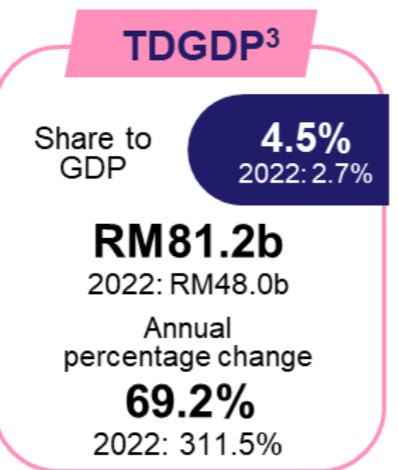
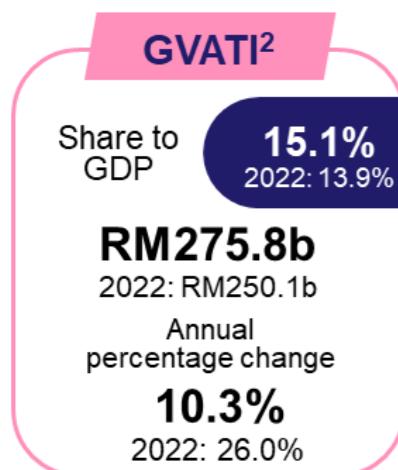




TOURISM SATELLITE ACCOUNT 2023

Tourism industry contributed 15.1 per cent to GDP¹ in 2023 (2022: 13.9%)



Main components of GVATI



¹ Gross Domestic Product

² Gross Value Added of Tourism Industries

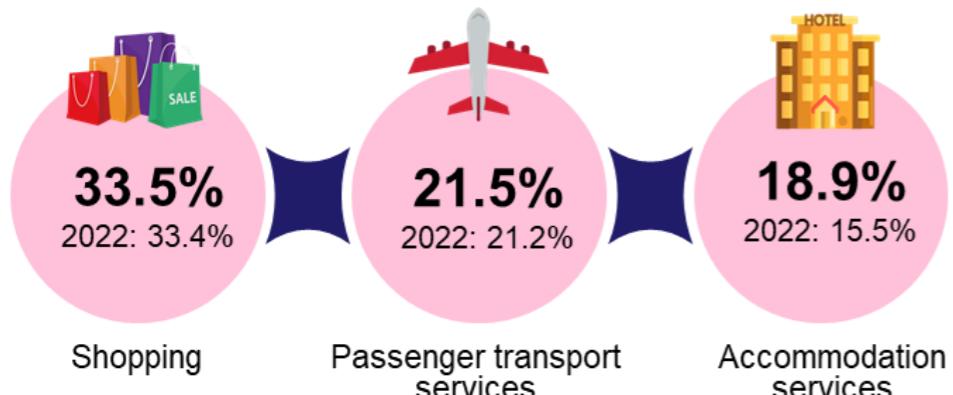
³ Tourism Direct Gross Domestic Product

Internal Tourism Consumption

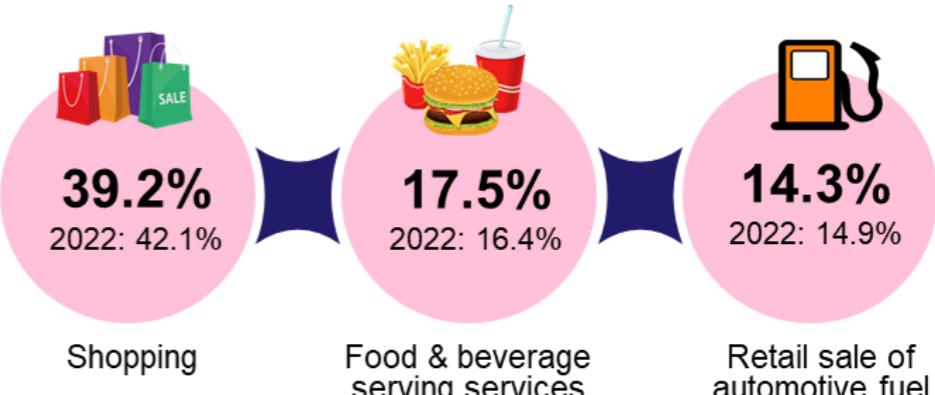
Domestic tourism expenditure dominated 50.9 per cent of internal tourism consumption (2022: 63.7%)



