



KEMENTERIAN EKONOMI
JABATAN PERANGKAAAN MALAYSIA

AKAUN NEGARA **NATIONAL ACCOUNTS**



SABAH **2024**

JABATAN PERANGKAAAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA



KEMENTERIAN EKONOMI
JABATAN PERANGKAAN MALAYSIA

AKAUN SATELIT PELANCONGAN WILAYAH SABAH

REGIONAL TOURISM SATELLITE ACCOUNT SABAH

2024

Pemakluman

Malaysia buat julung kalinya telah menduduki tangga pertama (1) di peringkat global dalam laporan dwi-tahunan Open Data Inventory (ODIN) 2024/25 yang dikeluarkan oleh Open Data Watch (ODW), mengatasi 197 negara lain. Pencapaian ini merupakan lonjakan ketara daripada kedudukan ke-67 dalam penilaian ODIN 2022/23.

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>.

Announcement

Malaysia, for the first time, ranked as number one (1) globally in the biennial Open Data Inventory (ODIN) 2024/25 report released by Open Data Watch (ODW), surpassing 197 other countries. This achievement marks a significant leap from its 67th position in the ODIN 2022/23 assessment.

OpenDOSM NextGen as a medium that provides data catalogue and visualisations to facilitate users' analysis and can be accessed through <https://open.dosm.gov.my>.

JABATAN PERANGKAAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA

Diterbitkan dan dicetak oleh / *Published and printed by:*

Jabatan Perangkaan Malaysia

Department of Statistics Malaysia

Blok C6 & C7, Kompleks C,

Pusat Pentadbiran Kerajaan Persekutuan

62514 Putrajaya,

MALAYSIA

Tel.	:	03-8885 7000
Faks	:	03-8888 9248
Portal	:	https://www.dosm.gov.my
Facebook / X / Instagram / YouTube	:	StatsMalaysia
E-mel / <i>E-mail</i>	:	info@dosm.gov.my (pertanyaan umum / <i>general enquiries</i>)
	:	data@dosm.gov.my (pertanyaan & permintaan data / <i>data request & enquiries</i>)

Harga / *Price* : RM25.00

Diterbitkan pada Disember 2025 / *Published in December 2025*

Hakcipta terpelihara / *All rights reserved.*

Tiada bahagian daripada terbitan ini boleh diterbitkan semula, disimpan untuk pengeluaran atau ditukar dalam apa-apa bentuk atau alat apa jua pun kecuali setelah mendapat kebenaran daripada Jabatan Perangkaan Malaysia. Pengguna yang mengeluarkan sebarang maklumat dari terbitan ini sama ada yang asal atau diolah semula hendaklah meletakkan kenyataan berikut:

“Sumber: Jabatan Perangkaan Malaysia”

No part of this publication may be reproduced or distributed in any form or by any means or stored in database without the prior written permission from Department of Statistics Malaysia. Users reproducing content of this publication with or without adaptation should quote the following:

“Source: Department of Statistics Malaysia”

ISSN 3009 – 1918

KATA PENGANTAR

Akaun Satelit Pelancongan Wilayah (ASPW) Sabah 2024 yang diterbitkan oleh Jabatan Perangkaan Malaysia (DOSM) merupakan laporan komprehensif yang membentangkan statistik pelancongan Sabah. ASPW Sabah adalah penyusunan statistik untuk mengukur perkembangan industri pelancongan dan sumbangannya kepada Keluaran Dalam Negeri Kasar Sabah dan mengintegrasikan produk dan industri berkaitan pelancongan. Penyusunan statistik ini adalah berdasarkan kerangka kerja *Tourism Satellite Account: Recommended Methodological Framework 2008*; *Regional Tourism Satellite Account, United Nations World Tourism Organization, Statistics and TSA Issue Paper Series 2013*; dan *System of National Accounts 2008*.

Penerbitan ini memaparkan penemuan ASPW Sabah 2024, statistik pelancongan domestik Sabah, indikator sosioekonomi, aspek teknikal iaitu konsep, definisi serta kod & klasifikasi produk dan industri pelancongan Sabah bagi memudahkan pengguna memahami statistik yang diterbitkan.

Statistik ini boleh membantu agensi kerajaan, ahli ekonomi, ahli akademik serta individu bagi tujuan membuat perancangan dan penggubalan dasar, analisis ekonomi dan unjuran serta dapat membantu merancang pembangunan perniagaan terutamanya industri pelancongan.

DOSM merakamkan penghargaan atas kerjasama semua pihak dalam membekalkan data yang diperlukan dan menyumbang kepada kejayaan penerbitan ini. Sebarang maklum balas dan cadangan untuk penambahbaikan penerbitan ini pada masa akan datang amatlah dihargai.

DATO' SRI DR. MOHD UZIR MAHIDIN

Ketua Perangkawan Malaysia

Disember 2025

PREFACE

Regional Tourism Satellite Account (RTSA) Sabah 2024 published by the Department of Statistics Malaysia (DOSM), is a comprehensive report that presents tourism statistics of Sabah. RTSA Sabah is a compilation of statistics to gauge the performance of tourism industry and its contribution to the Sabah's Gross Domestic Product and integrate product and industry related to tourism. This compilation adopts the Tourism Satellite Account: Recommended Methodological Framework 2008; Regional Tourism Satellite Account, United Nations World Tourism Organization Statistics and TSA Issue Paper Series 2013; and System of National Accounts 2008.

This publication displays the findings of RTSA Sabah 2024, Sabah domestic tourism statistics, socioeconomic indicators, technical aspects on concepts and definitions as well as code & classification of the Sabah tourism products and industries to assist users to understand the published statistics.

These statistics could assist government agencies, economists, academicians and individuals for planning and formulation of policies, economic analysis and projections as well as for business development planning especially in tourism industry.

DOSM acknowledges the cooperation of all parties that have provided the required data and contributed to the success of this publication. Any feedback and suggestions towards improving the future publication are highly appreciated.

DATO' SRI DR. MOHD UZIR MAHIDIN

Chief Statistician Malaysia

December 2025

SINGKATAN | **ABBREVIATION**

ASP	: Akaun Satelit Pelancongan
ASPW	: Akaun Satelit Pelancongan Wilayah
B	: Bilion / <i>Billion</i>
CPC	: <i>Central Products Classifications</i>
DOSM	: Jabatan Perangkaan Malaysia / <i>Department of Statistics Malaysia</i>
DTS	: <i>Domestic Tourism Survey</i>
GDP	: <i>Gross Domestic Product</i>
GVA	: <i>Gross Value Added</i>
GVATI	: <i>Gross Value Added of Tourism Industries</i>
IRTS	: <i>International Recommendations for Tourism Statistics</i>
ISIC	: <i>International Standard Industrial Classification of All Economic Activities</i>
KDNK	: Keluaran Dalam Negeri Kasar
MCPA	: <i>Malaysia Classification of Products by Activity</i>
MSIC	: <i>Malaysia Standard Industrial Classification</i>
NDK	: Nilai Ditambah Kasar
NDKIP	: Nilai Ditambah Kasar Industri Pelancongan
No.	: <i>Number</i>
RM	: Ringgit Malaysia
RTSA	: <i>Regional Tourism Satellite Account</i>
SNA	: <i>System of National Accounts</i>
SUT	: <i>Supply and Use Table</i>
TSA	: <i>Tourism Satellite Account</i>
TSA: RMF	: <i>Tourism Satellite Account: Recommended Methodological Framework</i>
UNWTO	: <i>United Nations World Tourism Organization</i>

NOTA / NOTES

Penjumlahan angka komponen mungkin tidak bersamaan dengan angka jumlah kecil atau jumlah besar disebabkan pembundaran.

The sum of the component figures may not tally with the sub-total or total figures due to rounding.

KANDUNGAN | CONTENTS

	Muka Surat Page
Kata Pengantar <i>Preface</i>	i
Singkatan <i>Abbreviation</i>	iii
Kandungan <i>Contents</i>	iv
Statistik ketibaan pelawat Sabah <i>Visitor arrivals statistics of Sabah</i>	ix
Penemuan utama <i>Main findings</i>	1
Ringkasan penemuan <i>Summary of findings</i>	3
Jadual <i>Tables</i>	
Akaun Satelit Pelancongan Wilayah Sabah 2024 / Regional Tourism Satellite Account Sabah 2024	
1 Perbelanjaan pelancongan <i>inbound</i> bagi pelawat mengikut produk, Sabah <i>Inbound tourism expenditure of visitors by product, Sabah</i>	19
1A Perbelanjaan pelancongan <i>inbound</i> bagi pelawat Semenanjung Malaysia ke Sabah mengikut produk <i>Inbound tourism expenditure of Peninsular Malaysia's visitors to Sabah by product</i>	20
1B Perbelanjaan pelancongan <i>inbound</i> bagi pelawat Sarawak ke Sabah mengikut produk <i>Inbound tourism expenditure of Sarawak's visitors to Sabah by product</i>	21
1C Perbelanjaan pelancongan <i>inbound</i> bagi pelawat Luar negara ke Sabah mengikut produk <i>Inbound tourism expenditure of the Rest of the World's visitors to Sabah by product</i>	22
2 Perbelanjaan pelancongan domestik bagi pelawat mengikut produk, Sabah <i>Domestic tourism expenditure of visitors by product, Sabah</i>	23
3 Penggunaan pelancongan <i>internal</i> bagi pelawat mengikut produk, Sabah <i>Internal tourism consumption of visitors by products, Sabah</i>	24
4 Nilai Ditambah Kasar Industri Pelancongan pada harga semasa, Sabah <i>Gross Value Added of Tourism Industries at current prices, Sabah</i>	25

KANDUNGAN | CONTENTS

Jadual Tables	Muka Surat Page
5 Jumlah penawaran dan penggunaan pelancongan, Sabah <i>Total supply and tourism consumption, Sabah</i>	25
6 Guna tenaga dalam industri pelancongan, Sabah <i>Employment in the tourism industry, Sabah</i>	26
Statistik Pelancongan Domestik Sabah / Sabah Domestic Tourism Statistics	
7 Statistik utama pelancongan domestik di Sabah, 2020-2024 <i>Key statistics of domestic tourism in Sabah, 2020-2024</i>	29
8 Bilangan pelawat domestik mengikut jenis pelawat ke Sabah, 2020-2024 <i>Number of domestic visitors by type of visitors to Sabah, 2020-2024</i>	29
9 Bilangan perjalanan pelancongan domestik ke Sabah, 2019-2024 <i>Number of domestic tourism trips to Sabah, 2020-2024</i>	29
10 Terimaan pelancongan domestik mengikut jenis perjalanan ke Sabah, 2020-2024 <i>Domestic tourism receipts by type of trips to Sabah, 2020-2024</i>	29
11 Bilangan perjalanan pelancongan domestik mengikut jenis perjalanan ke Sabah, 2020-2024 <i>Number of domestic tourism trips by type of trips to Sabah, 2020-2024</i>	30
12 Purata bilangan hari menginap bagi pelancong ke Sabah, 2020-2024 <i>Average length of stay of tourists to Sabah, 2020-2024</i>	30
13 Jumlah terimaan daripada pelawat domestik ke Sabah mengikut komponen, 2020-2024 <i>Total receipts from domestic visitors to Sabah by components, 2020-2024</i>	30
14 Perjalanan pelancongan domestik ke Sabah mengikut tujuan utama, 2020-2024 <i>Domestic tourism trips to Sabah by main purpose of visit, 2020-2024</i>	31
15 Lima destinasi tumpuan pelawat domestik dan pelancong ke Sabah, 2020-2024 <i>Top five destinations most visited by domestic visitors and tourists to Sabah, 2020-2024</i>	32
16 Taburan peratus pelawat domestik berkunjung ke Sabah mengikut mod pengangkutan utama, 2020-2024 <i>Percentage distribution of domestic visitor arrivals to Sabah by main mode of transport, 2020-2024</i>	33
17 Bilangan pelancong domestik mengikut negeri dikunjungi, 2024 <i>Number of domestic tourists by state visited, 2024</i>	34

KANDUNGAN | CONTENTS

Jadual Tables	Muka Surat Page
18 Profil demografi pelawat domestik ke Sabah mengikut kumpulan umur, 2020-2024 <i>Demographic profile of domestic visitors to Sabah by age group, 2020-2024</i>	35
19 Profil demografi pelawat domestik ke Sabah mengikut kumpulan etnik, 2020-2024 <i>Demographic profile of domestic visitors to Sabah by ethnic group, 2020-2024</i>	35
20 Profil demografi pelawat domestik ke Sabah mengikut taraf pendidikan, 2020-2024 <i>Demographic profile of domestic visitors to Sabah by educational level, 2020-2024</i>	36
21 Profil demografi pelawat domestik ke Sabah mengikut pendapatan bulanan isi rumah 2020-2024 <i>Demographic profile of domestic visitors to Sabah by monthly household income, 2020-2024</i>	36
22 Profil demografi pelawat domestik ke Sabah mengikut status guna tenaga, 2020-2024 <i>Demographic profile of domestic visitors to Sabah by employment status, 2020-2024</i>	37
23 Taburan peratus pelancong berkunjung ke Sabah mengikut jenis penginapan, 2020-2024 <i>Percentage distribution of tourist arrivals to Sabah by type of accommodation, 2020-2024</i>	37
24 Bilangan hotel dan bilik di Sabah mengikut penarafan bintang, 2020-2024 <i>Number of hotel and room in Sabah by star rating, 2020-2024</i>	38
25 Bilangan hotel dan bilik di Sabah mengikut lokasi, 2020-2024 <i>Number of hotel and room in Sabah by location, 2020-2024</i>	38
Indikator Sosioekonomi / Socioeconomic Indicators	
Penduduk / Population	
26 Penduduk mengikut jantina, Malaysia dan Sabah, 2020-2024 <i>Population by sex, Malaysia and Sabah, 2020-2024</i>	41
27 Penduduk mengikut etnik, Malaysia dan Sabah, 2020-2024 <i>Population by ethnic, Malaysia and Sabah, 2020-2024</i>	41
28 Kadar pertumbuhan penduduk tahunan, Malaysia dan Sabah, 2020-2024 <i>Annual population growth rate, Malaysia and Sabah, 2020-2024</i>	41
29 Tempat kediaman, isi rumah dan purata saiz isi rumah, Malaysia dan Sabah, 2020-2024 <i>Living quarters, households and average size of household, Malaysia and Sabah, 2020-2024</i>	41

KANDUNGAN | CONTENTS

Jadual Tables	Muka Surat Page
Tenaga Buruh / Labour Force	
30 Statistik utama tenaga buruh, Malaysia dan Sabah, 2020-2024 <i>Principal statistics of labour force, Malaysia and Sabah, 2020-2024</i>	42
31 Bilangan penduduk bekerja mengikut sektor, Malaysia dan Sabah, 2020-2024 <i>Number of employed persons by sector, Malaysia and Sabah, 2020-2024</i>	42
Pendapatan & Perbelanjaan / Income & Expenditure	
32 Pendapatan isi rumah kasar bulanan penengah, purata dan kadar pertumbuhan tahunan dikompaun, Malaysia dan Sabah <i>Median, mean and compounded annual growth rate of monthly statistics household gross income, Malaysia and Sabah</i>	43
33 Pekali Gini dan insiden kemiskinan mutlak, Malaysia dan Sabah <i>Gini coefficient and incidence of absolute poverty, Malaysia and Sabah</i>	43
34 Pendapatan isi rumah kasar bulanan penengah dan purata mengikut kumpulan pendapatan, Malaysia dan Sabah <i>Median and mean of monthly household gross income by income groups, Malaysia and Sabah</i>	43
35 Perbelanjaan penggunaan isi rumah bulanan penengah, purata dan kadar pertumbuhan tahunan dikompaun, Malaysia dan Sabah <i>Median, mean and compounded annual growth rate of monthly statistics household consumption expenditure, Malaysia and Sabah</i>	43
Keluaran Dalam Negeri Kasar (KDNK) / Gross Domestic Product (GDP)	
36 KDNK mengikut jenis aktiviti ekonomi 2020-2024, pada harga malar 2015 - Malaysia dan Sabah <i>GDP by kind of economic activity 2020-2024, at constant 2015 prices - Malaysia and Sabah</i>	44
37 KDNK mengikut jenis aktiviti ekonomi 2020-2024, pada harga malar 2015 - Perubahan peratusan tahunan, Malaysia dan Sabah <i>GDP by kind of economic activity 2020-2024, at constant 2015 prices - Annual percentage change, Malaysia and Sabah</i>	45
38 KDNK mengikut jenis aktiviti ekonomi 2020-2024, pada harga malar 2015 - Peratusan sumbangan kepada KDNK, Malaysia dan Sabah <i>GDP by kind of economic activity 2020-2024, at constant 2015 prices - Percentage share to GDP, Malaysia and Sabah</i>	46

