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MEDIA STATEMENT

MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

Block C6 & C7, Complex C,
Federal Government Administrative Centre, Precinct 1,
62514 Federal Territory of Putrajaya
Telephone : 03 - 8090 4681

TOURISM SATELLITE ACCOUNT 2024

Malaysia's tourism generated RM291.9 billion, contributing 15.1 per cent to the economy in 2024

PUTRAJAYA, 12 SEPTEMBER 2025 *– Today, the Department of Statistics Malaysia released statistics on* ***TOURISM SATELLITE ACCOUNT 2024****. The Tourism Satellite Account (TSA) is based on System of National Accounts, 2008 framework to measure the performance of tourism industry and its contribution to the economy in Malaysia.*

Chief Statistician Malaysia, Dato' Sri Dr. Mohd Uzir Mahidin said, "Malaysia's tourism industry remained a key driver of the economy, contributing 15.1 per cent (2023: 14.9 per cent) to GDP in 2024. In terms of performance, the tourism industry grew by 7.4 per cent as compared to 10.9 per cent in 2023. Hence, Malaysia's tourism industry in 2024 stood at RM291.9 billion as compared to RM271.9 billion in 2023."

With regard to sectoral performance, Retail trade posted a growth of 5.9 per cent, followed by Food & beverage (5.7%) and other services (e.g.: health, education, MICE and spa) at 9.9 per cent. The performance was supported by Retail trade with a share of 52.9 per cent (RM154.5 billion), followed by Food & beverage at 16.3 per cent (RM47.7 billion) and other services at 13.3 per cent (RM39.0 billion). Collectively, these three sub-sectors contributed 82.5 per cent to the overall tourism industry.

In addition, all tourism sub-sectors had surpassed the pre-pandemic level of 2019 except for Accommodation and Passenger transport services which have not fully recovered."

Dato' Sri Dr. Mohd Uzir Mahidin added, "Malaysia's inbound tourism expenditure expanded by 41.1 per cent or RM107.0 billion in 2024. The growth of inbound tourism expenditure was supported by Shopping activities (36.1%), followed by Passenger transport (19.1%) and Accommodation (18.5%). The inbound expenditure composition was dominated by tourists' segment which contributed 96.1 per cent and the remaining 3.9 per cent by excursionists' segment.

In addition, the domestic tourism expenditure expanded by 25.1 per cent (2023: 32.9%) or RM98.4 billion in 2024. The growth of expenditure was largely from Shopping activities (40.5%), followed by Food & beverage (17.6%) and Retail sale of automotive fuel (13.7%). Domestic expenditure consists of tourists which accounted for 57.8 per cent and excursionists made up 42.2 per cent.

Accordingly, internal tourism consumption grew at 33.0 per cent in 2024 from 66.1 per cent in 2023. The internal tourism consumption comprises of inbound tourism expenditure and domestic tourism expenditure. Inbound tourism expenditure regained dominance in 2024, contributed 52.1 per cent (2023: 49.1%) of internal tourism consumption after five consecutive years of being dominated by domestic expenditure. The growth of internal consumption was attributed to Shopping activities (38.2%), followed by Food & beverage (16.8%) and Accommodation (15.4%), which together accounted for 70.4 per cent."

Tourism employment contributed 21.6 per cent to Malaysia's total employment or 3.5 million persons in 2024. In terms of growth, tourism employment grew by 4.6 per cent as compared to expansion of 4.9 per cent in 2023. The tourism employment was contributed by Retail trade, Food & beverage and other services, collectively accounted for 85.2 per cent of total tourism employment.

ASEAN-Malaysia 2025 Chairmanship: The Department of Statistics Malaysia (DOSM) will chair the 15th ASEAN Community Statistical System Committee (ACSS15) which aims to strengthen the statistical cooperation towards sustainable regional development.

Malaysia has, for the first time, successfully secured the top position globally in the biennial Open Data Inventory (ODIN) 2024/25 report released by Open Data Watch (ODW), surpassing 198 other countries. This achievement marks a significant leap from its 67th position in the ODIN 2022/23 assessment.

The Government of Malaysia has declared October 20th as National Statistics Day (MyStats Day), with the theme 'Statistics is the Essence of Life'. Meanwhile, the Fourth World Statistics Day will be celebrated on 20th October 2025, with the theme 'Driving Change with Quality Statistics and Data for Everyone'.

OpenDOSM NextGen is a medium that provides data catalogue and visualisations to facilitate users' analysis and can be accessed through https://open.dosm.gov.my.

