

Embargo: Hanya boleh diterbitkan atau disebarikan mulai jam **1200, Jumaat, 12 September 2025**



KENYATAAN MEDIA

KEMENTERIAN EKONOMI
JABATAN PERANGKAAAN MALAYSIA

Blok C6 & C7, Kompleks C,
Pusat Pentadbiran Kerajaan Persekutuan, Presint 1,
62514, Wilayah Persekutuan Putrajaya
No. Telefon : 03 - 8090 4681

AKAUN SATELIT PELANCONGAN 2024

Pelancongan Malaysia menjana RM291.9 bilion menyumbang 15.1 peratus kepada ekonomi negara pada tahun 2024

PUTRAJAYA, 12 SEPTEMBER 2025 – Pada hari ini, Jabatan Perangkaan Malaysia menerbitkan **AKAUN SATELIT PELANCONGAN 2024**. Akaun Satelit Pelancongan (ASP) adalah berdasarkan rangka kerja *System of National Accounts, 2008* untuk mengukur prestasi industri pelancongan dan sumbangannya kepada ekonomi di Malaysia.

Ketua Perangkawan Malaysia, Dato' Sri Dr. Mohd Uzir Mahidin berkata, "Industri pelancongan Malaysia kekal sebagai pemacu utama ekonomi dengan menyumbang 15.1 peratus (2023: 14.9 peratus) kepada KDNK pada tahun 2024. Dari segi prestasi, industri pelancongan berkembang sebanyak 7.4 peratus berbanding 10.9 peratus pada tahun 2023. Justeru, industri pelancongan Malaysia pada tahun 2024 berjumlah RM291.9 bilion berbanding RM271.9 bilion pada tahun 2023.

Bagi prestasi mengikut sektor, Perdagangan runcit mencatatkan pertumbuhan sebanyak 5.9 peratus, diikuti oleh Makanan & minuman (5.7%) dan perkhidmatan lain (cth.: kesihatan, pendidikan, MICE dan spa) pada kadar 9.9 peratus. Prestasi ini disokong oleh Perdagangan runcit dengan sumbangan sebanyak 52.9 peratus (RM154.5 bilion), diikuti oleh Makanan & minuman pada 16.3 peratus (RM47.7 bilion)

dan perkhidmatan lain pada 13.3 peratus (RM39.0 bilion). Secara kolektif, ketiga-tiga subsektor ini menyumbang 82.5 peratus kepada keseluruhan industri pelancongan. Selain itu, semua subsektor pelancongan telah melepasi paras pra-pandemik 2019 kecuali subsektor Perkhidmatan penginapan dan pengangkutan penumpang yang belum pulih sepenuhnya.”

Dato’ Sri Dr. Mohd Uzir Mahidin menambah, “Perbelanjaan pelancongan *inbound* Malaysia berkembang sebanyak 41.1 peratus atau RM107.0 bilion pada tahun 2024. Pertumbuhan ini disokong oleh aktiviti Membeli-belah (36.1%), diikuti oleh Pengangkutan penumpang (19.1%) dan Penginapan (18.5%). Komposisi perbelanjaan *inbound* didominasi oleh segmen pelancong yang menyumbang 96.1 peratus dan selebihnya 3.9 peratus adalah segmen pelawat harian.

Selain itu, perbelanjaan pelancongan domestik meningkat sebanyak 25.1 peratus (2023: 32.9%) atau RM98.4 bilion pada tahun 2024. Pertumbuhan ini didorong terutamanya oleh aktiviti Membeli-belah (40.5%), diikuti oleh Makanan & minuman (17.6%) serta Jualan runcit bahan api kenderaan (13.7%). Perbelanjaan domestik terdiri daripada pelancong yang menyumbang 57.8 peratus manakala pelawat harian mencatatkan 42.2 peratus.

Berikutan itu, penggunaan pelancongan *internal* meningkat 33.0 peratus pada tahun 2024 daripada 66.1 peratus pada tahun 2023. Penggunaan pelancongan *internal* adalah merangkumi perbelanjaan pelancongan *inbound* dan pelancongan domestik. Perbelanjaan pelancongan *inbound* kembali mendominasi pada tahun 2024 dengan sumbangan 52.1 peratus (2023: 49.1%) daripada penggunaan pelancongan *internal*, selepas lima tahun berturut-turut didominasi oleh perbelanjaan domestik. Pertumbuhan penggunaan pelancongan *internal* ini dipacu oleh aktiviti Membeli-belah (38.2%), diikuti oleh Makanan & minuman (16.8%) dan Penginapan (15.4%) yang secara keseluruhan menyumbang 70.4 peratus.”