KANDUNGAN | CONTENTS

Jadual Tables	Muka Surat Page
Import & Eksport / Imports & Exports	
39 Nilai import dan eksport, Malaysia, 2020-2024 <i>Imports and exports value, Malaysia, 2020-2024</i>	47
40 Nilai import dan eksport mengikut pintu keluar dan masuk, Sabah, 2020-2024 <i>Imports and exports value by exit and entry points, Sabah, 2020-2024</i>	47
Lain-Lain / Others	
41 Bilangan penginap hotel, Malaysia dan Sabah, 2020-2024 <i>Number of hotel occupants, Malaysia and Sabah, 2020-2024</i>	48
42 Bilangan kluster <i>homestay</i> dan premis penginapan yang berdaftar, Malaysia dan Sabah, 2020-2024 <i>Number of registered homestay clusters and accommodation premises, Malaysia and Sabah, 2020-2024</i>	48
43 Bilangan Pusat Spa dan Pusat Urut Kaki mengikut penggredan, Malaysia dan Sabah, 2020-2024 <i>Number of Spa Centres and Foot Massage Centres by ranking, Malaysia and Sabah, 2020-2024</i>	48
44 Bilangan kampung program Desa Lestari, Malaysia dan Sabah, 2020-2024 <i>Number of village of Desa Lestari programme, Malaysia and Sabah, 2020-2024</i>	48
45 Bilangan penumpang dikendalikan mengikut lapangan terbang, Malaysia dan Sabah, 2020-2024 <i>Number of passengers handled by airport, Malaysia and Sabah, 2020-2024</i>	49
Nota teknikal <i>Technical notes</i>	53
Kod & klasifikasi <i>Code & classification</i>	69



STATISTIK KETIBAAN PELAWAT SABAH **SABAH VISITOR ARRIVALS STATISTICS**

Kewarganegaraan Nationality	Pelawat Visitors					Perubahan peratusan tahunan (%) Annual percentage change (%)			
	2020	2021	2022	2023	2024	2021	2022	2023	2024
ASIA	148,181	5,346	224,865	747,687	1,131,944	-96.4	4106.2	232.5	51.4
ASIA SELATAN / SOUTHEAST ASIA	41,215	3,250	151,537	429,744	433,562	-92.1	4562.7	183.6	0.9
Brunei	5,494	47	76,664	266,981	246,532	-99.1	163014.9	248.2	-7.7
Philippines	7,278	1,008	11,720	26,299	30,201	-86.2	1062.7	124.4	14.8
Indonesia	22,790	1,845	35,982	91,917	115,318	-91.9	1850.2	155.5	25.5
Singapore	4,357	181	23,572	38,502	35,106	-95.8	12923.2	63.3	-8.8
Thailand	960	120	2,685	4,404	4,340	-87.5	2137.5	64.0	-1.5
Viet Nam	336	49	914	1641	2065	-85.4	1765.3	79.5	25.8
ASIA UTARA / NORTHEAST ASIA	105,478	1,482	68,021	310,177	686,894	-98.6	4489.8	356.0	121.5
China	46,129	731	6,463	78,690	453,600	-98.4	784.1	1117.5	476.4
Japan	4,095	270	4,413	9,796	12,510	-93.4	1534.4	122.0	27.7
Chinese Taipei	6,985	55	1,993	22,988	28,725	-99.2	3523.6	1053.4	25.0
Korea Selatan / South Korea	48,269	426	55,152	198,703	192,059	-99.1	12846.5	260.3	-3.3
LAIN-LAIN ASIA / OTHERS ASIA	1,488	614	5,307	7,766	11,488	-58.7	764.3	46.3	47.9
India	1,077	332	3,987	5,885	9,316	-69.2	1100.9	47.6	58.3
Pakistan	411	282	1,320	1,881	2,172	-31.4	368.1	42.5	15.5
TIMUR TENGAH / MIDDLE EAST	376	86	1,588	1,625	1,765	-77.1	1746.5	2.3	8.6
OCEANIA	5,625	172	8,753	20,442	19,106	-96.9	4989.0	133.5	-6.5
Australia	5,020	137	7,684	17,402	16,671	-97.3	5508.8	126.5	-4.2
New Zealand	605	35	1,069	3,040	2,435	-94.2	2954.3	184.4	-19.9
EROPAH / EUROPE	17,118	830	33,180	62,479	79,588	-95.2	3897.6	88.3	27.4
United Kingdom & Ireland	6,767	342	13,402	24,727	27,422	-94.9	3818.7	84.5	10.9
Germany	2,782	88	3,457	6,454	7,922	-96.8	3828.4	86.7	22.7
France	915	125	3,064	4,854	5,921	-86.3	2351.2	58.4	22.0
Denmark	527	9	770	1,667	1,774	-98.3	8455.6	116.5	6.4
Finland	290	3	204	454	367	-99.0	6700.0	122.5	-19.2
Norway	224	16	242	467	459	-92.9	1412.5	93.0	-1.7
Sweden	549	12	540	892	910	-97.8	4400.0	65.2	2.0
Belgium & Luxembourg	287	12	824	1,557	2,428	-95.8	6766.7	89.0	55.9
Italy	460	49	1,239	3,338	5,579	-89.3	2428.6	169.4	67.1
Switzerland	385	10	1,021	1,751	2,035	-97.4	10110.0	71.5	16.2
Netherlands	854	47	2,949	5,743	5,925	-94.5	6174.5	94.7	3.2
Russia	832	15	896	1,956	3,142	-98.2	5873.3	118.3	60.6
Lain-lain Eropah / Others Europe	2,246	102	4,572	8,619	15,704	-95.5	4382.4	88.5	41.5
AMERIKA UTARA / NORTH AMERICA	6,046	222	7,101	17,557	20,749	-96.3	3098.6	147.2	18.2
United States America	4,270	177	5,260	13,102	15,171	-95.9	2871.8	149.1	15.8
Canada	1,776	45	1,841	4,455	5,578	-97.5	3991.1	142.0	25.2
LAIN-LAIN / OTHERS	2,938	630	4,614	8,685	11,396	-78.6	632.4	88.2	31.2
Jumlah pelawat asing Total foreign visitors	180,284	7,286	280,101	858,475	1,264,548	-96.0	3744.4	206.5	47.3
Jumlah pelawat Malaysia Total Malaysian visitors	797,176	363,901	1,447,639	1,754,797	1,882,932	-54.4	297.8	21.2	7.3
Jumlah ketibaan pelawat ke Sabah Total visitor arrivals to Sabah	977,460	371,187	1,727,740	2,613,272	3,147,480	-62.0	365.5	51.3	20.4

Sumber: Lembaga Pelancongan Sabah (LPS)
Source: Sabah Tourism Board (STB)



KEMENTERIAN EKONOMI
JABATAN PERANGKAAAN MALAYSIA

AKAUN SATELIT PELANCONGAN WILAYAH SABAH 2024

Industri Pelancongan Sabah (NDKIP¹) mencatatkan **RM13.7 bilion** dengan sumbangan **12.0 peratus** kepada ekonomi Sabah



12.0%

2023: 11.7%

Sumbangan NDKIP
Sabah kepada
KDNK² Sabah

0.71%

2023: 0.72%

Sumbangan NDKIP
Sabah kepada
KDNK Malaysia

5.9%

2023: 6.2%

Sumbangan KDNK
Sabah kepada
KDNK Malaysia

¹ Nilai Ditambah Kasar Industri Pelancongan

² Keluaran Dalam Negeri Kasar

Penggunaan Pelancongan *Internal*

RM12.1 bilion

2023: RM 8.2 bilion

Perbelanjaan Pelancongan *Inbound*

RM6.2 bilion

2023: RM4.2 bilion

Peratus sumbangan:

51.1%

2023: 50.9%

20.1%

RM1,238.4 juta

19.9%

RM835.9 juta

28.0%

RM1,727.6 juta

30.5%

RM1,278.9 juta

31.7%

RM1,955.4 juta

28.3%

RM1,189.0 juta

20.2%

RM1,248.6 juta

21.3%

RM892.6 juta

● Sumbangan 2024 ● Sumbangan 2023

Perbelanjaan Pelancongan *Domestik*

RM5.9 bilion

2023: RM4.0 bilion

Peratus sumbangan:

48.9%

2023: 49.1%

43.8%

RM2,583.4 juta

47.4%

RM1,916.3 juta

31.6%

RM1,865.3 juta

34.5%

RM1,394.5 juta

18.2%

RM1,072.5 juta

12.8%

RM517.4 juta

6.4%

RM380.0 juta

5.3%

RM215.7 juta

● Sumbangan 2024 ● Sumbangan 2023

Guna Tenaga Industri Pelancongan

387.6 ribu orang

2023: 362.7 ribu orang



22.6%

2023: 22.4%

sumbangan kepada
jumlah guna tenaga
di Sabah

Peratus
sumbangan:

44.5%

2023: 43.9%

Peratus
sumbangan:

41.6%

2023: 42.1%

Peratus
sumbangan:

7.8%

2023: 7.8%

Peratus
sumbangan:

6.1%

2023: 6.2%

Petunjuk:



Membeli-belah /
Perdagangan runcit



Perkhidmatan penginapan
dan penyediaan
makanan & minuman



Agensi pengembaraan & penempatan lain,
perkhidmatan kebudayaan, sukan & rekreasi dan
perkhidmatan khusus bercirikan pelancongan negara



Perkhidmatan pengangkutan
penumpang dan jualan runcit
bahan api kenderaan

Sumber: Akaun Satelit Pelancongan Wilayah Sabah 2024, Jabatan Perangkaan Malaysia (DOSM)



@StatsMalaysia





MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

REGIONAL TOURISM SATELLITE ACCOUNT SABAH 2024

Sabah tourism industry (GVATI¹) recorded **RM13.7 billion** with a share of **12.0 per cent** to the Sabah's economy



12.0%

2023: 11.7%

Share of Sabah
GVATI to
Sabah GDP²

0.71%

2023: 0.72%

Share of Sabah
GVATI to
Malaysia GDP

5.9%

2023: 6.2%

Share of Sabah
GDP to
Malaysia GDP

¹ Gross Value Added of Tourism Industries

² Gross Domestic Product

Internal Tourism Consumption

RM12.1 billion

2023: RM 8.2 billion

Inbound Tourism Expenditure

RM6.2 billion

2023: RM4.2 billion

Percentage share:

51.1%

2023: 50.9%

20.1% **RM1,238.4 million**

19.9% **RM835.9 million**

28.0% **RM1,727.6 million**

30.5% **RM1,278.9 million**

31.7% **RM1,955.4 million**

28.3% **RM1,189.0 million**

20.2% **RM1,248.6 million**

21.3% **RM892.6 million**

Share 2024

Share 2023

Domestic Tourism Expenditure

RM5.9 billion

2023: RM4.0 billion

Percentage share:

48.9%

2023: 49.1%

43.8% **RM2,583.4 million**

47.4% **RM1,916.3 million**

31.6% **RM1,865.3 million**

34.5% **RM1,394.5 million**

18.2% **RM1,072.5 million**

12.8% **RM517.4 million**

6.4% **RM380.0 million**

5.3% **RM215.7 million**

Share 2024

Share 2023

Employment in Tourism Industry

387.6 thousand persons

2023: 362.7 thousand persons



22.6%

2023: 22.4%

contribution to total
employment
in Sabah

Percentage
share:



44.5%

2023: 43.9%

Percentage
share:



41.6%

2023: 42.1%

Percentage
share:



7.8%

2023: 7.8%

Percentage
share:



6.1%

2023: 6.2%

Legend:



Shopping /
Retail Trade



Accommodation
and food & beverage
serving services



Travel agencies & other reservation services,
cultural, sports & recreational services
and country-specific tourism characteristic services



Passenger transport
services and retail sale
of automotive fuel

Source: Regional Tourism Satellite Account Sabah 2024, Department of Statistics Malaysia (DOSM)



@StatsMalaysia



RINGKASAN PENEMUAN

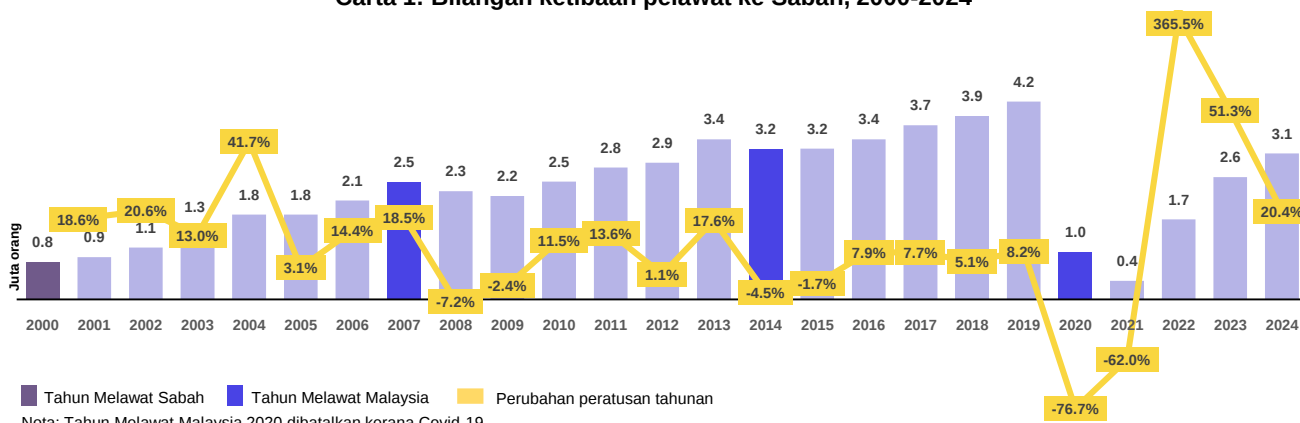
1.0 PENGENALAN

Akaun Satelit Pelancongan Wilayah (ASPW) Sabah membentangkan statistik mengenai Nilai Ditambah Kasar Industri Pelancongan (NDKIP), Keluaran Dalam Negeri Kasar Pelancongan Langsung (KDNKPL), perbelanjaan pelancongan bagi *inbound* dan domestik, penggunaan pelancongan *internal* serta guna tenaga dalam industri pelancongan. Statistik disusun mengikut industri dan produk pelancongan. ASPW Sabah memaparkan maklumat mengenai penawaran dan permintaan sektor pelancongan di Sabah.

2.0 SENARIO PELANCONGAN DI SABAH

Sabah mencatatkan ketibaan 3.1 juta pelawat pada tahun 2024, iaitu peningkatan sebanyak 20.4 peratus berbanding tahun sebelumnya, seperti yang dipaparkan di **Carta 1**. Pelawat domestik dari Semenanjung Malaysia dan Sarawak berjumlah 1.9 juta, manakala 1.3 juta lagi terdiri daripada pelawat antarabangsa.

Carta 1: Bilangan ketibaan pelawat ke Sabah, 2000-2024



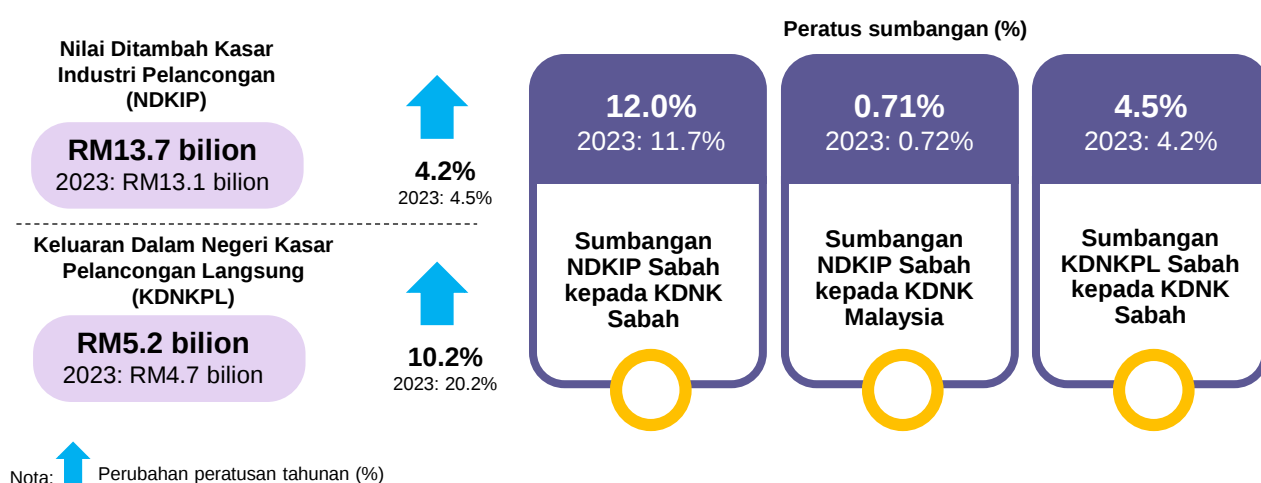
Sumber: Lembaga Pelancongan Sabah

Bagi ketibaan antarabangsa, 35.9 peratus daripada jumlah pelawat asing ke Sabah pada tahun 2024 adalah dari China. Ini selaras dengan pemulihan berterusan perjalanan *outbound* dari China serta peningkatan ketersambungan penerbangan. Brunei mencatatkan kedudukan sebagai penyumbang kedua terbesar dengan 19.5 peratus, diikuti Korea Selatan sebanyak 15.2 peratus. Selain itu, negara-negara Eropah menyumbang 6.3 peratus kepada jumlah ketibaan antarabangsa. Secara keseluruhan, industri pelancongan Sabah pada tahun 2024 mencapai 75.0 peratus daripada paras pra-pandemik, mencerminkan momentum yang stabil ke arah pemulihan sepenuhnya.