Exhibit 1: Tourism Performance Highlights, 2024

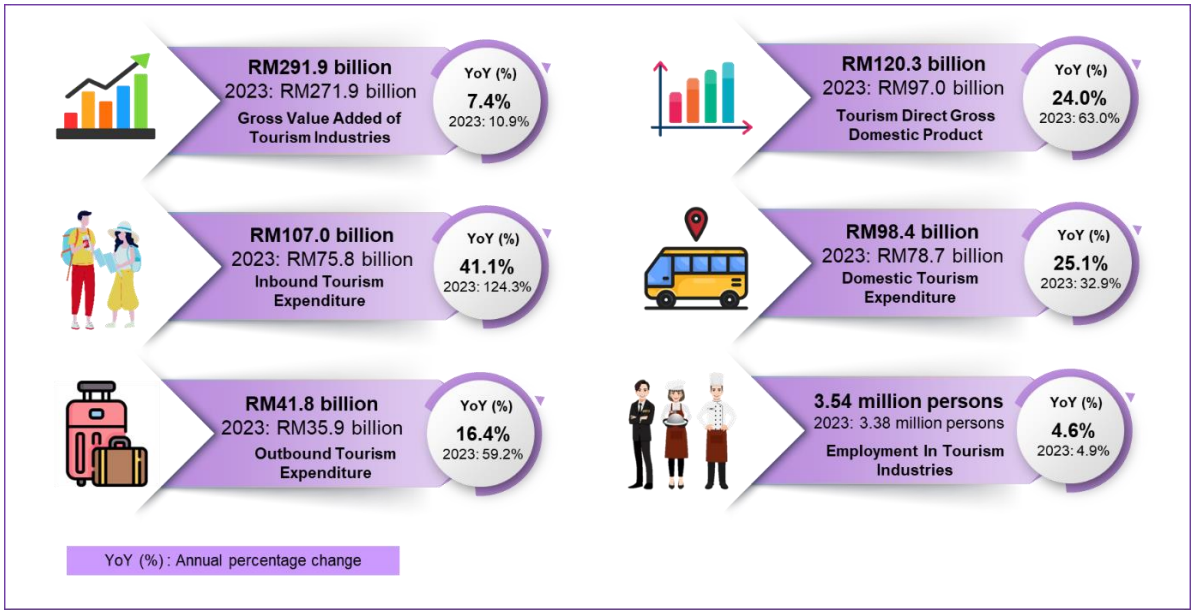
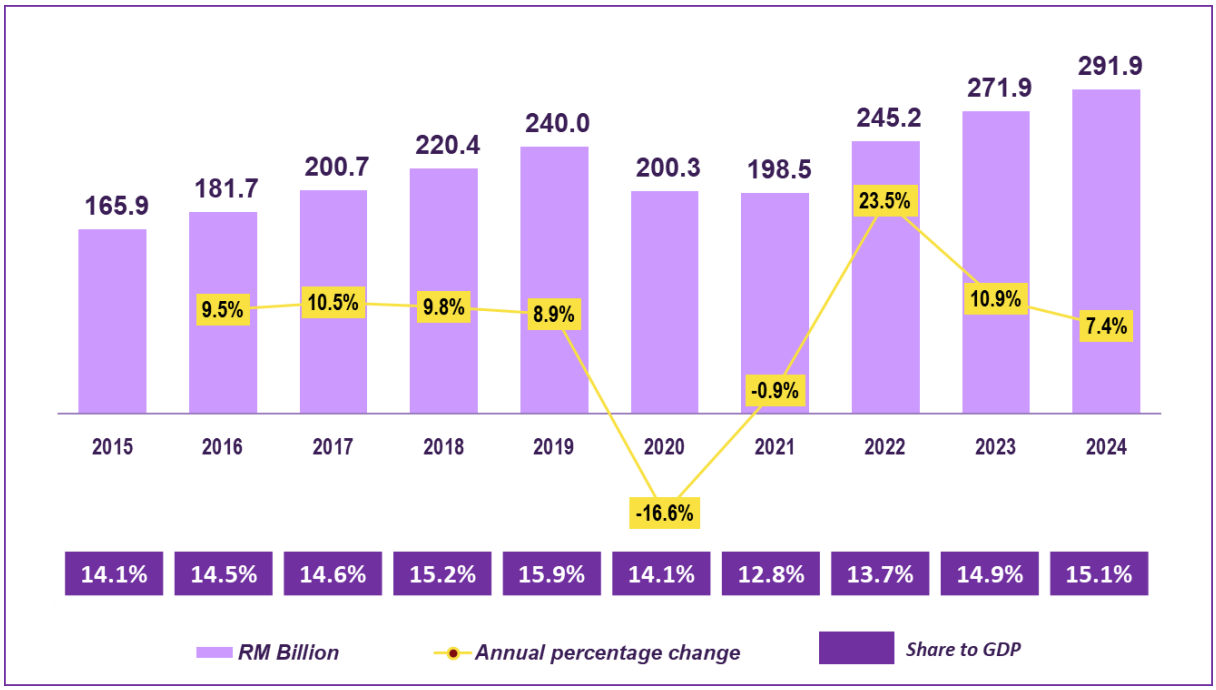


Exhibit 2: Gross Value Added of Tourism Industries (GVATI), 2015-2024



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