Guna tenaga pelancongan menyumbang 21.6 peratus kepada jumlah guna tenaga di Malaysia atau 3.5 juta orang pada tahun 2024. Dari segi pertumbuhan, guna tenaga pelancongan meningkat sebanyak 4.6 peratus berbanding 4.9 peratus pada tahun 2023. Guna tenaga pelancongan disumbangkan terutamanya oleh subsektor Perdagangan runcit, Makanan & minuman dan perkhidmatan lain yang secara kolektif merangkumi 85.2 peratus daripada jumlah pekerjaan pelancongan.

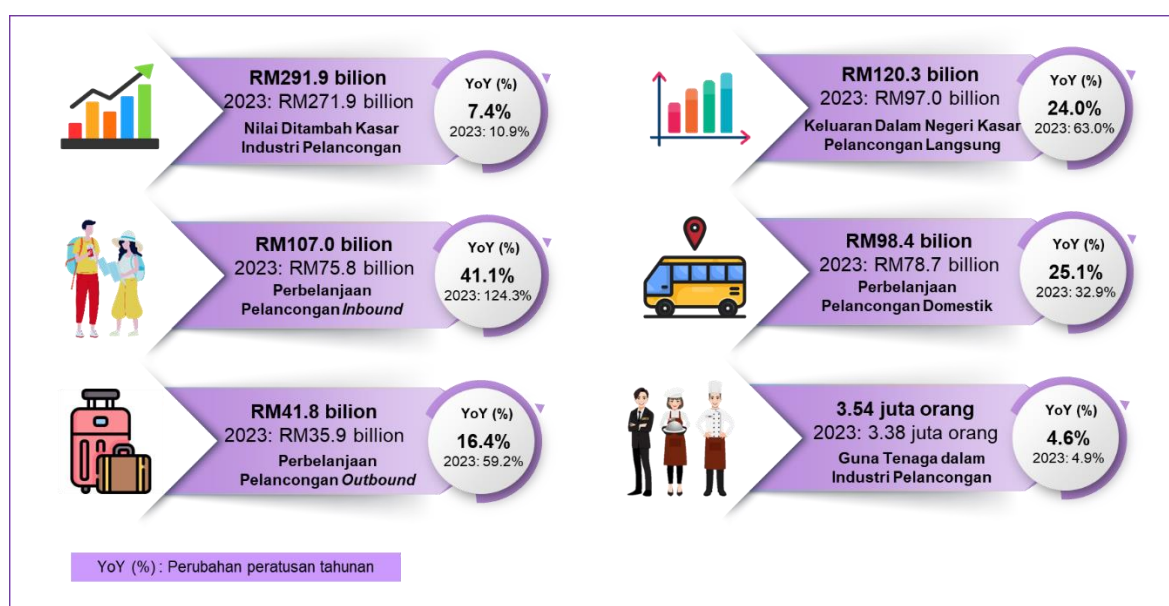
Kepengerusian ASEAN-Malaysia 2025: Jabatan Perangkaan Malaysia (DOSM) akan mempengerusikan Jawatankuasa Sistem Statistik Komuniti ASEAN Ke-15 (ACSS15) yang bertujuan untuk memperkukuh kerjasama statistik ke arah pembangunan serantau yang mampan.

Malaysia buat julung kalinya telah berjaya menduduki kedudukan teratas di peringkat global dalam laporan dwi-tahunan *Open Data Inventory* (ODIN) 2024/25 yang dikeluarkan oleh *Open Data Watch* (ODW), mengatasi 198 negara lain. Pencapaian ini merupakan lonjakan ketara daripada kedudukan ke-67 dalam penilaian ODIN 2022/23.