3.0 PRESTASI INDUSTRI PELANCONGAN

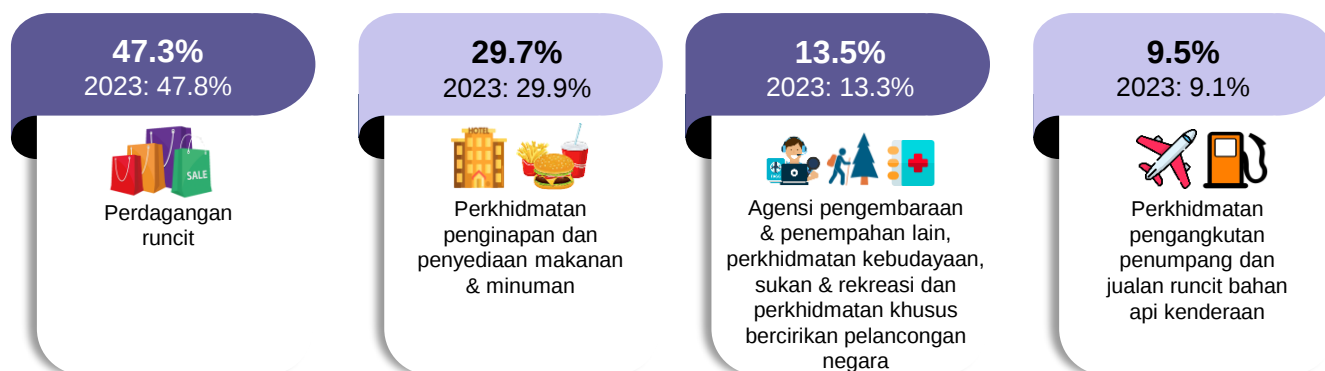
Ekonomi pelancongan Sabah terus mengukuh pada tahun 2024 dengan NDKIP berjumlah kepada RM13.7 bilion, dengan pertumbuhan 4.2 peratus. NDKIP merangkumi 12.0 peratus kepada Keluaran Dalam Negeri Kasar (KDNK) Sabah dan 0.71 peratus kepada KDNK Malaysia pada tahun 2024 seperti di **Paparan 1**. Sementara itu, KDNKPL Sabah berjumlah RM5.2 bilion pada tahun 2024, menyumbang 4.5 peratus kepada KDNK negeri dan mencatat peningkatan sebanyak 10.2 peratus.

Paparan 1: NDKIP - Nilai, perubahan peratusan tahunan dan peratus sumbangan kepada KDNK, 2024



Perdagangan runcit merupakan penyumbang terbesar kepada NDKIP pada tahun 2024, merangkumi 47.3 peratus, diikuti oleh Perkhidmatan penginapan dan penyediaan makanan & minuman iaitu 29.7 peratus. Sementara itu, Agensi pengembaraan & penempahan lain, perkhidmatan kebudayaan, sukan & rekreasi dan perkhidmatan khusus bercirikan pelancongan negara menyumbang sebanyak 13.5 peratus, seperti di **Paparan 2**.

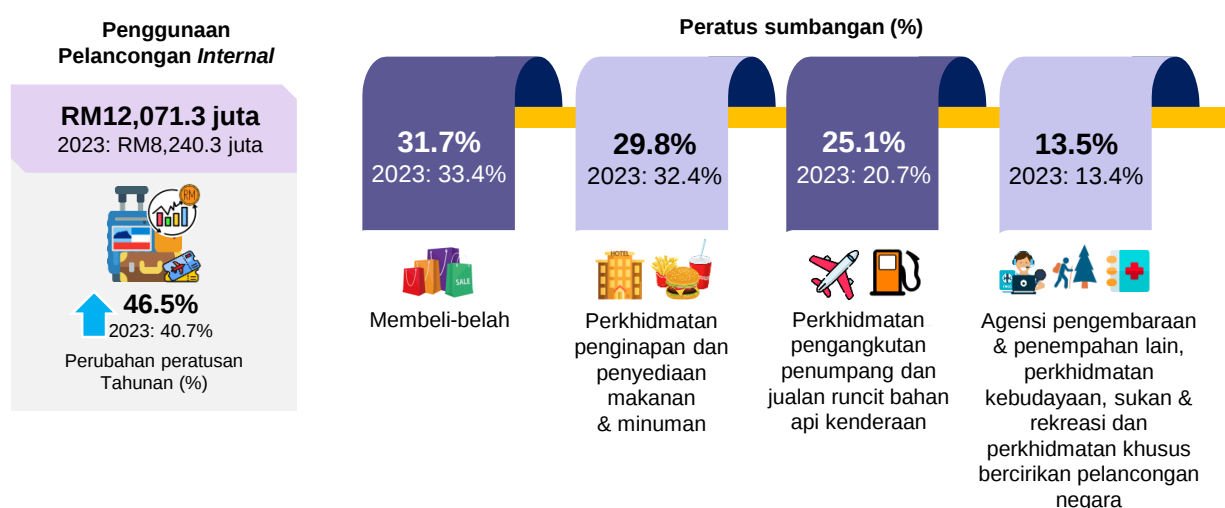
Paparan 2: NDKIP – Peratus sumbangan mengikut industri pelancongan, 2024



4.0 PENGGUNAAN PELANCONGAN INTERNAL

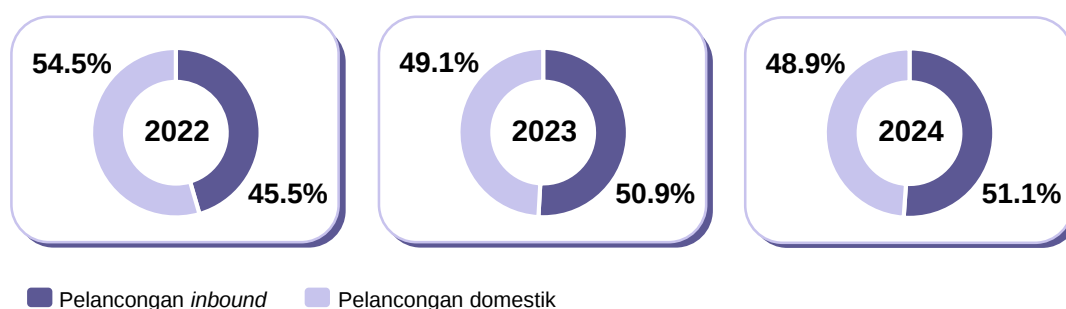
Penggunaan pelancongan *internal* merujuk kepada perbelanjaan pelawat yang merangkumi kedua-dua perbelanjaan pelancongan *inbound* dan domestik. Penggunaan pelancongan *internal* mencatat pertumbuhan kukuh berjumlah 46.5 peratus, mencapai RM12.1 bilion berbanding RM8.2 bilion pada 2023. Aktiviti membeli-belah merupakan penyumbang utama kepada penggunaan pelancongan *internal* dengan sumbangan 31.7 peratus, diikuti oleh Perkhidmatan penginapan dan penyediaan makanan & minuman (29.8%) dan Perkhidmatan pengangkutan penumpang dan jualan runcit bahan api kenderaan (25.1%), seperti di **Paparan 3**.

Paparan 3: Penggunaan pelancongan *internal* - Nilai, perubahan peratusan tahunan dan peratus sumbangan kepada penggunaan pelancongan *internal*, 2024



Pada tahun 2024, perbelanjaan pelancongan *inbound* di Sabah menyumbang 51.1 peratus kepada penggunaan pelancongan *internal*, manakala selebihnya 48.9 peratus adalah daripada pelancongan domestik (**Paparan 4**).

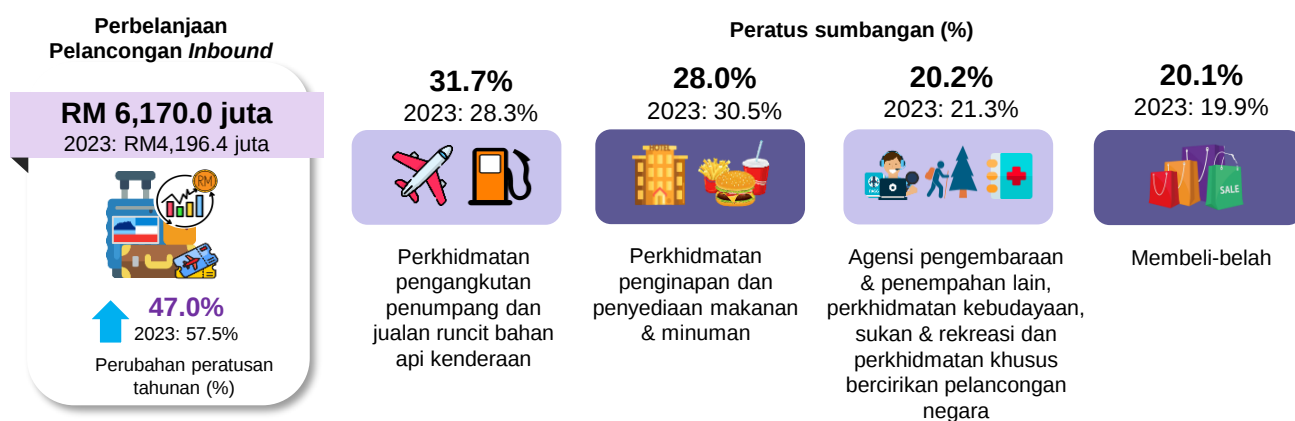
Paparan 4: Sumbangan perbelanjaan pelancongan *inbound* dan perbelanjaan pelancongan domestik kepada penggunaan pelancongan *internal*



5.0 PERBELANJAAN PELANCONGAN *INBOUND*

Perbelanjaan pelancongan *inbound* di Sabah mencapai berjumlah RM6.2 bilion pada tahun 2024, merekodkan pertumbuhan mampan sebanyak 47.0 peratus daripada RM4.2 bilion pada tahun sebelumnya. Perkhidmatan pengangkutan penumpang dan jualan runcit bahan api kenderaan mewakili sumbangan terbesar kepada perbelanjaan pelancongan *inbound* iaitu 31.7 peratus. Ini diikuti oleh Perkhidmatan penginapan dan penyediaan makanan & minuman (28.0%), manakala Agensi pengembaraan & penempahan lain, perkhidmatan kebudayaan, sukan & rekreasi dan perkhidmatan khusus bercirikan pelancongan negara menyumbang 20.2 peratus seperti di **Paparan 5**.

Paparan 5: Perbelanjaan pelancongan *inbound* - Nilai, perubahan peratusan tahunan dan peratus sumbangan kepada perbelanjaan pelancongan *inbound*, 2024



Berikutan pembukaan semula sempadan antarabangsa pada tahun 2023, pelancongan global kembali beransur pulih, memberikan peningkatan yang ketara kepada perbelanjaan pelancongan *inbound* di Sabah. Pada tahun 2024, Luar negara muncul sebagai penyumbang terbesar kepada perbelanjaan pelancongan *inbound*, mencatat 49.1 peratus, mencerminkan permintaan pelancongan antarabangsa yang lebih kukuh. Pelawat dari Semenanjung Malaysia merupakan kumpulan kedua terbesar dengan sumbangan 40.6 peratus, manakala pelawat dari Sarawak menyumbang 10.3 peratus, seperti di **Paparan 6**.

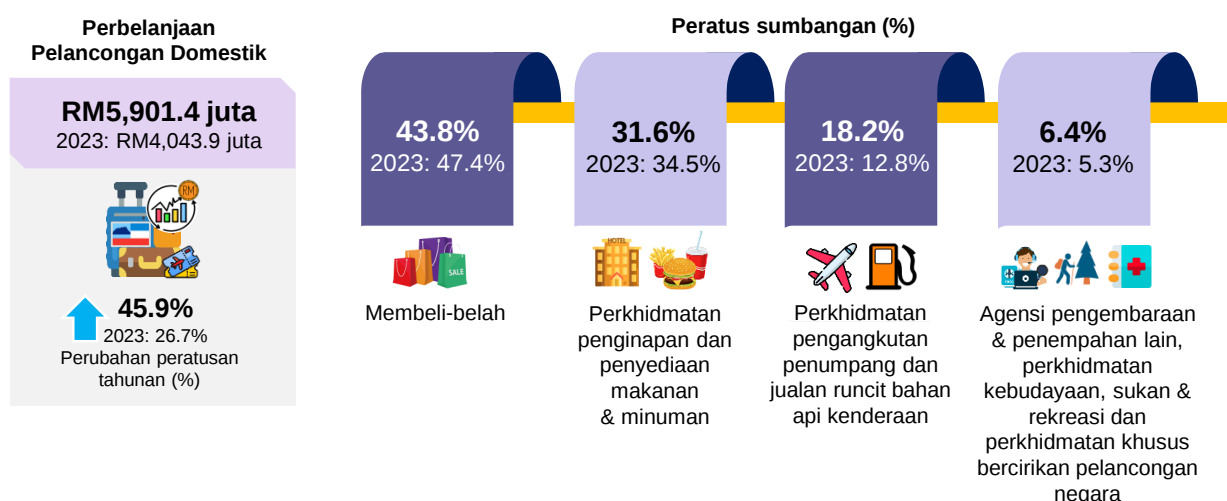
Paparan 6: Sumbangan perbelanjaan pelancongan *inbound* mengikut wilayah, 2024



6.0 PERBELANJAAN PELANCONGAN DOMESTIK

Perbelanjaan pelancongan domestik merujuk kepada perbelanjaan pelancongan oleh residen Sabah. Pada tahun 2024, perbelanjaan pelancongan domestik mencatat pertumbuhan kukuh sebanyak 45.9 peratus, mencecah RM5.9 bilion berbanding RM4.0 bilion pada tahun sebelumnya. Perbelanjaan ini disumbangkan oleh aktiviti membeli-belah 43.8 peratus, diikuti oleh Perkhidmatan penginapan dan penyediaan makanan & minuman (31.6%). Sementara itu, Perkhidmatan pengangkutan penumpang dan jualan runcit bahan api kenderaan menyumbang 18.2 peratus, seperti di **Paparan 7**.

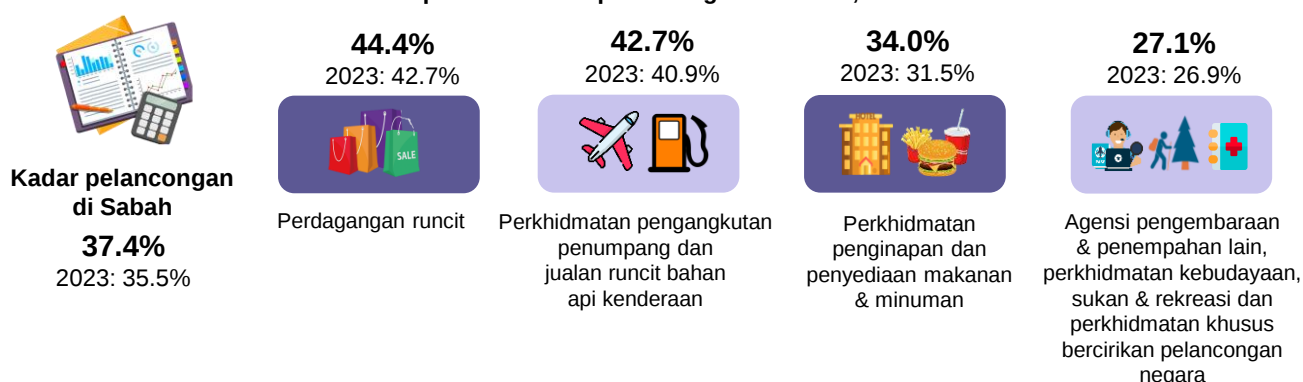
Paparan 7: Perbelanjaan pelancongan domestik - Nilai, perubahan tahunan dan peratus sumbangan kepada perbelanjaan pelancongan domestik, 2024



7.0 KADAR PELANCONGAN

Kadar pelancongan mengukur peratusan penawaran domestik yang digunakan oleh pelawat semasa aktiviti berkaitan pelancongan. Kadar pelancongan Sabah meningkat kepada 37.4 peratus pada tahun 2024 berbanding 35.5 peratus pada tahun sebelumnya. Perdagangan runcit mencatat kadar tertinggi pada 44.4 peratus, diikuti oleh Perkhidmatan pengangkutan penumpang dan jualan runcit bahan api kenderaan (42.7%) serta Perkhidmatan penginapan dan penyediaan makanan & minuman (34.0%), seperti di **Paparan 8**.

