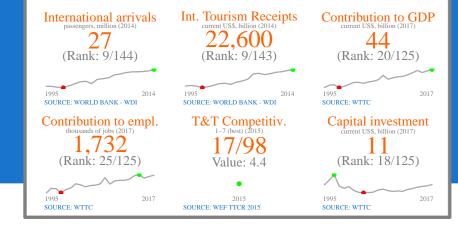
Tourism 360

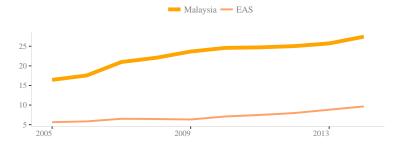
Malaysia

Country Snapshot



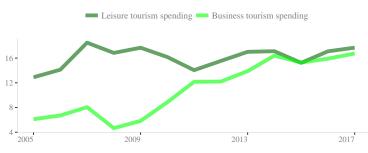
TOURISM DEMAND

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast. 44/98 Value: 4.4

Cultural resour. & business travel

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources 21/98 Value: 4.1

1-7 (best) (2015)

Natural and cultural res. subindex

1-7 (best) (2015)

19/98 Value: 3.5

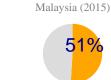
SOURCE: WEF TTCR 2015

TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

Value: 3

19/97

TRAVEL SERVICES, % of commercial service exports



EAS (average, 2015)

INTERNATIONAL TOURISM RECEIPTS, % of total exports

Malaysia (2014) EAS (average, 2014)

9%

22%

T&T policy & enabling cond.

Safety & security Environmental sustain.

Health & hygiene Price competitiv.

HR & labour inkt Intl. Openness

ICT readiness Prioritiz. of T&T

Malaysia ● EAS ● World

SOURCE: WORLD BANK - WDI

SOURCE: WEF TTCR 2015

TOURISM ECONOMIC INDICATORS

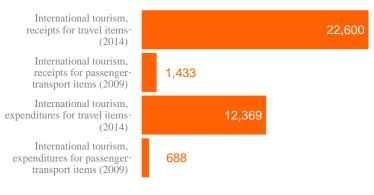
DIRECT v. TOTAL CONTRIBUTION Total contribution to GDP, current US\$, billion-43.9 53.7% (2017)Total contribution to employment, thousands of-1,732.0 13% jobs (2017) Direct contribution to 18% GDP, current US\$, billion-14.7 (2017)Direct contribution to 631.1 4.7% employment, thousands ofjobs (2017)

CAPITAL INVESTMENT, current \$US billion

Internal T&T consumption (2017)	21.5	(Rank: 22/125)
Domestic tourism spending (2017)	8.2	(Rank: 26/125)
Capital investment (2017)	10.3	(Rank: 18/125)
SOURCE: WTTC ACCESS AND TRANSPORT		

SOURCE: WTTC

INTERNATIONAL TOURISM, in \$US (*)



Air transport infrast. 1–7 (best) (2015)	13/97	Value: 4.5
Ground & port infrast.	25/98	Value: 4.5

SOURCE: WORLD BANK - WDI

OTHER COMPETITIVENESS INDICATORS

Price competitiv.	6/98	Value: 5.8	Prioritiz. of T&T	40/97	Value: 4.7
1–7 (best) (2015)			1–7 (best) (2015)		
Business envmnt	6/97	Value: 5.6	HR & labour mkt	21/98	Value: 5
1–7 (best) (2015)			1–7 (best) (2015)		
SOURCE: WEF TTCR 2015			SOURCE: WEF TTCR 2015		

SOURCE: WEF TTCR 2015

(*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.