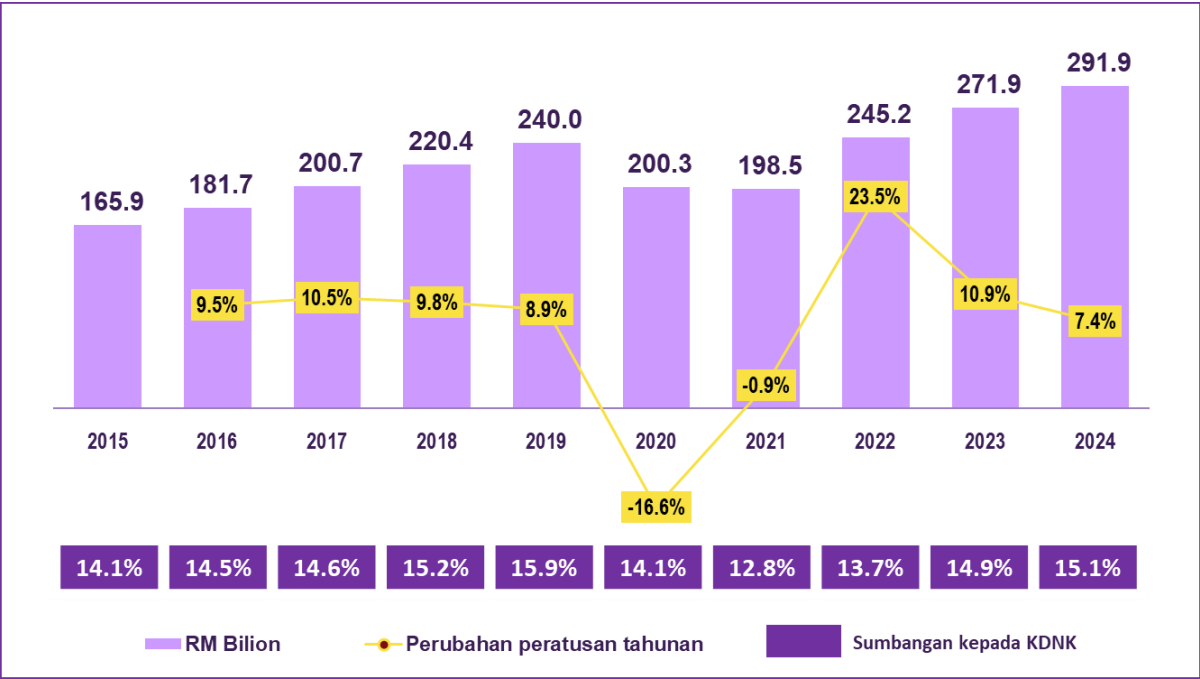
Kerajaan Malaysia telah mengisytiharkan 20 Oktober sebagai Hari Statistik Negara (MyStats Day), dengan tema 'Statistik Nadi Kehidupan.' Sementara itu, Hari Statistik Dunia Keempat akan disambut pada 20 Oktober 2025 dengan tema '*Driving Change with Quality Statistics and Data for Everyone*'.

OpenDOSM NextGen adalah medium yang menyediakan katalog data dan visualisasi bagi memudahkan pengguna menganalisis pelbagai data dan boleh diakses melalui portal <https://open.dosm.gov.my>.

Paparan 1: Sorotan Prestasi Pelancongan, 2024



Paparan 2: Nilai Ditambah Kasar Industri Pelancongan (NDKIP), 2015-2024



Dikeluarkan oleh:

PEJABAT KETUA PERANGKAWAN MALAYSIA
JABATAN PERANGKAAN MALAYSIA
12 SEPTEMBER 2025

Embargo: Only to be published or disseminated at **1200 hour, Friday, 12 September 2025**