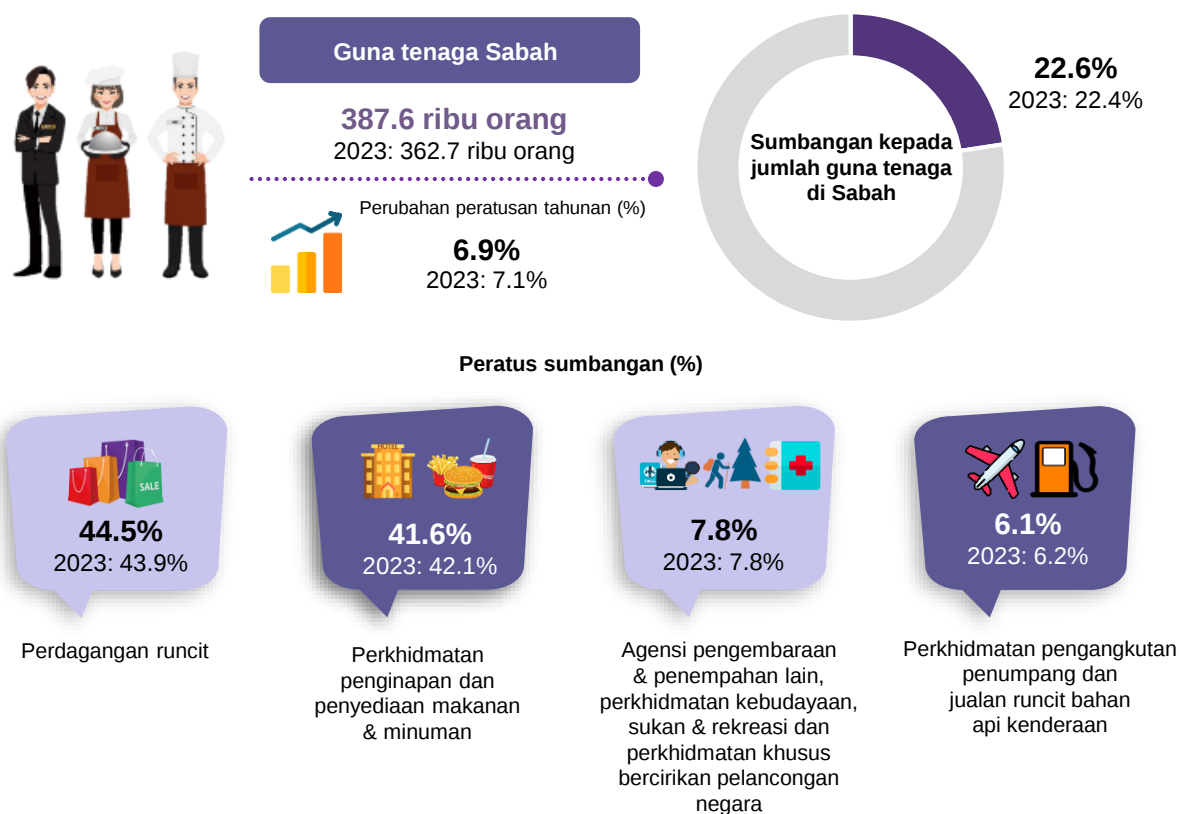
Paparan 8: Kadar pelancongan di Sabah, 2024



8.0 GUNA TENAGA DALAM INDUSTRI PELANCONGAN

Pada tahun 2024, guna tenaga dalam industri pelancongan meningkat sebanyak 6.9 peratus, melibatkan 387.6 ribu orang berbanding 362.7 ribu orang pada tahun sebelumnya. Industri ini menyumbang 22.6 peratus daripada jumlah guna tenaga di Sabah (**Paparan 9**). Perdagangan runcit kekal sebagai penyumbang terbesar, mewakili 44.5 peratus kepada jumlah guna tenaga pelancongan di Sabah, diikuti oleh Perkhidmatan penginapan dan penyediaan makanan & minuman (41.6%). Kedua-dua industri ini membentuk 86.1 peratus daripada keseluruhan guna tenaga pelancongan di Sabah.

Paparan 9: Guna tenaga dalam industri pelancongan - Nilai, perubahan peratusan tahunan, peratus sumbangan kepada jumlah guna tenaga Sabah dan peratus sumbangan guna tenaga dalam industri pelancongan Sabah, 2024



SUMMARY OF FINDINGS

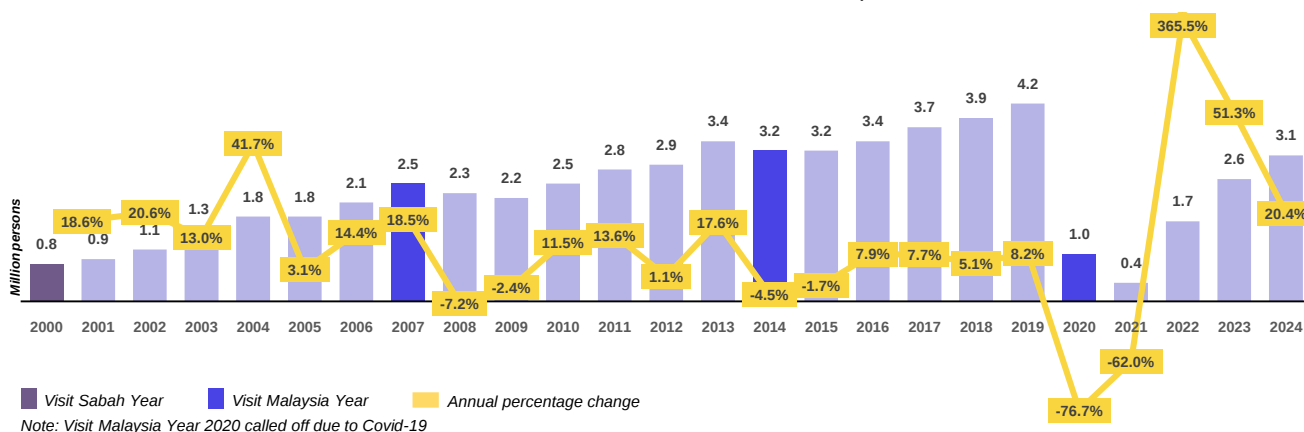
1.0 INTRODUCTION

The Regional Tourism Satellite Account (RTSA) of Sabah presents statistics on the Gross Value Added of Tourism Industries (GVATI), Tourism Direct Gross Domestic Product (TDGDP), tourism expenditure for inbound and domestic, internal tourism consumption and employment in the tourism industry. These statistics are tabulated by industries and products of tourism. The RTSA of Sabah presents information on supply and demand of the tourism sector in Sabah.

2.0 TOURISM SCENARIO IN SABAH

Sabah recorded 3.1 million visitor arrivals in 2024, an increase of 20.4 per cent compared to the preceding year, as illustrated in **Chart 1**. Domestic visitors from Peninsular Malaysia and Sarawak amounted to 1.9 million, while the remaining 1.3 million were international visitors.

Chart 1: Number of visitor arrivals to Sabah, 2000-2024



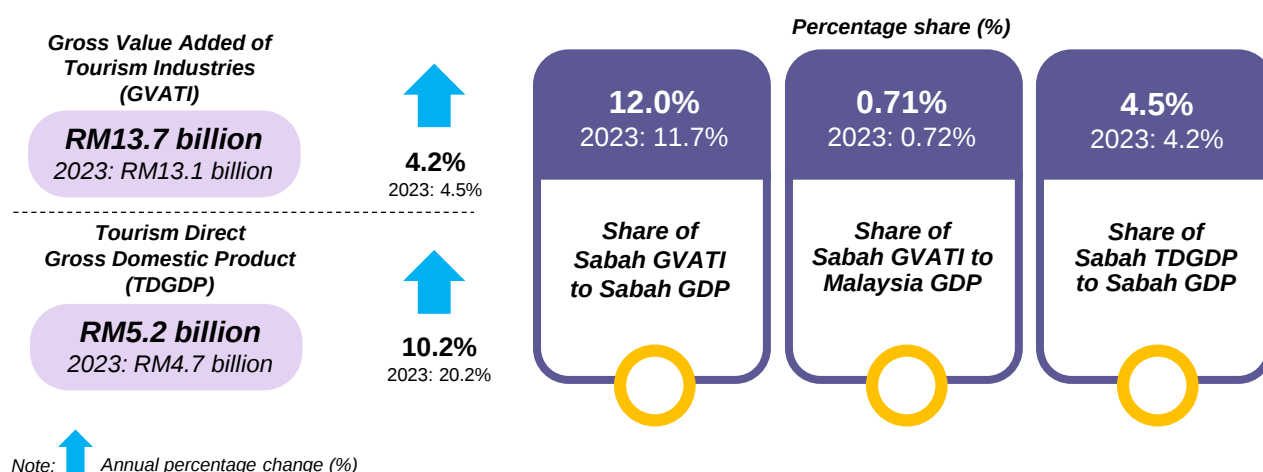
Source: Sabah Tourism Board

For international arrivals, 35.9 per cent of total foreign visitors to Sabah in 2024 was from China. This is in tandem with the continued recovery of outbound travel from China as well as improved air connectivity. Brunei ranked as the second-largest contributor with 19.5 per cent, followed by South Korea at 15.2 per cent. Besides that, European countries accounted for 6.3 per cent of total international arrivals. Overall, Sabah's tourism industry in 2024 reached 75.0 per cent of its pre-pandemic level, reflecting steady momentum toward full recovery.

3.0 PERFORMANCE OF TOURISM INDUSTRY

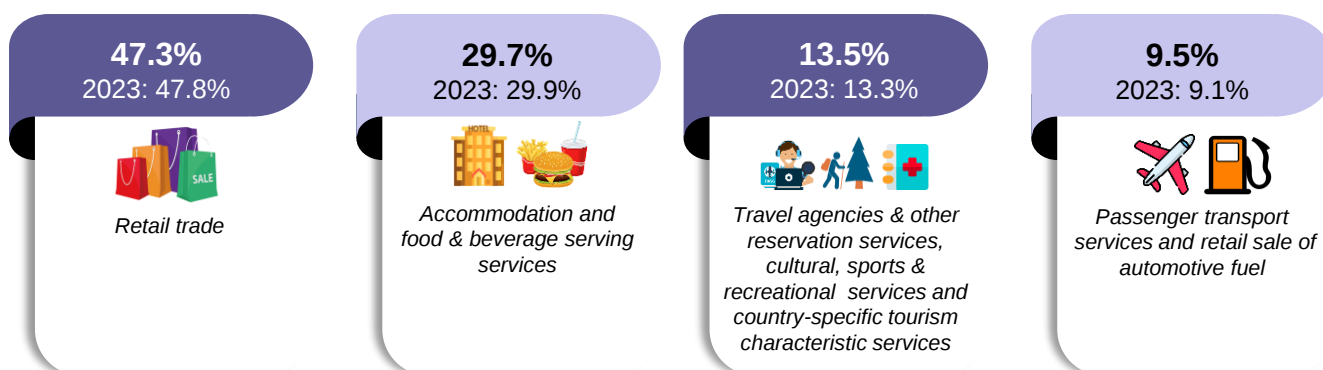
Sabah's tourism economy continued to strengthen in 2024 with GVATI amounting to RM13.7 billion, with 4.2 per cent growth. GVATI represented 12.0 per cent of Sabah's Gross Domestic Product (GDP) and 0.71 per cent of Malaysia's GDP as shown in **Exhibit 1**. Meanwhile, Sabah's TDGDP amounted RM5.2 billion in 2024, contributing 4.5 per cent to the Sabah's GDP.

Exhibit 1: GVATI – Value, annual percentage change and percentage share to GDP, 2024



Retail trade was the largest contributor to GVATI in 2024, accounting for 47.3 per cent, followed by Accommodation and food & beverage serving services at 29.7 per cent. In addition, Travel agencies & other reservation services, cultural, sports & recreational services and country-specific tourism characteristic services contributed 13.5 per cent, as shown in **Exhibit 2**.

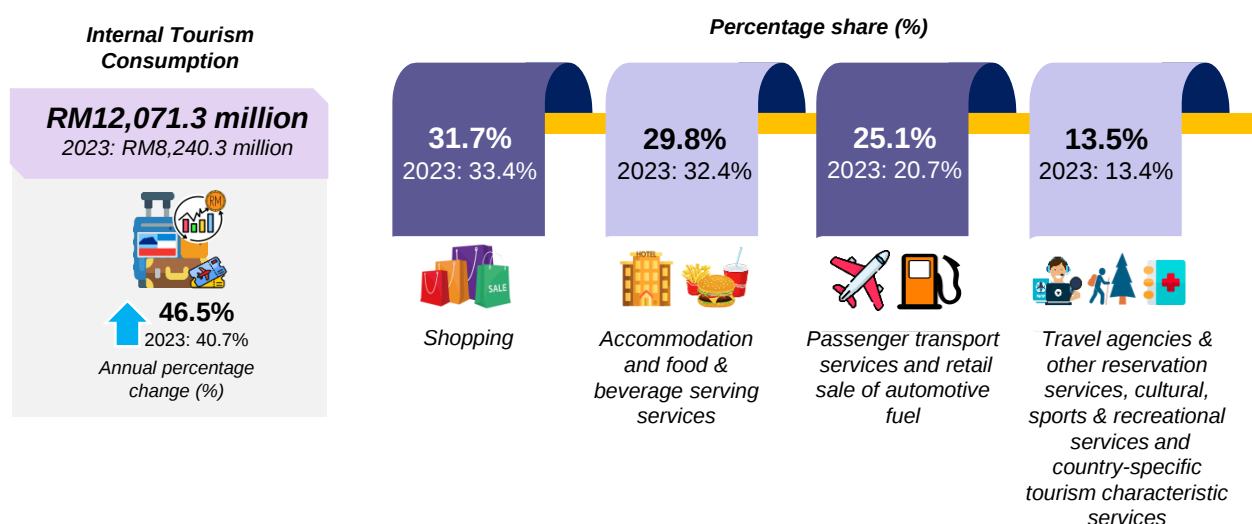
Exhibit 2: GVATI – Percentage share by tourism industry, 2024



4.0 INTERNAL TOURISM CONSUMPTION

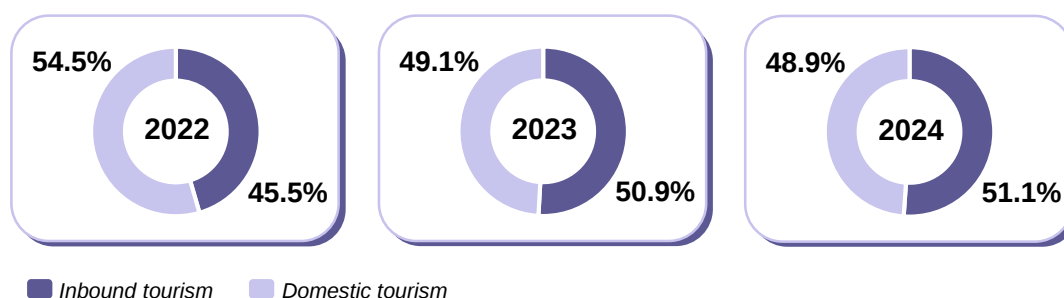
Internal tourism consumption refers to the visitors expenditure, which includes both inbound and domestic tourism expenditure. Internal tourism consumption recorded a strong growth of 46.5 per cent, amounting RM12.1 billion as compared to RM8.2 billion in 2023. Shopping activities were the main contributor to the internal tourism consumption with a share of 31.7 per cent, followed by Accommodation and food & beverage serving services (29.8%) and Passenger transport services and retail sale of automotive fuel (25.1%), as presented in **Exhibit 3**.

Exhibit 3: Internal tourism consumption - Value, annual percentage change and percentage share to internal tourism consumption, 2024



In 2024, inbound tourism expenditure in Sabah contributed 51.1 per cent to internal tourism consumption, while the remaining 48.9 per cent was attributed to domestic tourism (**Exhibit 4**).

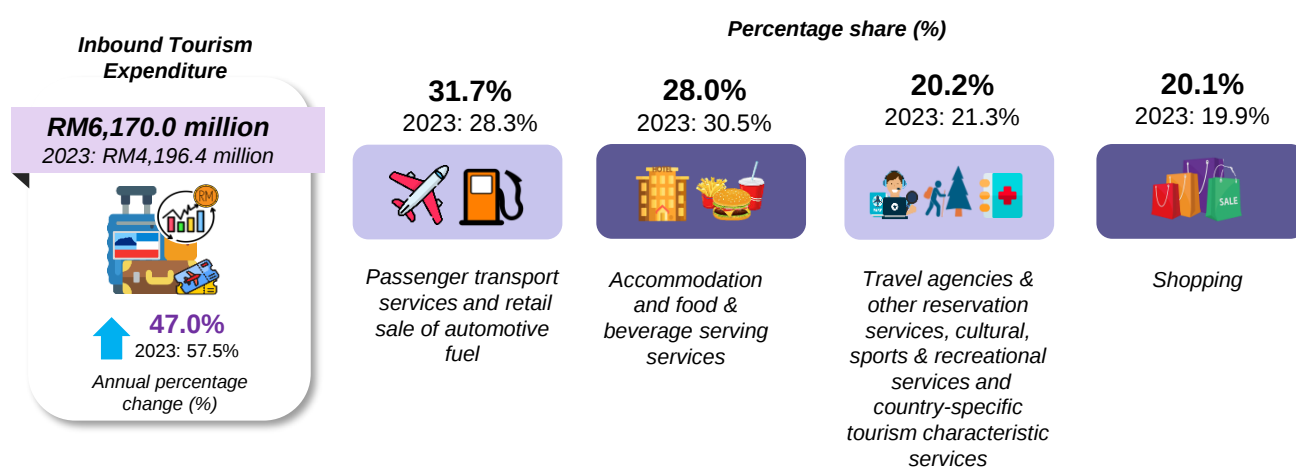
Exhibit 4: Percentage share of inbound tourism expenditure and domestic tourism expenditure to internal tourism consumption



5.0 INBOUND TOURISM EXPENDITURE

Inbound tourism expenditure in Sabah amounted to RM6.2 billion in 2024, registering a strong growth of 47.0 per cent from RM4.2 billion in the previous year. Passenger transport services and retail sale of automotive fuel represented the largest share of inbound tourism expenditure at 31.7 per cent. This was followed by Accommodation and food & beverage serving services (28.0%), while Travel agencies & other reservation services, cultural, sports & recreational services and country-specific tourism characteristic services accounted for 20.2 per cent as per **Exhibit 5**.

Exhibit 5: Inbound tourism expenditure - Value, annual percentage change and percentage share to inbound tourism expenditure, 2024



Following the reopening of international borders in 2023, global travel gradually resumed, providing a significant uplift to inbound tourism expenditure in Sabah. In 2024, the Rest of the World emerged as the largest contributor to inbound tourism expenditure, accounting for 49.1 per cent, reflecting a stronger international travel demand. Visitors from Peninsular Malaysia formed the second-largest group with a share of 40.6 per cent, while visitors from Sarawak contributed 10.3 per cent, as illustrated in **Exhibit 6**.

