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TOURISM SATELLITE ACCOUNT



Tourism industry contributed 14.0 per cent to GDP in 2022 (2021: 12.8%)

- The Gross Value Added of Tourism Industries (GVATI) amounted to RM251.5 billion contributing 14.0 per cent to Gross Domestic Product (GDP) up from 12.8 per cent in 2021. Retail trade remained the primary contributor to the tourism industry, with a share of 54.1 per cent. This was followed by Food & beverage serving services (17.1%) and Country-specific tourism services (12.6%). Based on the post-pandemic performance of tourism sub-sectors, all industries have shown positive growth rates, and overall performance has recovered to 4.8 per cent above pre-pandemic levels.
- Internal tourism consumption rebounded by 417.0 per cent reaching RM92.7 billion in 2022, following 65.8 per cent fall in the previous year. Domestic tourism remains as the largest contributor (63.9%) to the total internal tourism consumption while inbound tourism contributed 36.1 per cent.
- Inbound tourism expenditure in 2022 totalled RM33.4 billion, representing a significant increase (7000.2%) over to the previous year. Shopping as the main component for inbound tourism expenditure contributed 33.8 per cent. Passenger transport followed this (21.4%) and Food & beverage serving services (16.8%).
- Domestic tourism expenditure reached RM59.2 billion compared to RM17.5 billion in the previous year, marking a substantial 239.3 per cent rise (2021: -54.8%). The performance of domestic tourism in 2022 was mostly driven by expenditure on Shopping activities (42.1%), Food & beverage serving services (16.4%) and Retail sales of automotive fuel (14.9%).
- The tourism industry employed 3.61 million persons in 2022 and contributed 23.4 per cent to the total employment in Malaysia. The employment rose by 2.5 per cent as compared to the previous year (2021: 1.8%).

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