jobs

2020

272 MN

= 1 in 11 jobs

Total Travel & Tourism GDP change in 2020:

-49.1%

=USD -4,498 BN

Global Economy GDP change:

-3.7%

1 in 4 net new jobs
were created by Travel &
Tourism during 2014-2019



Change in Jobs in 2020²

-61.6 MN
-18.5%

Malaysia Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

11.7%

of Total
Economy

Total T&T GDP = MYR175.5BN
(USD41.8BN)

5.2%

of Total
Economy

Total T&T GDP = MYR73.9BN
(USD17.6BN)

-57.9%

Change in Travel
& Tourism GDP
vs -5.6% real
economy GDP
change



Total contribution of Travel & Tourism to Employment:

2,279.8

Jobs (000s)
(15.1 % of total employment)

2,023.8

Jobs (000s)
(13.4 % of total employment)

Change in jobs²:

-11.2%

-256.0 (000s)



Visitor Impact
International:

MYR **89.9** BN

Visitor spend
9.2% of total exports (USD21.4BN)

MYR **14.4** BN

Visitor spend
1.7% of total exports (USD3.4BN)

Change in
international visitor
spend:

-84.0%

-USD 18.0 BN

Domestic:

MYR **91.8** BN

Visitor spend
(USD 21.8BN)

MYR **61.8** BN

Visitor spend
(USD 14.7BN)

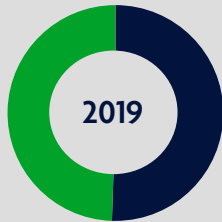
Change in domestic
visitor spend:

-32.7%

-USD 7.1 BN

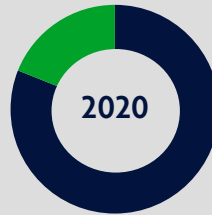
Malaysia Sector Characteristics

Domestic vs International Spending:



● Domestic Spending:
USD 21.8BN (51%)

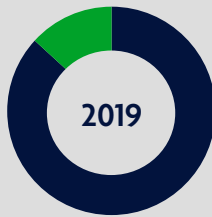
● International Spending:
USD 21.4BN (49%)



● Domestic Spending:
USD 14.7BN (81%)

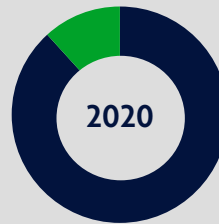
● International Spending:
USD 3.4BN (19%)

Leisure vs Business Spending:



● Leisure Spending:
USD 37.5BN (87%)

● Business Spending:
USD 5.7BN (13%)



● Leisure Spending:
USD 16.0BN (88%)

● Business Spending:
USD 2.1BN (12%)

Inbound Arrivals³

2019	2020
1. Singapore 39%	1. Singapore 42%
2. Indonesia 14%	2. Indonesia 17%
3. China 12%	3. China 8%
4. Thailand 7%	4. Thailand 7%
5. Brunei 5%	5. India 3%
Rest of world 23%	Rest of world 22%

Outbound Departures³

2019	2020
1. Thailand 29%	1. Indonesia 34%
2. Indonesia 20%	2. Thailand 22%
3. China 10%	3. Singapore 7%
4. Singapore 5%	4. China 4%
5. Viet Nam 4%	5. Viet Nam 4%
Rest of world 31%	Rest of world 29%

1. All values are in constant 2020 prices & exchange rates. As reported in March 2021

2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)

3. Source: Oxford Economics, national sources and UNWTO