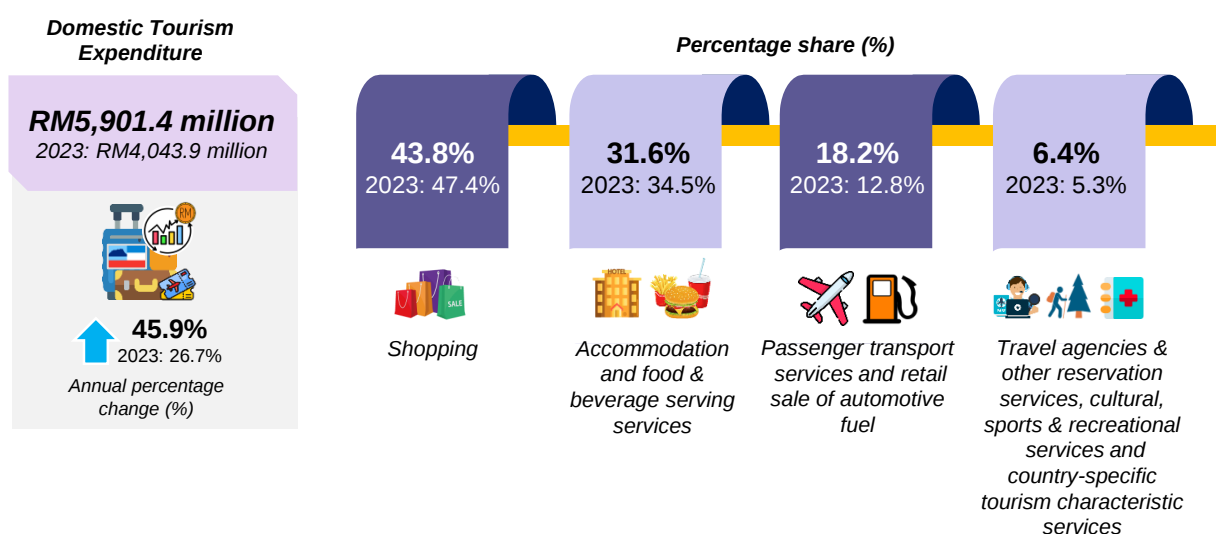
Exhibit 6: Percentage share of inbound tourism expenditure by region, 2024



6.0 DOMESTIC TOURISM EXPENDITURE

Domestic tourism expenditure refers to the spending on tourism by residents of Sabah. In 2024, domestic tourism expenditure recorded a robust growth of 45.9 per cent, reaching RM5.9 billion as compared to RM4.0 billion in the preceding year. The expenditure was contributed by Shopping activities at 43.8 per cent, followed by Accommodation and food & beverage serving services at 31.6 per cent. Meanwhile, Passenger transport services and retail sale of automotive fuel accounted for 18.2 per cent, as shown in **Exhibit 7**.

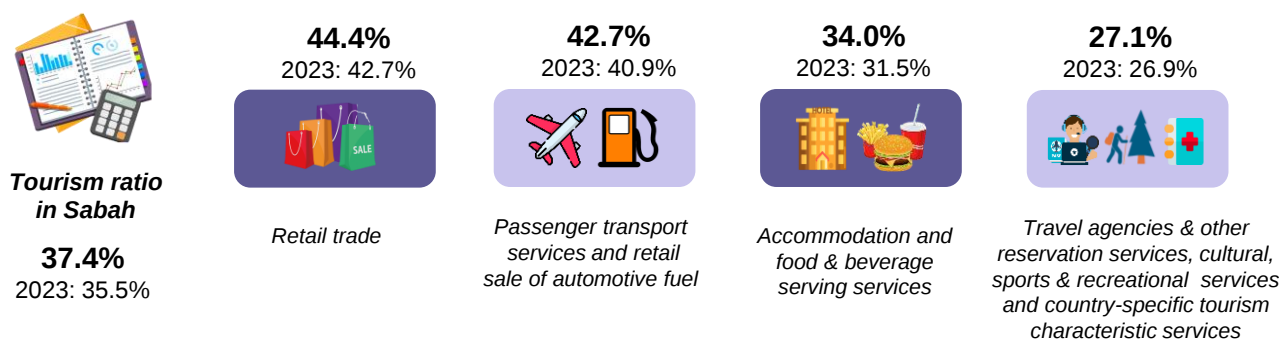
Exhibit 7: Domestic tourism expenditure - Value, annual percentage change and percentage share to domestic tourism expenditure, 2024



7.0 TOURISM RATIO

The tourism ratio measures the proportion of the domestic supply that is consumed by visitors during tourism-related activities. Sabah's tourism ratio increased to 37.4 per cent in 2024 as compared to 35.5 per cent in the preceding year. Retail trade registered the highest ratio at 44.4 per cent, followed by Passenger transport services and retail sale of automotive fuel (42.7%) and Accommodation and food & beverage serving services (34.0%), as shown in **Exhibit 8**.

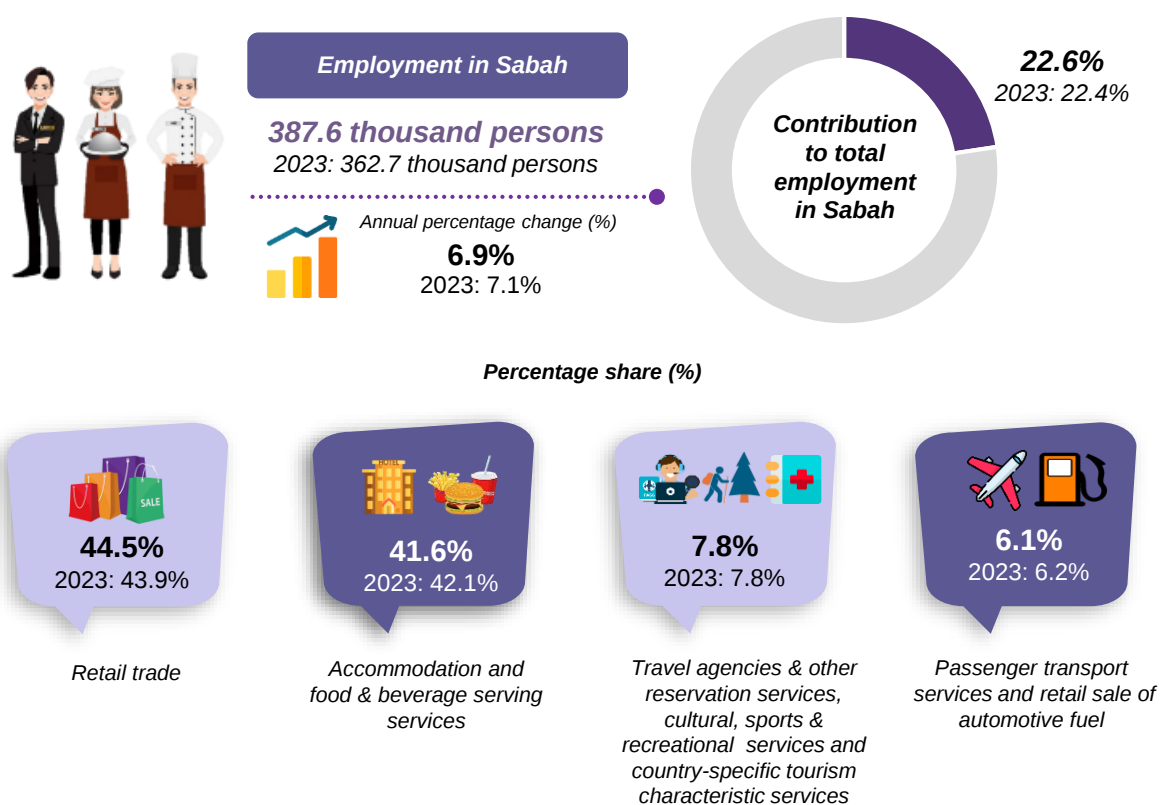
Exhibit 8: Tourism ratio in Sabah, 2024



8.0 EMPLOYMENT IN TOURISM INDUSTRY

In 2024, employment in the tourism industry increased by 6.9 per cent, engaging 387.6 thousand persons as compared with 362.7 thousand persons in the preceding year. This industry accounted for 22.6 per cent of total employment in Sabah (**Exhibit 9**). Retail trade remained the largest share, representing 44.5 per cent of total tourism employment in Sabah, followed by Accommodation and food & beverage serving services (41.6%). These two industries formed 86.1 per cent of total tourism employment in Sabah.

Exhibit 9: Employment in the tourism industry - Value, annual percentage change, percentage share to total employment in Sabah and percentage share for employment in Sabah tourism industries, 2024





JADUAL STATISTIK ***STATISTICAL TABLES***

- **AKAUN SATELIT PELANCONGAN WILAYAH SABAH 2024**
- **STATISTIK PELANCONGAN DOMESTIK SABAH**
- **INDIKATOR SOSIOEKONOMI**



- ***REGIONAL TOURISM SATELLITE ACCOUNT SABAH 2024***
- ***DOMESTIC TOURISM STATISTICS SABAH***
- ***SOCIOECONOMIC INDICATORS***



AKAUN SATELIT PELANCONGAN WILAYAH SABAH 2024



***REGIONAL TOURISM SATELLITE
ACCOUNT SABAH 2024***



1

Perbelanjaan pelancongan *inbound* bagi pelawat mengikut produk, Sabah
Inbound tourism expenditure of visitors by product, Sabah

	2022	2023	2024
Produk / Products	RM Juta / RM Million		
Perkhidmatan penginapan dan penyediaan makanan & minuman <i>Accommodation and food & beverage serving services</i>	787.7	1,278.9	1,727.6
Agensi pengembaraan & penempahan lain, perkhidmatan kebudayaan, sukan & rekreasi dan perkhidmatan khusus bercirikan pelancongan negara <i>Travel agencies & other reservation services, cultural, sports & recreational services and country-specific tourism characteristic services</i>	481.7	892.6	1,248.6
Perkhidmatan pengangkutan penumpang dan jualan runcit bahan api kenderaan <i>Passenger transport services and retail sale of automotive fuel</i>	933.5	1,189.0	1,955.4
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristics goods</i>	461.3	835.9	1,238.4
Jumlah <i>Total</i>	2,664.2	4,196.4	6,170.0
Perubahan peratusan tahunan (%) <i>Annual percentage change (%)</i>	..	57.5	47.0
	Peratus sumbangan (%) <i>Percentage share (%)</i>		
Perkhidmatan penginapan dan penyediaan makanan & minuman <i>Accommodation and food & beverage serving services</i>	29.6	30.5	28.0
Agensi pengembaraan & penempahan lain, perkhidmatan kebudayaan, sukan & rekreasi dan perkhidmatan khusus bercirikan pelancongan negara <i>Travel agencies & other reservation services, cultural, sports & recreational services and country-specific tourism characteristic services</i>	18.1	21.3	20.2
Perkhidmatan pengangkutan penumpang dan jualan runcit bahan api kenderaan <i>Passenger transport services and retail sale of automotive fuel</i>	35.0	28.3	31.7
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristics goods</i>	17.3	19.9	20.1
Jumlah <i>Total</i>	100.0	100.0	100.0

Sumber: Jabatan Perangkaan Malaysia (DOSM)
 Lembaga Pelancongan Sabah (LPS)
 Sources: Department of Statistics Malaysia (DOSM)
 Sabah Tourism Board (STB)



Perbelanjaan pelancongan *inbound* bagi pelawat Semenanjung Malaysia ke Sabah mengikut produk

Inbound tourism expenditure of Peninsular Malaysia's visitors to Sabah by product

Produk / Products	Semenanjung Malaysia ¹ Peninsular Malaysia ¹		
	2022	2023	2024
	RM Juta / RM Million		
Perkhidmatan penginapan dan penyediaan makanan & minuman <i>Accommodation and food & beverage serving services</i>	512.6	725.8	792.3
Agensi pengembaraan & penempahan lain, perkhidmatan kebudayaan, sukan & rekreasi dan perkhidmatan khusus bercirikan pelancongan negara <i>Travel agencies & other reservation services, cultural, sports & recreational services and country-specific tourism characteristic services</i>	245.1	355.7	418.8
Perkhidmatan pengangkutan penumpang dan jualan runcit bahan api kenderaan <i>Passenger transport services and retail sale of automotive fuel</i>	645.5	711.5	877.2
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristics goods</i>	290.7	378.1	414.6
Jumlah <i>Total</i>	1,693.9	2,171.1	2,502.9
Perubahan peratusan tahunan (%) <i>Annual percentage change (%)</i>	..	28.2	15.3
	Peratus sumbangan (%) <i>Percentage share (%)</i>		
Perkhidmatan penginapan dan penyediaan makanan & minuman <i>Accommodation and food & beverage serving services</i>	30.3	33.4	31.7
Agensi pengembaraan & penempahan lain, perkhidmatan kebudayaan, sukan & rekreasi dan perkhidmatan khusus bercirikan pelancongan negara <i>Travel agencies & other reservation services, cultural, sports & recreational services and country-specific tourism characteristic services</i>	14.5	16.4	16.7
Perkhidmatan pengangkutan penumpang dan jualan runcit bahan api kenderaan <i>Passenger transport services and retail sale of automotive fuel</i>	38.1	32.8	35.0
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristics goods</i>	17.2	17.4	16.6
Jumlah <i>Total</i>	100.0	100.0	100.0

Sumber: Jabatan Perangkaan Malaysia (DOSM)
Lembaga Pelancongan Sabah (LPS)
Sources: Department of Statistics Malaysia (DOSM)
Sabah Tourism Board (STB)

¹ Termasuk W.P Labuan
¹ Include W.P Labuan



1B

Perbelanjaan pelancongan inbound bagi pelawat Sarawak ke Sabah mengikut produk
Inbound tourism expenditure of Sarawak's visitors to Sabah by product

Produk / Products	Sarawak		
	2022	2023	2024
	RM Juta / RM Million		
Perkhidmatan penginapan dan penyediaan makanan & minuman <i>Accommodation and food & beverage serving services</i>	113.0	193.1	240.3
Agensi pengembaraan & penempahan lain, perkhidmatan kebudayaan, sukan & rekreasi dan perkhidmatan khusus bercirikan pelancongan negara <i>Travel agencies & other reservation services, cultural, sports & recreational services and country-specific tourism characteristic services</i>	8.8	11.6	16.8
Perkhidmatan pengangkutan penumpang dan jualan runcit bahan api kenderaan <i>Passenger transport services and retail sale of automotive fuel</i>	165.1	176.3	245.2
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristics goods</i>	64.9	93.2	134.4
Jumlah <i>Total</i>	351.8	474.2	636.7
Perubahan peratusan tahunan (%) <i>Annual percentage change (%)</i>	..	34.8	34.3
	Peratus sumbangan (%) <i>Percentage share (%)</i>		
Perkhidmatan penginapan dan penyediaan makanan & minuman <i>Accommodation and food & beverage serving services</i>	32.1	40.7	37.7
Agensi pengembaraan & penempahan lain, perkhidmatan kebudayaan, sukan & rekreasi dan perkhidmatan khusus bercirikan pelancongan negara <i>Travel agencies & other reservation services, cultural, sports & recreational services and country-specific tourism characteristic services</i>	2.5	2.4	2.6
Perkhidmatan pengangkutan penumpang dan jualan runcit bahan api kenderaan <i>Passenger transport services and retail sale of automotive fuel</i>	46.9	37.2	38.5
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristics goods</i>	18.4	19.6	21.1
Jumlah <i>Total</i>	100.0	100.0	100.0

Sumber: Jabatan Perangkaan Malaysia (DOSM)
 Lembaga Pelancongan Sabah (LPS)
 Sources: Department of Statistics Malaysia (DOSM)
 Sabah Tourism Board (STB)



Perbelanjaan pelancongan *inbound* bagi pelawat luar negara ke Sabah mengikut produk
Inbound tourism expenditure of rest of the world's visitors to Sabah by product

Produk / Products	Luar Negara Rest of the World		
	2022	2023	2024
	RM Juta / RM Million		
Perkhidmatan penginapan dan penyediaan makanan & minuman <i>Accommodation and food & beverage serving services</i>	162.1	360.0	695.0
Agensi pengembaraan & penempahan lain, perkhidmatan kebudayaan, sukan & rekreasi dan perkhidmatan khusus bercirikan pelancongan negara <i>Travel agencies & other reservation services, cultural, sports & recreational services and country-specific tourism characteristic services</i>	227.7	525.3	813.0
Perkhidmatan pengangkutan penumpang dan jualan runcit bahan api kenderaan <i>Passenger transport services and retail sale of automotive fuel</i>	122.9	301.2	833.1
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristics goods</i>	105.8	364.6	689.3
Jumlah <i>Total</i>	618.6	1,551.1	3,030.4
Perubahan peratusan tahunan (%) <i>Annual percentage change (%)</i>	..	150.8	95.4
	Peratus sumbangan (%) <i>Percentage share (%)</i>		
Perkhidmatan penginapan dan penyediaan makanan & minuman <i>Accommodation and food & beverage serving services</i>	26.2	23.2	22.9
Agensi pengembaraan & penempahan lain, perkhidmatan kebudayaan, sukan & rekreasi dan perkhidmatan khusus bercirikan pelancongan negara <i>Travel agencies & other reservation services, cultural, sports & recreational services and country-specific tourism characteristic services</i>	36.8	33.9	26.8
Perkhidmatan pengangkutan penumpang dan jualan runcit bahan api kenderaan <i>Passenger transport services and retail sale of automotive fuel</i>	19.9	19.4	27.5
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristics goods</i>	17.1	23.5	22.7
Jumlah <i>Total</i>	100.0	100.0	100.0