Main components of inbound tourism expenditure:



Main components of domestic tourism expenditure:



Employment in Tourism Industries

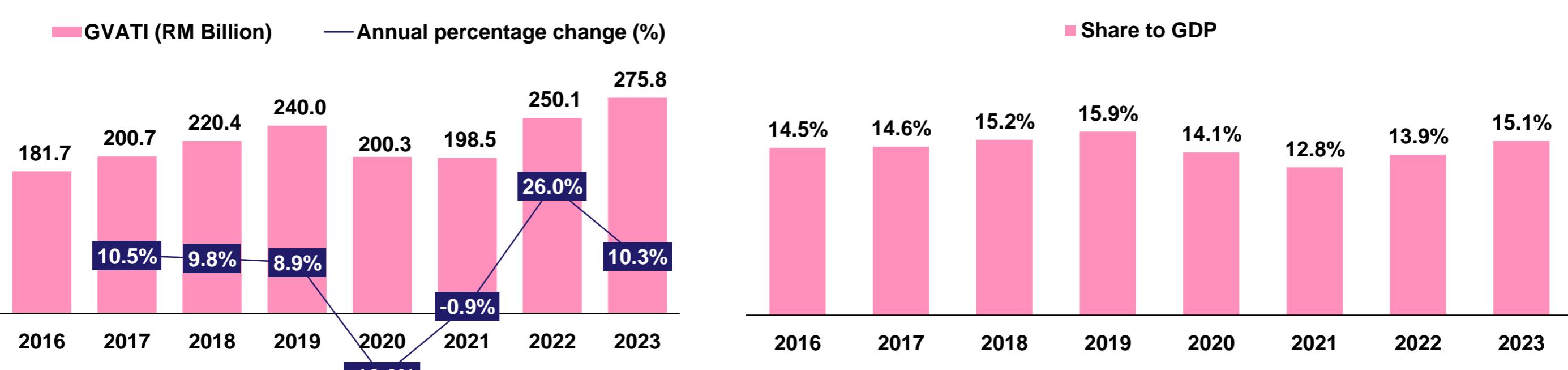
21.4 per cent of employment engaged in the tourism industry in Malaysia (2022: 21.3%)



⁴ Spa, MICE, health and others

Source: Tourism Satellite Account 2023
Department of Statistics Malaysia (DOSM)

Gross Value Added of Tourism Industries



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AGRICULTURE
CENSUS 2024
KEY TO AGRICULTURAL DEVELOPMENT

MALAYSIA
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Tourism in Malaysia generated RM154.5 billion with share of 15.1 per cent to the economy in 2023

- *Malaysia's tourism industry amounted RM275.8 billion in 2023, with the share of 15.1 per cent to the GDP compared to 13.9 per cent in the previous year. In terms of growth, tourism industry further expanded at 10.3 per cent as against 26.0 per cent in 2022. The growth was supported by all economic activities especially retail trade, specific tourism services (e.g: Spa, MICE) and Food & beverage serving services.*
- *The favourable performance of Malaysia's tourism industry in 2023 was influenced by stronger demand from internal tourism expenditure which consist of inbound and domestic expenditure.*
- *Internal tourism expenditure recorded RM154.5 billion (2022: RM93.0 billion), with a growth of 66.1 per cent in 2023. The performance of internal tourism expenditure was mainly driven by domestic tourism expenditure followed by inbound tourism expenditure. The share of both domestic and inbound tourism expenditure constituted 50.9 per cent and 49.1 per cent respectively.*
- *Inbound tourism expenditure in Malaysia accelerated with a strong growth of 124.3 per cent amounted to RM75.8 billion in 2023, compared to RM33.8 billion in the previous year. Domestic tourism expenditure expanded 32.9 per cent with a value of RM78.7 billion (2022: RM59.2 billion) in 2023.*
- *In terms of employment, tourism industry employed 3.4 million persons or an increase of 4.9 per cent (2022: 3.2 million) in 2023. Employment of tourism industry was dominated by retail trade, Food & Beverage and specific tourism services. Hence, employment in tourism accounted 21.4 per cent of Malaysia's total employment.*