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

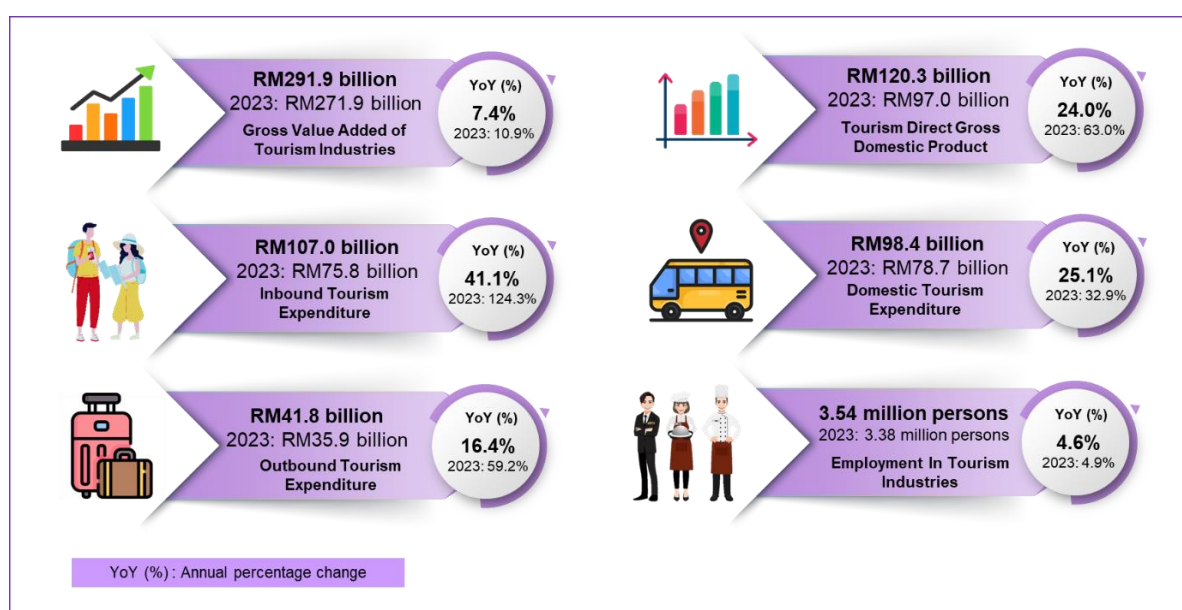
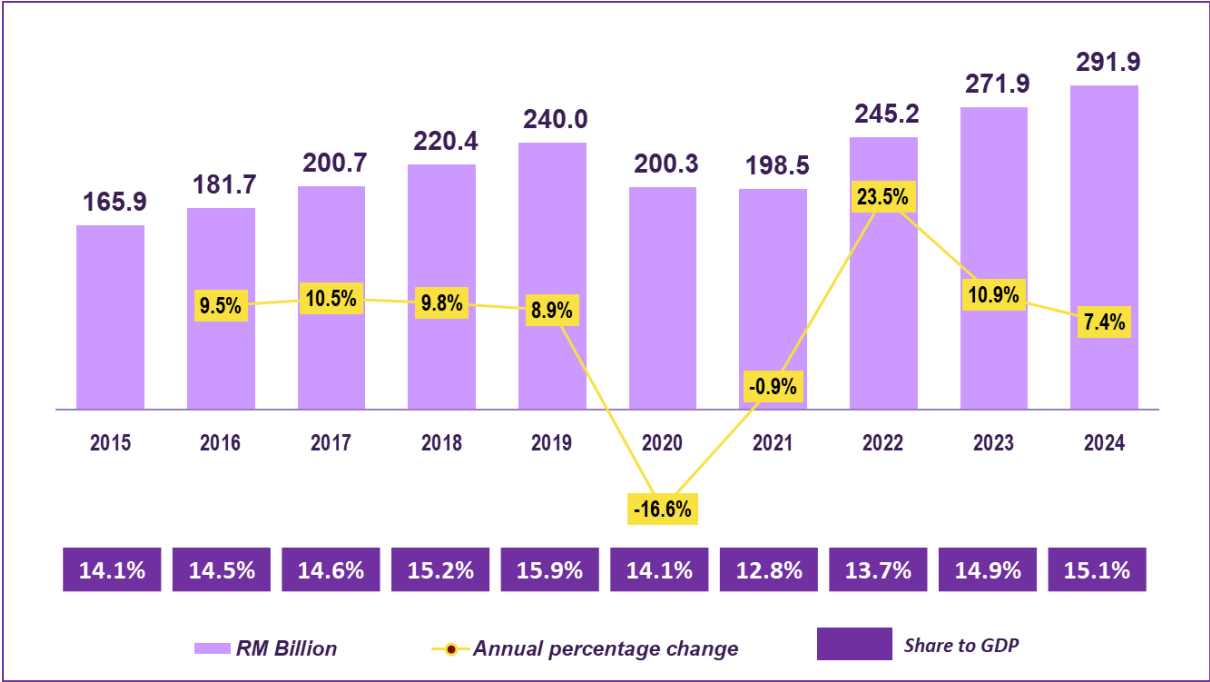


Exhibit 2: Gross Value Added of Tourism Industries (GVATI), 2015-2024



Released by:

**THE OFFICE OF CHIEF STATISTICIAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA
12 SEPTEMBER 2025**