Sumber: Jabatan Perangkaan Malaysia (DOSM)
 Lembaga Pelancongan Sabah (LPS)
 Sources: Department of Statistics Malaysia (DOSM)
 Sabah Tourism Board (STB)



2

Perbelanjaan pelancongan domestik bagi pelawat mengikut produk, Sabah
Domestic tourism expenditure of visitors by product, Sabah

Produk / Products	2022	2023	2024
	RM Juta / RM Million		
Perkhidmatan penginapan dan penyediaan makanan & minuman <i>Accommodation and food & beverage serving services</i>	1,029.6	1,394.5	1,865.3
Agensi pengembaraan & penempahan lain, perkhidmatan kebudayaan, sukan & rekreasi dan perkhidmatan khusus bercirikan pelancongan negara <i>Travel agencies & other reservation services, cultural, sports & recreational services and country-specific tourism characteristic services</i>	129.3	215.7	380.0
Perkhidmatan pengangkutan penumpang dan jualan runcit bahan api kenderaan <i>Passenger transport services and retail sale of automotive fuel</i>	399.8	517.4	1,072.5
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristics goods</i>	1,632.1	1,916.3	2,583.4
Jumlah <i>Total</i>	3,190.8	4,043.9	5,901.4
Perubahan peratusan tahunan (%) <i>Annual percentage change (%)</i>	..	26.7	45.9
Peratus sumbangan (%) <i>Percentage share (%)</i>			
Perkhidmatan penginapan dan penyediaan makanan & minuman <i>Accommodation and food & beverage serving services</i>	32.3	34.5	31.6
Agensi pengembaraan & penempahan lain, perkhidmatan kebudayaan, sukan & rekreasi dan perkhidmatan khusus bercirikan pelancongan negara <i>Travel agencies & other reservation services, cultural, sports & recreational services and country-specific tourism characteristic services</i>	4.1	5.3	6.4
Perkhidmatan pengangkutan penumpang dan jualan runcit bahan api kenderaan <i>Passenger transport services and retail sale of automotive fuel</i>	12.5	12.8	18.2
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristics goods</i>	51.2	47.4	43.8
Jumlah <i>Total</i>	100.0	100.0	100.0

Sumber: Jabatan Perangkaan Malaysia (DOSM)
 Source: Department of Statistics Malaysia (DOSM)



3

Penggunaan pelancongan *internal* bagi pelawat mengikut produk, Sabah
Internal tourism consumption of visitors by product, Sabah

Produk / Products	2022	2023	2024
	RM Juta / RM Million		
Perkhidmatan penginapan dan penyediaan makanan & minuman <i>Accommodation and food & beverage serving services</i>	1,817.3	2,673.4	3,592.9
Agensi pengembaraan & penempahan lain, perkhidmatan kebudayaan, sukan & rekreasi dan perkhidmatan khusus bercirikan pelancongan negara <i>Travel agencies & other reservation services, cultural, sports & recreational services and country-specific tourism characteristic services</i>	611.0	1,108.3	1,628.6
Perkhidmatan pengangkutan penumpang dan jualan runcit bahan api kenderaan <i>Passenger transport services and retail sale of automotive fuel</i>	1,333.3	1,706.4	3,028.0
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristics goods</i>	2,093.5	2,752.2	3,821.8
Jumlah <i>Total</i>	5,855.1	8,240.3	12,071.3
Perubahan peratusan tahunan (%) <i>Annual percentage change (%)</i>	..	40.7	46.5
Peratus sumbangan (%) <i>Percentage share (%)</i>			
Perkhidmatan penginapan dan penyediaan makanan & minuman <i>Accommodation and food & beverage serving services</i>	31.0	32.4	29.8
Agensi pengembaraan & penempahan lain, perkhidmatan kebudayaan, sukan & rekreasi dan perkhidmatan khusus bercirikan pelancongan negara <i>Travel agencies & other reservation services, cultural, sports & recreational services and country-specific tourism characteristic services</i>	10.4	13.4	13.5
Perkhidmatan pengangkutan penumpang dan jualan runcit bahan api kenderaan <i>Passenger transport services and retail sale of automotive fuel</i>	22.8	20.7	25.1
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristics goods</i>	35.8	33.4	31.7
Jumlah <i>Total</i>	100.0	100.0	100.0

Sumber: Jabatan Perangkaan Malaysia (DOSM)
 Lembaga Pelancongan Sabah (LPS)
 Sources: Department of Statistics Malaysia (DOSM)
 Sabah Tourism Board (STB)

Jadual 3 = Penjumlahan jadual 1 dan jadual 2
 Table 3 = Summation of table 1 and table 2



4

Nilai Ditambah Kasar Industri Pelancongan pada harga semasa, Sabah
Gross Value Added of Tourism Industries at current prices, Sabah

Industri / Industry	2022	2023 ^e	2024 ^p
	RM Juta / RM Million		
Perkhidmatan penginapan dan penyediaan makanan & minuman <i>Accommodation and food & beverage serving services</i>	3,749.8	3,924.9	4,062.2
Agensi pengembaraan & penempahan lain, perkhidmatan kebudayaan, sukan & rekreasi dan perkhidmatan khusus bercirikan pelancongan negara <i>Travel agencies & other reservation services, cultural, sports & recreational services and country-specific tourism characteristic services</i>	1,623.0	1,747.5	1,850.3
Perkhidmatan pengangkutan penumpang dan jualan runcit bahan api kenderaan <i>Passenger transport services and retail sale of automotive fuel</i>	965.2	1,196.5	1,303.8
Perdagangan runcit <i>Retail trade</i>	6,243.9	6,279.5	6,481.9
Jumlah Nilai Ditambah Kasar Industri Pelancongan <i>Total Gross Value Added of Tourism Industries</i>	12,581.8	13,148.4	13,698.1
Keluaran Dalam Negeri Kasar Pelancongan Lansung (KDNKPL), Sabah <i>Tourism Direct Gross Domestic Product (TDGDP), Sabah</i>	3,929.4	4,724.7	5,206.9
Keluaran Dalam Negeri Kasar (KDNK) Sabah <i>Gross Domestic Product (GDP) Sabah</i>	122,570.6	112,345.6	114,529.6
Jumlah Nilai Ditambah Kasar Industri Pelancongan, Malaysia <i>Total Gross Value Added of Tourism Industries, Malaysia</i>	245,233.8	271,927.1	291,921.4
	Peratus sumbangan (%) <i>Percentage share (%)</i>		
KDNK Pelancongan Lansung kepada KDNK Sabah <i>Tourism Direct GDP to GDP Sabah</i>	3.2	4.2	4.5
Nilai Ditambah Kasar Industri Pelancongan kepada KDNK Sabah <i>Gross Value Added of Tourism Industries to GDP Sabah</i>	10.3	11.7	12.0
Nilai Ditambah Kasar Industri Pelancongan kepada GVATI Malaysia <i>Gross Value Added of Tourism Industries to Malaysia GVATI</i>	5.1	4.8	4.7

e: anggaran
estimate

p: permulaan
preliminary



5

Jumlah penawaran dan penggunaan pelancongan, Sabah
Total supply and tourism consumption, Sabah

Penawaran dan penggunaan pelancongan <i>Supply and tourism consumption</i>	2022	2023 ^e	2024 ^p
	RM Juta / RM Million		
Jumlah penawaran pelancongan <i>Total tourism supply</i>	18,917.5	23,231.5	32,286.7
Jumlah penggunaan pelancongan <i>Total tourism consumption</i>	5,855.1	8,240.3	12,071.3
Kadar pelancongan <i>Tourism ratio</i>	0.310	0.355	0.374

e: anggaran
estimate

p: permulaan
preliminary

Sumber: Jabatan Perangkaan Malaysia (DOSM)
 Sources: Department of Statistics Malaysia (DOSM)



6

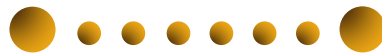
Guna tenaga dalam industri pelancongan, Sabah
Employment in the tourism industry, Sabah

Industri / Industry	2022	2023	2024
	Ribu orang / Thousand persons		
Perkhidmatan penginapan dan penyediaan makanan & minuman <i>Accommodation and food & beverage serving services</i>	143.9	152.8	161.4
Agensi pengembaraan & penempahan lain, perkhidmatan kebudayaan, sukan & rekreasi dan perkhidmatan khusus bercirikan pelancongan negara <i>Travel agencies & other reservation services, cultural, sports & recreational services and country-specific tourism characteristic services</i>	26.1	28.2	30.2
Perkhidmatan pengangkutan penumpang dan jualan runcit bahan api kenderaan <i>Passenger transport services and retail sale of automotive fuel</i>	21.5	22.4	23.6
Perdagangan runcit <i>Retail trade</i>	147.3	159.3	172.5
Jumlah <i>Total</i>	338.7	362.7	387.6
Perubahan peratusan tahunan (%) <i>Annual percentage change (%)</i>	..	7.1	6.9
Jumlah guna tenaga di Sabah ('000) <i>Total employment in Sabah ('000)</i>	1,504.4	1,622.2	1,717.4
Jumlah guna tenaga industri pelancongan di Malaysia ('000) <i>Total employment of tourism industry in Malaysia ('000)</i>	15,155.2	15,813.4	16,369.4
Peratus sumbangan guna tenaga industri pelancongan kepada jumlah guna tenaga di Sabah (%) <i>Percentage share of tourism employment to total employment of Sabah (%)</i>	22.5	22.4	22.6
	Peratus sumbangan (%) <i>Percentage share (%)</i>		
Perkhidmatan penginapan dan penyediaan makanan & minuman <i>Accommodation and food & beverage serving services</i>	42.5	42.1	41.6
Agensi pengembaraan & penempahan lain, perkhidmatan kebudayaan, sukan & rekreasi dan perkhidmatan khusus bercirikan pelancongan negara <i>Travel agencies & other reservation services, cultural, sports & recreational services and country-specific tourism characteristic services</i>	7.7	7.8	7.8
Perkhidmatan pengangkutan penumpang dan jualan runcit bahan api kenderaan <i>Passenger transport services and retail sale of automotive fuel</i>	6.3	6.2	6.1
Perdagangan runcit <i>Retail trade</i>	43.5	43.9	44.5
Jumlah <i>Total</i>	100.0	100.0	100.0

Sumber: Jabatan Perangkaan Malaysia (DOSM)
Source: Department of Statistics Malaysia (DOSM)



STATISTIK PELANCONGAN DOMESTIK SABAH



***SABAH DOMESTIC
TOURISM STATISTICS***

Jadual 7: Statistik utama pelancongan domestik di Sabah, 2020-2024

Table 7: Key statistics of domestic tourism in Sabah, 2020-2024

	2020	2021	2022	2023	2024
Jumlah terimaan (RM juta) <i>Total receipts (RM million)</i>	2,677	1,052	4,826	6,713	8,634
Pelawat domestik ('000) <i>Domestic visitors ('000)</i>	10,337	3,815	12,589	16,080	20,592
Perjalanan pelancongan domestik ('000) <i>Domestic tourism trips ('000)</i>	10,861	4,006	17,255	19,900	24,106
Purata terimaan per kapita (RM) <i>Average receipts per capita (RM)</i>	259	276	383	417	419
Purata terimaan per perjalanan (RM) <i>Average receipts per trip (RM)</i>	246	263	280	337	358

Sumber: Jabatan Perangkaan Malaysia (DOSM)

Source: Department of Statistics Malaysia (DOSM)

Jadual 8: Bilangan pelawat domestik mengikut jenis pelawat ke Sabah, 2020-2024

Table 8: Number of domestic visitors by type of visitors to Sabah, 2020-2024

('000)

	2020	2021	2022	2023	2024
Jumlah <i>Total</i>	10,337	3,815	12,589	16,080	20,592
Pelawat harian <i>Excursionist</i>	7,880	2,746	8,766	10,305	14,510
Pelancong <i>Tourist</i>	2,456	1,069	3,823	5,775	6,081

Sumber: Jabatan Perangkaan Malaysia (DOSM)

Source: Department of Statistics Malaysia (DOSM)

Jadual 9: Bilangan perjalanan pelancongan domestik ke Sabah, 2020-2024

Table 9: Number of domestic tourism trips to Sabah, 2020-2024

('000)

	2020	2021	2022	2023	2024
Jumlah <i>Total</i>	10,861	4,006	17,255	19,900	24,106
Perjalanan harian <i>Same day trip</i>	8,389	2,919	13,145	13,951	17,517
Perjalanan bermalam <i>Overnight trip</i>	2,472	1,087	4,110	5,949	6,588

Sumber: Jabatan Perangkaan Malaysia (DOSM)

Source: Department of Statistics Malaysia (DOSM)

Jadual 10: Terimaan pelancongan domestik mengikut jenis perjalanan ke Sabah, 2020-2024

Table 10: Domestic tourism receipts by type of trips to Sabah, 2020-2024

	2020	2021	2022	2023	2024
Jumlah (RM Juta) <i>Total (RM Million)</i>	2,677	1,052	4,826	6,713	8,634
Terimaan harian (RM Juta) <i>Same day receipts (RM Million)</i>	1,405	507	1,947	2,551	3,409
Terimaan bermalam (RM Juta) <i>Overnight receipts (RM Million)</i>	1,272	545	2,879	4,161	5,226
Jumlah (RM) <i>Total (RM)</i>	682	675	849	882	988
Purata terimaan harian per perjalanan (RM) <i>Average same day receipts per trip (RM)</i>	168	174	148	183	195
Purata terimaan bermalam per perjalanan (RM) <i>Average overnight receipts per trip (RM)</i>	514	501	701	699	793

Sumber: Jabatan Perangkaan Malaysia (DOSM)

Source: Department of Statistics Malaysia (DOSM)

Jadual 11: Bilangan perjalanan pelancongan domestik mengikut jenis perjalanan ke Sabah, 2020-2024

Table 11: Number of domestic tourism trips by type of trips to Sabah, 2020-2024

('000)

	2020	2021	2022	2023	2024
Jumlah perjalanan / Total trips	10,861	4,006	17,255	19,900	24,106
Individu / Individual	1,831	469	4,678	4,574	2,310
Perjalanan harian Same day trip	1,487	305	4,027	3,549	1,750
Perjalanan bermalam Overnight trip	344	164	651	1,025	560
Bersama keluarga / With family	9,030	3,537	12,577	15,326	21,796
Perjalanan harian Same day trip	6,902	2,614	9,118	10,403	15,767
Perjalanan bermalam Overnight trip	2,128	923	3,459	4,924	6,029

Sumber: Jabatan Perangkaan Malaysia (DOSM)

Source: Department of Statistics Malaysia (DOSM)

Jadual 12: Purata bilangan hari menginap bagi pelancong ke Sabah, 2020-2024

Table 12: Average length of stay of tourists to Sabah, 2020-2024

	2020	2021	2022	2023	2024
Purata bilangan hari menginap Average length of stay	1.96	2.31	3.06	2.67	3.01
Perjalanan bermalam ('000) Overnight trip	2,472	1,087	4,110	5,949	6,588
Bilangan malam ('000) No. of nights	4,851	2,514	12,567	15,892	19,842

Sumber: Jabatan Perangkaan Malaysia (DOSM)

Source: Department of Statistics Malaysia (DOSM)

Jadual 13: Jumlah terimaan daripada pelawat domestik ke Sabah mengikut komponen, 2020-2024

Table 13: Total receipts from domestic visitors to Sabah by component, 2020-2024

(RM '000)

	2020	2021	2022	2023	2024
A. Perbelanjaan oleh pelawat Expenditure by visitors	2,563,025	1,011,523	4,506,540	6,362,023	7,964,388
Membeli-belah Shopping	1,516,396	531,105	1,840,070	2,461,886	3,176,540
Pembelian bahan api kenderaan Purchase of automotive fuel	231,281	119,257	612,846	798,981	986,736
Pengangkutan Transportation	200,815	55,116	452,575	547,792	729,374
Makanan & minuman Food & beverage	388,470	138,346	723,178	1,093,929	1,287,622
Penginapan Accommodation	164,346	59,120	520,313	1,008,654	1,034,404
Perbelanjaan sebelum perjalanan / pakej / bayaran masuk / tiket Expenditure before the trip / package / entrance fees / tickets	22,918	50,802	208,465	274,259	458,795
Aktiviti-aktiviti lain Other activities	38,799	57,777	149,094	176,522	290,917
B. Perbelanjaan oleh isi rumah yang dilawati Expenditure by visited households	113,747	40,499	319,329	350,492	669,858
Jumlah terimaan (A+B) Total receipts (A+B)	2,676,772	1,052,022	4,825,870	6,712,515	8,634,247

Sumber: Jabatan Perangkaan Malaysia (DOSM)

Source: Department of Statistics Malaysia (DOSM)

Jadual 14: Perjalanan pelancongan domestik ke Sabah mengikut tujuan utama, 2020-2024

Table 14: Domestic tourism trips to Sabah by main purpose of visit, 2020-2024

Peratus / Percentage (%)

