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TOURISM SATELLITE ACCOUNT, 2024



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

- 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 compared to 10.9 per cent in 2023. Hence, Malaysia's tourism industry in 2024 stood at RM291.9 billion compared to RM271.9 billion in 2023.
- 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.
- The domestic tourism expenditure expanded by 25.1 per cent (2023: 32.9%) or RM98.4 billion in 2024. Domestic expenditure consists of tourists which accounted for 57.8 per cent and excursionists made up 42.2 per cent.
- The 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 at 52.1 per cent (2023: 49.1%) of internal tourism consumption after five consecutive years of being dominated by domestic expenditure.
- Tourism employment contributed 21.6 per cent of 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. Retail trade, Food & beverage and other services, collectively accounted for 85.2 per cent of total tourism employment.



RM291.9 billion
2023: RM271.9 billion
**Gross Value Added of
Tourism Industries**

YoY (%)
7.4%
2023: 10.9%



RM120.3 billion
2023: RM97.0 billion
**Tourism Direct Gross
Domestic Product**

YoY (%)
24.0%
2023: 63.0%



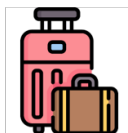
RM107.0 billion
2023: RM75.8 billion
**Inbound Tourism
Expenditure**

YoY (%)
41.1%
2023: 124.3%



RM98.4 billion
2023: RM78.7 billion
**Domestic Tourism
Expenditure**

YoY (%)
25.1%
2023: 32.9%



RM41.8 billion
2023: RM35.9 billion
**Outbound Tourism
Expenditure**

YoY (%)
16.4%
2023: 59.2%



3.54 million persons
2023: 3.38 million persons
**Employment In Tourism
Industries**

YoY (%)
4.6%
2023: 4.9%

YoY (%) : Annual percentage change

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