



TOURISM SATELLITE ACCOUNT 2015

TOURISM SATELLITE ACCOUNT **MALAYSIA 2015**

Gross Value Added of Tourism Industries

Mainly contributed by :

- **43.6%** Retail trade
- **15.7%** Food & beverage
- **13.3%** Accommodation



Total Gross Value Added
of Tourism Industries

RM166b

Share to GDP

14.4%

Domestic Tourism Expenditure

Mainly contributed by :

- **38.3%** Shopping
- **19.0%** Automotive fuel
- **15.4%** Food & beverage



Total Domestic Tourism
Expenditure

RM61b

Growth

9.0%

Top 5 travel destinations for domestic visitors



Selangor

→ **22.1** million



Perak

→ **16.0** million



Sabah

→ **15.7** million



Sarawak

→ **15.4** million



W.P. Kuala Lumpur

→ **15.1** million

Tourism employment in top 5 industries

Total
2.9 million

34.1%

Retail trade



31.3%

Food & beverage



17.5%

Country-specific
tourism services



6.8%

Accommodation



5.5%

Passenger
transport



TOURISM INDUSTRY CONTRIBUTED 14.4% TO THE ECONOMY

Malaysia's tourism industry remained resilient with the contribution of 14.4 per cent to the economy. In terms of growth, Gross Value Added of Tourism Industries grew at 9.7 per cent propelled by domestic tourism as shown in chart.

Chart: Gross Value Added of Tourism Industries

Value	Growth	Share of Gross Value Added of Tourism Industries to Gross Domestic Product	
RM166b	9.7%	2015	14.4%
RM152b	11.5%	2014	13.7%
RM136b	9.6%	2013	13.4%

DOMESTIC TOURISM GENERATED RM60.5 BILLION

Domestic tourism expenditure generated an income of RM60.5 billion (Growth: 9.0%) with the total number of 176.9 million domestic visitors. Selangor, Perak, Sabah and Sarawak were the main travel destinations for domestic visitors.

INBOUND TOURISM EXPENDITURE DECREASED

In 2015, inbound tourism expenditure decreased to RM74.1 billion (2014: RM80.1 billion) due to the lower number of tourist arrivals, 25.7 million compared to 27.4 million in 2014. The arrival of tourists from Singapore, Indonesia, Brunei, Middle East and Europe has dropped compared to year 2014.

2.9 MILLION PERSONS EMPLOYED BY TOURISM INDUSTRY

Malaysia's tourism industry employed 2.9 million persons and contributed 20.7 per cent to total employment. Retail trade industry and food & beverage serving services recorded the highest employment in the tourism industry.

Released By:

THE OFFICE OF CHIEF STATISTICIAN MALAYSIA
DEPARTMENT OF STATISTICS, MALAYSIA
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Contact person:

Ho Mei Kei
Public Relation Officer
Corporate and User Services Division
Department of Statistics, Malaysia
Tel : +603-8885 7942
Fax : +603-8888 9248
Email : mkho[at]stats.gov.my

Contact person:

Baharudin Mohamad

Public Relation Officer

Strategic Communication and International Division

Department of Statistics Malaysia

Tel : +603-8090 4681

Fax : +603-8888 9248

Email : baharudin[at]dosm.gov.my

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