Tujuan Utama Main purpose	2020		2021		2022		2023		2024	
	Pelawat Domestik Visitors	Pelancong Tourists	Pelawat Domestik Visitors	Pelancong Tourists	Pelawat Domestik Visitors	Pelancong Tourists	Pelawat Domestik Visitors	Pelancong Tourists	Pelawat Domestik Visitors	Pelancong Tourists
Membeli-belah <i>Shopping</i>	43.7	0.8	43.3	0.2	43.3	2.3	25.4	1.8	26.6	33.9
Melawat saudara-mara & rakan <i>Visiting relatives & friends</i>	25.8	48.7	27.8	54.5	33.4	53.4	34.7	50.6	27.5	38.4
Rawatan perubatan / penjagaan diri <i>Medical treatment / wellness</i>	3.3	0.6	4.0	3.8	1.1	1.2	1.9	0.5	5.0	2.1
Percutian / mengisi masa lapang / berehat <i>Holiday / leisure / relaxation</i>	17.6	39.2	14.6	37.7	13.6	37.1	21.4	39.1	15.1	7.5
Hiburan / menghadiri acara khas / sukan <i>Entertainment / attending special event / sports</i>	3.3	0.8	2.3	2.4	5.5	4.2	5.6	4.3	7.6	6.9
Perjalanan insentif / lain-lain <i>Incentive travel / others</i>	3.3	5.0	6.4	1.2	2.3	0.7	6.7	1.4	7.2	2.2
Amal ibadat / melawat rumah ibadat <i>Religious worship / visit places of worship</i>	0.6	0.0	0.3	0.1	-	-	3.2	1.7	9.5	7.1
Urusan rasmi / perniagaan / pendidikan <i>Official business / business / education</i>	2.5	4.9	1.4	0.1	0.8	1.1	1.1	0.6	1.5	1.9
Jumlah <i>Total</i>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Sumber: Jabatan Perangkaan Malaysia (DOSM)

Source: Department of Statistics Malaysia (DOSM)

Jadual 15: Lima destinasi tumpuan pelawat domestik dan pelancong ke Sabah, 2020-2024

Table 15: Top five destinations most visited by domestic visitors and tourists to Sabah, 2020-2024

Pelawat Domestik Domestic Visitors				
2020	2021	2022	2023	2024
Imago Shopping Centre	Imago Shopping Mall	Imago Shopping Mall	Imago Shopping Mall	Imago Shopping Mall
Suria Sabah Shopping Mall	One Borneo Hypermall	One Borneo Hypermall	Pekan Kundasang & Pekan Nabalu	One Borneo Hypermall
Desa Dairy Farm	Pasar Tanjung Tawau	Desa Dairy Farm	Pantai Tanjung Aru	Suria Sabah Shopping Mall
Pulau Bohey Dulang	Karamunsing Shopping Mall	Air Panas Poring	Desa Dairy Farm	Centre Point Sabah
Sungai Melangkap (Polumpung Melangkap Camp Site)	Sutera Harbour Golf & Country Club	Suria Sabah Shopping Mall	Centre Point Sabah	Pantai Tanjung Aru
Pelancong Tourists				
2020	2021	2022	2023	2024
Pulau Bohey Dulang	Imago Shopping Mall	Imago Shopping Mall	Imago Shopping Mall	Imago Shopping Mall
Sungai Melangkap (Polumpung Melangkap Camp Site)	Sutera Harbour Golf & Country Club	Desa Dairy Farm	Pekan Kundasang & Pekan Nabalu	Pekan Kundasang & Pekan Nabalu
Desa Dairy Farm	Desa Dairy Farm	Culvert View	Desa Dairy Farm	Pantai Tanjung Aru
Culvert View	Pekan Kundasang	Air Panas Poring	Tunku Abdul Rahman Marine Park	Desa Dairy Farm
Suria Sabah Shopping Mall	Jesselton Point Waterfront	Pekan Kundasang & Pekan Nabalu	Pulau Bohey Dulang	Tunku Abdul Rahman Marine Park

Sumber: Jabatan Perangkaan Malaysia (DOSM)

Source: Department of Statistics Malaysia (DOSM)

Jadual 16: Taburan peratus pelawat domestik berkunjung ke Sabah mengikut mod pengangkutan utama, 2020-2024
Table 16: Percentage distribution of domestic visitors to Sabah by main mode of transport, 2020-2024

Tujuan Utama Main purpose	2020			2021			2022			2023			2024		
	Pelawat Visitors	Pelawat Harian Excursionists	Pelancong Tourists	Pelawat Visitors	Pelawat Harian Excursionists	Pelancong Tourists	Pelawat Visitors	Pelawat Harian Excursionists	Pelancong Tourists	Pelawat Visitors	Pelawat Harian Excursionists	Pelancong Tourists	Pelawat Visitors	Pelawat Harian Excursionists	Pelancong Tourists
Jumlah Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Udara Air	4.4	0.0	19.2	3.2	0.0	11.7	4.8	0.0	15.7	4.7	-	12.9	9.8	1.8	14.2
Air Water	2.1	2.8	0.1	0.6	0.6	0.5	1.7	1.4	2.2	2.0	2.9	0.2	0.4	0.5	0.2
Darat Land	93.5	97.2	80.7	96.2	99.4	87.8	93.5	98.6	82.1	93.3	97.1	86.9	89.8	97.7	85.6
Kenderaan persendirian Private vehicles	85.5	83.5	93.8	93.4	92.7	95.5	94.2	93.2	96.7	86.0	88.6	80.9	86.2	85.8	85.2
Bas Bus	8.2	9.4	3.6	4.5	5.2	2.4	4.1	5.2	1.4	4.1	2.3	7.4	5.6	5.9	7.2
Teksi Taxi	6.3	7.1	2.6	2.1	2.1	2.1	1.7	1.6	1.9	9.9	9.0	11.7	8.2	8.3	7.6
Keretapi Train	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-	0.1	-	-	-	-

Sumber: Jabatan Perangkaan Malaysia (DOSM)
Source: Department of Statistics Malaysia (DOSM)

Jadual 17: Bilangan pelancong mengikut negeri dikunjungi, 2024
Table 17: Number of domestic tourists by state visited, 2024

Negeri Asal State of Origin	Negeri Dikunjungi / State Visited																
	Malaysia	Johor	Kedah	Kelantan	Melaka	Negeri Sembilan	Pahang	Pulau Pinang	Perak	Perlis	Selangor	Terengganu	Sabah	Sarawak	W.P. Kuala Lumpur	W.P. Labuan	W.P. Putrajaya
Malaysia	93,445.3	9,481.1	6,854.4	5,863.8	6,158.4	5,987.5	9,525.8	4,766.0	10,209.0	1,262.0	9,574.4	4,918.4	6,081.5	6,216.3	194.1	651.6	501.1
Johor	11,279.8	3,704.7	196.7	425.3	1,528.0	617.0	920.0	221.3	403.3	95.6	1,746.8	188.5	168.9	787.6	13.4	52.9	46.3
Kedah	4,850.2	133.1	1,787.5	276.2	96.2	233.3	248.8	450.1	723.3	130.8	297.1	61.2	32.9	254.9	7.1	87.5	42.2
Kelantan	3,115.7	115.9	132.2	978.0	8.6	106.1	251.9	146.9	222.0	34.5	259.0	496.8	28.8	232.4	3.3	95.8	27.6
Melaka	2,989.8	459.1	122.6	79.5	266.1	379.1	254.6	106.2	259.2	3.2	378.1	74.9	78.2	458.3	1.6	41.3	33.3
Negeri Sembilan	3,608.3	464.8	71.6	258.2	359.6	714.6	459.9	140.5	315.0	18.3	351.4	136.4	8.8	256.1	6.8	36.3	7.4
Pahang	5,745.0	538.8	122.4	474.4	134.3	221.1	1,981.2	119.9	489.0	25.8	383.8	686.1	61.9	467.8	5.9	23.8	30.5
Pulau Pinang	4,612.8	124.8	962.0	4.8	210.4	67.8	396.0	523.1	487.1	216.4	354.5	489.9	181.9	539.0	8.0	46.0	22.7
Perak	6,827.5	282.4	659.7	245.4	202.4	186.8	432.2	384.4	1,887.0	102.5	1,053.9	256.3	77.6	909.0	20.3	90.3	15.5
Perlis	933.2	20.5	238.6	34.6	6.8	13.4	75.1	197.3	97.4	51.0	73.1	49.4	4.2	56.9	0.8	11.0	5.1
Selangor	21,506.2	1,837.8	1,793.6	1,366.0	1,698.8	1,524.3	1,637.0	1,199.2	3,336.2	461.2	2,953.3	973.6	770.9	1,291.2	9.7	65.4	153.1
Terengganu	1,574.3	12.1	7.9	346.7	10.5	19.3	293.9	34.8	19.1	5.5	224.9	487.7	26.8	74.3	5.0	3.0	24.3
Sabah	5,323.4	27.4	34.3	7.9	28.1	6.9	11.5	86.5	6.0	4.4	200.9	10.2	4,132.3	277.9	64.2	38.4	9.8
Sarawak	5,067.5	41.5	72.6	23.4	7.0	8.1	12.6	41.9	5.6	13.2	211.8	22.4	247.5	246.0	27.3	30.9	18.2
W.P. Kuala Lumpur	15,233.5	1,689.7	624.9	1,289.4	1,520.4	1,815.3	2,485.9	1,088.2	1,881.6	97.9	1,026.4	954.5	106.0	338.1	4.0	6.8	21.8
W.P. Labuan	238.3	0.1	1.8	1.9	0.2	1.3	21.0	0.5	1.2	0.6	3.5	1.8	151.3	13.7	15.2	7.9	7.4
W.P. Putrajaya	539.9	28.4	26.1	52.1	80.8	73.1	44.2	25.3	76.048	1.4	55.9	28.7	3.4	13.2	1.6	14.4	35.8

Sumber: Jabatan Perangkaan Malaysia (DOSM)
Source: Department of Statistics Malaysia (DOSM)

Jadual 18: Profil demografi pelawat domestik ke Sabah mengikut kumpulan umur, 2020-2024
 Table 18: Demographic profile of domestic visitors to Sabah by age group, 2020-2024

Jantina Sex	Kumpulan umur Age group	2020	2021	2022	2023	2024
		Peratus / Percentage (%)				
Jumlah Total		100.0	100.0	100.0	100.0	100.0
	15-24	28.5	19.3	25.5	27.2	19.6
	25-39	44.0	50.7	44.1	44.5	41.4
	40-54	21.4	21.7	22.6	20.3	26.3
	≥ 55	6.1	8.3	7.8	8.0	12.7
Lelaki Male		100.0	100.0	100.0	100.0	100.0
	15-24	29.0	20.9	25.0	30.8	18.9
	25-39	43.8	46.6	44.8	41.0	38.1
	40-54	20.6	22.7	22.1	20.5	30.2
	≥ 55	6.6	9.8	8.1	7.7	12.8
Perempuan Female		100.0	100.0	100.0	100.0	100.0
	15-24	28.0	17.5	26.0	23.2	20.3
	25-39	44.3	55.1	43.3	48.3	44.8
	40-54	22.2	20.7	23.2	20.2	22.3
	≥ 55	5.5	6.7	7.5	8.3	12.6

Sumber: Jabatan Perangkaan Malaysia (DOSM)
 Source: Department of Statistics Malaysia (DOSM)

Jadual 19: Profil demografi pelawat domestik ke Sabah mengikut kumpulan etnik, 2020-2024
 Table 19: Demographic profile of domestic visitors to Sabah by ethnic group, 2020-2024

Kumpulan etnik Ethnic group	2020	2021	2022	2023	2024
	Peratus / Percentage (%)				
Jumlah Total	100.0	100.0	100.0	100.0	100.0
Bumiputera Bumiputera	55.2	66.0	61.2	59.3	75.0
Cina Chinese	8.9	10.1	9.8	7.2	9.4
India Indian	0.1	0.0	0.5	0.3	1.0
Lain-lain Others	35.8	23.9	28.5	33.2	14.6

Sumber: Jabatan Perangkaan Malaysia (DOSM)
 Source: Department of Statistics Malaysia (DOSM)

Jadual 20: Profil demografi pelawat domestik ke Sabah mengikut taraf pendidikan, 2020-2024

Table 20: Demographic profile of domestic visitors to Sabah by educational level, 2020-2024

Taraf pendidikan Educational level	2020	2021	2022	2023	2024
	Peratus / Percentage (%)				
Jumlah <i>Total</i>	100.0	100.0	100.0	100.0	100.0
Tertiari <i>Tertiary</i>	23.4	30.7	24.9	23.5	28.5
Menengah <i>Secondary</i>	39.8	44.3	46.0	41.9	44.4
Rendah <i>Primary</i>	26.6	16.6	24.3	25.3	20.8
Tiada pendidikan rasmi <i>No formal education</i>	10.2	8.4	4.8	9.3	6.3

Sumber: Jabatan Perangkaan Malaysia (DOSM)

Source: Department of Statistics Malaysia (DOSM)

Jadual 21: Profil demografi pelawat domestik ke Sabah mengikut pendapatan bulanan isi rumah, 2020-2024

Table 21: Demographic profile of domestic visitors to Sabah by monthly household income, 2020-2024

Pendapatan bulanan isi rumah (RM) Monthly household income (RM)	2020	2021	2022	2023	2024
	Peratus / Percentage (%)				
Jumlah <i>Total</i>	100.0	100.0	100.0	100.0	100.0
≤ 1,000	7.7	4.3	6.2	2.6	3.6
1,001 - 3,000	45.6	40.9	37.9	38.6	30.9
3,001 - 5,000	20.5	15.6	18.1	28.7	31.6
5,001 - 10,000	19.3	28.6	27.5	22.3	24.7
≥ 10,001	6.9	10.6	10.3	7.8	9.2

Sumber: Jabatan Perangkaan Malaysia (DOSM)

Source: Department of Statistics Malaysia (DOSM)

Jadual 22: Profil demografi pelawat domestik ke Sabah mengikut status guna tenaga, 2020-2024

Table 22: Demographic profile of domestic to Sabah visitors by employment status, 2020-2024

Status guna tenaga Employment status	2020	2021	2022	2023	2024
	Peratus / Percentage (%)				
Jumlah <i>Total</i>	100.0	100.0	100.0	100.0	100.0
Kategori Pekerjaan <i>Category of Occupancy</i>	67.5	69.2	62.4	64.3	61.5
Professional / teknikal <i>Professional / technical</i>	12.3	21.4	14.0	9.5	13.8
Pengurusan / pentadbiran <i>Managerial / administrative</i>	1.8	9.3	3.6	3.1	3.0
Jurujual / perkeranian <i>Sales person / clerical</i>	19.3	24.6	18.9	23.7	23.5
Pekerja am <i>General worker</i>	16.1	10.3	12.9	15.3	7.0
Lain-lain <i>Others</i>	18.0	3.6	13.0	12.7	14.2
Tidak bekerja / luar tenaga buruh <i>Unemployed / outside labour force</i>	32.5	30.8	37.6	35.7	38.5
Tidak bekerja <i>Unemployed</i>	8.2	3.9	9.4	5.9	5.3
Pesara <i>Retiree</i>	1.3	0.9	1.7	1.7	2.8
Pelajar <i>Student</i>	8.7	7.1	11.6	9.6	10.6
Suri rumah <i>Housewife</i>	14.3	18.9	14.9	18.5	19.8

Sumber: Jabatan Perangkaan Malaysia (DOSM)

Source: Department of Statistics Malaysia (DOSM)

Jadual 23: Taburan peratus pelancong berkunjung ke Sabah mengikut jenis penginapan, 2020-2024

Table 23: Percentage distribution of tourist arrivals to Sabah by type of accommodation, 2020-2024

Jenis Penginapan Type of Accommodation	2020	2021	2022	2023	2024
	Peratus / Percentage (%)				
Jumlah <i>Total</i>	100.0	100.0	100.0	100.0	100.0
Rumah saudara-mara & rakan <i>Relatives' & friends' house</i>	59.7	57.1	56.4	55.9	54.6
Hotel / Hotel	20.4	28.5	16.6	20.3	19.1
Chalet / Chalet	1.2	1.8	8.0	7.7	1.1
Apartmen / Apartment	0.1	4.6	1.6	3.6	2.3
Inap desa / Rumah percutian <i>Homestay / Vacation homes</i>	15.7	4.1	10.4	7.6	17.2
Rumah rehat / Rest house	2.9	3.9	7.0	4.9	5.7

Sumber: Jabatan Perangkaan Malaysia (DOSM)

Source: Department of Statistics Malaysia (DOSM)

Jadual 24: Bilangan hotel dan bilik di Sabah mengikut penarafan bintang, 2020-2024
 Table 24: Number of hotel and room in Sabah by star rating, 2020-2024

Penarafan Rating	Hotel Hotel					Bilik Room				
	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
5-Bintang / 5-Star	9	9	10	11	11	3,698	3,698	3,819	4,041	4,041
4-Bintang / 4-Star	15	15	15	13	15	3,064	3,064	3,064	2,725	3,064
3-Bintang / 3-Star	44	44	44	46	44	4,298	4,298	4,298	4,637	4,298
2-Bintang / 2-Star	43	43	46	46	47	2,561	2,561	2,669	2,669	2,868
1-Bintang / 1-Star	31	31	31	31	31	1,349	1,349	1,349	1,349	1,349
3 Orkid / 3 Orchid	41	41	41	41	41	1,098	1,098	1,098	1,098	1,098
2 Orkid / 2 Orchid	30	30	30	30	30	662	662	662	662	662
1 Orkid / 1 Orchid	59	59	59	60	60	1,216	1,216	1,216	1,234	1,234
Unrated	136	137	139	138	145	4,603	4,853	5,227	5,005	5,715
Jumlah / Total	408	409	415	416	424	22,549	22,799	23,402	23,420	24,329

Sumber: Pusat Maklumat Harta Tanah Negara (NAPIC)
 Source: National Property Information Centre (NAPIC)

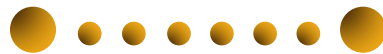
Jadual 25: Bilangan hotel dan bilik di Sabah mengikut lokasi, 2020-2024
 Table 25: Number of hotel and room in Sabah by location, 2020-2024

Lokasi Location	Hotel Hotel					Bilik Room				
	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
Bandar / Pekan City / Town	326	327	331	332	340	18,015	18,265	18,595	18,613	19,522
Pantai / Beach	24	24	26	26	26	2,579	2,579	2,852	2,852	2,852
Gunung / Hill	32	32	32	32	32	1,006	1,006	1,006	1,006	1,006
Lain-lain / Others	26	26	26	26	26	949	949	949	949	949
Jumlah/ Total	408	409	415	416	424	22,549	22,799	23,402	23,420	24,329

Sumber: Pusat Maklumat Harta Tanah Negara (NAPIC)
 Source: National Property Information Centre (NAPIC)



**INDIKATOR
SOSIOEKONOMI**



***SOCIOECONOMIC
INDICATORS***

PENDUDUK/ POPULATION

Jadual 26: Penduduk mengikut jantina, Malaysia dan Sabah, 2020-2024
Table 26: Population by sex, Malaysia and Sabah, 2020-2024

	MALAYSIA					SABAH				
	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
Penduduk Population	32,447.4	32,576.3	32,698.1	33,401.8	34,052.1	3,418.8	3,412.6	3,414.9	3,596.7	3,742.0
Lelaki Male	16,966.2	17,000.3	17,039.7	17,472.3	17,878.8	1,779.8	1,779.5	1,779.1	1,876.9	1,955.0
Perempuan Female	15,481.2	15,576.0	15,658.5	15,929.5	16,173.3	1,639.0	1,633.1	1,635.9	1,719.9	1,786.9

Jadual 27: Penduduk mengikut etnik, Malaysia dan Sabah, 2020-2024
Table 27: Population by ethnic, Malaysia and Sabah, 2020-2024

	MALAYSIA					SABAH				
	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
Jumlah Total	32,447.4	32,576.3	32,698.1	33,401.8	34,058.8	3,418.8	3,412.6	3,414.9	3,596.7	3,742.2
Warganegara Citizen	29,756.3	30,016.8	30,198.2	30,437.1	30,662.7	2,608.3	2,633.2	2,650.8	2,675.7	2,698.8
Bumiputera Bumiputera	20,649.5	20,891.7	21,108.5	21,336.4	21,586.5	2,313.5	2,338.3	2,356.6	2,381.4	2,404.6
Cina Chinese	6,892.4	6,903.9	6,885.2	6,878.8	6,868.4	247.9	247.5	246.5	246.2	242.9
India Indian	1,998.8	2,011.1	1,993.1	2,008.8	1,993.1	6.0	5.3	5.3	5.4	5.4
Lain-lain Others	215.6	210.1	211.4	213.1	214.6	40.0	42.1	42.4	42.8	45.9
Bukan warganegara Non-citizen	2,691.1	2,559.5	2,500.0	2,964.8	3,396.1	810.4	779.5	764.2	921.1	1,043.4

Jadual 28: Kadar pertumbuhan penduduk tahunan, Malaysia dan Sabah, 2020-2024
Table 28: Annual population growth rate, Malaysia and Sabah, 2020-2024

	MALAYSIA					SABAH				
	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
Kadar pertumbuhan penduduk tahunan (%) Annual population growth rate (%)	-	0.4	0.4	2.1	1.9	0.9	-0.2	0.1	5.2	4.0
Kepadatan penduduk (per km ²) Population density (per km ²)	98	99	99	101	103	46	46	46	49	51

Jadual 29: Tempat kediaman, isi rumah dan purata saiz isi rumah, Malaysia dan Sabah, 2020-2024
Table 29: Living quarters, households and average size of household, Malaysia and Sabah, 2020-2024

	MALAYSIA					SABAH				
	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
Tempat kediaman ('000) Living quarters ('000)	9,614.1	9,866.8	10,123.2	10,383.8	10,648.7	777.0	795.7	814.8	834.3	854.0
Isi rumah ('000) Household ('000)	8,234.6	8,447.2	8,662.7	8,881.9	9,104.6	728.2	747.2	766.6	786.3	806.3
Purata saiz ahli isi rumah Average size of household	3.9	3.9	3.8	3.8	3.7	4.7	4.6	4.5	4.6	4.6

Notal Notes :
1. Data 2020: Banci Penduduk dan Perumahan Malaysia, 2020
Data 2020: Population and Housing Census of Malaysia 2020
2. Data 2021 - 2023: Anggaran Penduduk Pertengahan Tahun berasaskan data Banci Penduduk dan Perumahan Malaysia, 2020
Data 2021 - 2023: Mid-Year Population Estimates based on data Population and Housing Census of Malaysia 2020
Sumber: Jabatan Perangkaan Malaysia (DOSM)
Source: Department of Statistics Malaysia (DOSM)

TENAGA BURUH/ LABOUR FORCE

Jadual 30: Statistik utama tenaga buruh, Malaysia dan Sabah, 2020-2024

Table 30: Principal statistics of labour force, Malaysia and Sabah, 2020-2024

('000)

	MALAYSIA					SABAH				
	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
Tenaga buruh <i>Labour force</i>	15,406.0	15,532.8	15,769.7	16,366.8	16,903.5	1,585.4	1,605.7	1,629.3	1,754.0	1,858.2
Lelaki <i>Male</i>	9,566.2	9,623.0	9,776.2	10,188.5	10,584.1	997.8	994.6	1,014.7	1,090.7	1,162.8
Perempuan <i>Female</i>	5,839.8	5,909.8	5,993.6	6,178.3	6,319.3	587.6	611.1	614.6	663.3	695.4
Penduduk bekerja <i>Employed person</i>	14,719.4	14,825.2	15,155.2	15,813.4	16,369.4	1,455.5	1,469.1	1,504.4	1,622.2	1,717.4
Lelaki <i>Male</i>	9,151.2	9,194.6	9,402.1	9,849.5	10,257.1	916.4	918.9	946.8	1,017.5	1,081.7
Perempuan <i>Female</i>	5,568.2	5,630.6	5,753.1	5,963.8	6,112.3	539.0	550.2	557.6	604.7	635.7
Penganggur <i>Unemployed person</i>	686.6	707.6	614.5	553.4	534.1	129.9	136.5	125.0	131.8	140.9
Lelaki <i>Male</i>	415.0	428.4	374.1	338.9	327.1	81.4	75.7	67.9	73.2	81.1
Perempuan <i>Female</i>	271.6	279.3	240.4	214.5	207.0	48.6	60.9	57.1	58.6	59.7
Kadar / Rate (%)										
Kadar penyertaan tenaga buruh <i>Labour force participation rate</i>	68.4	68.6	69.3	70.0	70.6	68.3	68.7	69.1	70.1	70.9
Lelaki <i>Male</i>	80.3	80.5	81.5	82.3	83.0	82.1	81.0	82.2	83.0	84.3
Perempuan <i>Female</i>	55.1	55.3	55.6	56.2	56.5	53.2	55.0	54.7	55.9	56.0
Kadar pengangguran <i>Unemployment rate</i>	4.5	4.6	3.9	3.4	3.2	8.2	8.5	7.7	7.5	7.6
Lelaki <i>Male</i>	4.4	4.6	3.8	3.3	3.1	8.2	7.6	6.7	6.7	7.0
Perempuan <i>Female</i>	4.9	5.0	4.0	3.5	3.3	8.3	10.0	9.3	8.8	8.6

Jadual 31: Bilangan penduduk bekerja mengikut sektor, Malaysia dan Sabah, 2020-2024

Table 31: Number of employed persons by sector, Malaysia and Sabah, 2020-2024

('000)

	MALAYSIA									
	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
Jumlah <i>Total</i>	14,719.4	14,825.2	15,155.2	15,813.4	16,369.4	1,455.5	1,469.1	1,504.4	1,622.2	1,717.4
Pertanian, perhutanan dan perikanan <i>Agriculture, forestry and fishing</i>	1,454.6	1,408.8	1,408.1	1,437.4	1,478.5	350.1	347.8	385.9	410.1	444.9
Perlombongan dan pengkuarian <i>Mining and quarrying</i>	82.1	82.8	84.1	88.8	88.7	5.0	4.0	3.1	4.1	4.4
Pembuatan <i>Manufacturing</i>	2,469.7	2,476.4	2,507.3	2,597.8	2,664.6	149.3	159.0	111.0	138.0	199.6
Pembinaan <i>Construction</i>	1,180.6	1,165.8	1,245.4	1,284.5	1,393.4	89.1	89.2	103.9	118.9	112.7
Perkhidmatan <i>Services</i>	9,532.4	9,691.4	9,910.3	10,404.9	10,744.2	862.1	869.1	900.5	951.0	955.9

Sumber: Jabatan Perangkaan Malaysia (DOSM)

Source: Department of Statistics Malaysia (DOSM)

PENDAPATAN DAN PERBELANJAAN/ INCOME AND EXPENDITURE

Jadual 32: Pendapatan isi rumah kasar bulanan penengah, purata dan kadar pertumbuhan tahunan dikompaun, Malaysia dan Sabah

Table 32: Median, mean and compounded annual growth rate of monthly statistics household gross income, Malaysia and Sabah

	MALAYSIA				SABAH			
	2014	2016	2019	2022	2014	2016	2019	2022
Penengah (RM) / Median (RM)	4,585	5,228	5,873	6,338	3,745	4,110	4,235	4,577
Kadar pertumbuhan tahunan dikompaun (%) Compounded annual growth rate (%)	..	6.6	3.9	2.5	..	4.7	1.0	2.6
Purata (RM) / Mean (RM)	6,141	6,958	7,901	8,479	4,879	5,354	5,745	6,171
Kadar pertumbuhan tahunan dikompaun (%) Compounded annual growth rate (%)	..	6.2	4.2	2.4	..	4.6	2.3	2.4

Jadual 33: Pekali Gini dan insiden kemiskinan mutlak, Malaysia dan Sabah

Table 33: Gini coefficient and incidence of absolute poverty, Malaysia and Sabah

	MALAYSIA				SABAH			
	2014	2016	2019	2022	2014	2016	2019	2022
Pekali Gini Gini coefficient	0.401	0.399	0.407	0.404	0.387	0.402	0.397	0.395
Insiden kemiskinan mutlak Incidence of absolute poverty	0.6	0.4	5.6	6.2	4.0	2.9	19.5	19.7

Jadual 34: Pendapatan isi rumah kasar bulanan penengah dan purata mengikut kumpulan pendapatan, Malaysia dan Sabah

Table 34: Median and mean of monthly household gross income by income group, Malaysia and Sabah

	MALAYSIA			SABAH		
	2016	2019	2022	2016	2019	2022
Penengah (RM) / Median						
Terendah 40% / Bottom 40%	3,000	3,166	3,440	2,169	2,444	2,615
Pertengahan 40% / Middle 40%	6,275	7,093	7,694	4,843	5,177	5,511
Tertinggi 20% / Top 20%	13,148	15,031	15,867	10,886	11,461	11,880
Purata / Mean						
Terendah 40% / Bottom 40%	2,848	3,152	3,401	2,135	2,343	2,583
Pertengahan 40% / Middle 40%	6,502	7,348	7,971	5,037	5,379	5,711
Tertinggi 20% / Top 20%	16,088	18,506	19,652	12,429	13,286	14,265

Jadual 35: Perbelanjaan penggunaan isi rumah bulanan penengah, purata dan kadar pertumbuhan tahunan dikompaun, Malaysia dan Sabah

Table 35: Median, mean and compounded annual growth rate of monthly statistics household consumption expenditure, Malaysia and Sabah

	MALAYSIA				SABAH			
	2014	2016	2019	2022	2014	2016	2019	2022
Penengah (RM) / Median (RM)	2,946	3,314	3,683	4,282	1,964	2,109	2,279	2,770
Kadar pertumbuhan tahunan dikompaun (%) Compounded annual growth rate (%)	..	5.9	3.6	5.0	..	3.6	2.6	6.5
Purata (RM) / Mean (RM)	3,578	4,033	4,609	5,150	2,355	2,595	2,799	3,342
Kadar pertumbuhan tahunan dikompaun (%) Compounded annual growth rate (%)	..	6.0	4.6	3.7	..	4.9	2.6	5.9

Sumber: Jabatan Perangkaan Malaysia (DOSM)

Source: Department of Statistics Malaysia (DOSM)

KELUARAN DALAM NEGERI KASAR/ GROSS DOMESTIC PRODUCT

Jadual 36: KDNK mengikut jenis aktiviti ekonomi 2020-2024, pada harga malar 2015 – Malaysia dan Sabah

Table 36: GDP by kind of economic activity 2020-2024, at constant 2015 prices – Malaysia and Sabah

	MALAYSIA					SABAH				
	2020	2021	2022	2023 ^e	2024 ^p	2020	2021	2022	2023 ^e	2024 ^p
Pertanian <i>Agriculture</i>	99,109	98,843	100,164	100,393	103,458	12,798	12,518	12,549	12,628	12,205
Perlombongan dan pengkuarian <i>Mining and quarrying</i>	92,879	93,717	97,004	97,537	98,432	19,936	20,574	20,455	19,535	18,551
Pembuatan <i>Manufacturing</i>	307,606	336,724	364,226	366,793	382,034	6,042	5,931	5,780	6,033	6,103
Pembinaan <i>Construction</i>	53,616	50,839	53,455	56,663	66,580	2,197	2,368	2,517	2,490	2,958
Perkhidmatan <i>Services</i>	777,693	795,116	884,870	930,363	980,110	36,597	37,369	40,605	42,413	44,209
Utiliti, pengangkutan & penyimpanan dan maklumat & komunikasi <i>Utility, transport & storage and information & communication</i>	169,231	176,224	195,126	207,290	219,011	6,528	6,692	7,408	7,737	8,028
Perdagangan borong dan runcit, makanan & minuman dan penginapan <i>Wholesale and retail trade, food & beverage and accommodation</i>	265,100	266,308	309,837	328,732	343,663	12,938	12,878	14,295	14,942	15,544
Kewangan dan insurans, hartanah dan perkhidmatan perniagaan <i>Finance and insurance, real estate and business services</i>	154,867	159,192	172,367	175,462	187,398	5,229	5,402	5,727	5,863	6,067
Perkhidmatan-perkhidmatan lain <i>Other services</i>	63,796	61,910	69,755	74,286	78,524	3,089	3,046	3,300	3,483	3,648
Perkhidmatan kerajaan <i>Government services</i>	124,699	131,482	137,784	144,593	151,515	8,814	9,350	9,876	10,388	10,922
Tambah: Duti import <i>Plus: Import duties</i>	15,346	15,642	16,784	18,392	19,692	269	240	270	263	276
KDNK pada harga pembeli <i>GDP at purchasers' prices</i>	1,346,249	1,390,882	1,516,503	1,570,142	1,650,305	77,840	79,000	82,176	83,362	84,303

e: anggaran
estimate

p: permulaan
preliminary

Sumber: Jabatan Perangkaan Malaysia (DOSM)

Source: Department of Statistics Malaysia (DOSM)

KELUARAN DALAM NEGERI KASAR/ GROSS DOMESTIC PRODUCT

Jadual 37: KDNK mengikut jenis aktiviti ekonomi 2020-2024, pada harga malar 2015 – Perubahan peratusan tahunan, Malaysia dan Sabah

Table 37: GDP by kind of economic activity 2020-2024 at constant 2015 prices – Annual percentage change, Malaysia and Sabah

	MALAYSIA					SABAH				
	2020	2021	2022	2023 ^e	2024 ^p	2020	2021	2022	2023 ^e	2024 ^p
Pertanian <i>Agriculture</i>	-2.4	-0.3	1.3	0.2	3.1	-6.7	-2.2	0.2	0.6	-3.4
Perlombongan dan pengkuarian <i>Mining and quarrying</i>	-9.7	0.9	3.5	0.5	0.9	-12.3	3.2	-0.6	-4.5	-5.0
Pembuatan <i>Manufacturing</i>	-2.7	9.5	8.2	0.7	4.2	-6.6	-1.8	-2.5	4.4	1.2
Pembinaan <i>Construction</i>	-19.3	-5.2	5.1	6.0	17.5	-29.1	7.8	6.3	-1.1	18.8
Perkhidmatan <i>Services</i>	-5.2	2.2	11.3	5.1	5.3	-7.2	2.1	8.7	4.5	4.2
Utiliti, pengangkutan & penyimpanan dan maklumat & komunikasi <i>Utility, transport & storage and information & communication</i>	-3.9	4.1	10.7	6.2	5.7	-8.8	2.5	10.7	4.4	3.8
Perdagangan borong dan runcit, makanan & minuman dan penginapan <i>Wholesale and retail trade, food & beverage and accommodation</i>	-9.4	0.5	16.3	6.1	4.5	-13.5	-0.5	11.0	4.5	4.0
Kewangan dan insurans, hartanah dan perkhidmatan perniagaan <i>Finance and insurance, real estate and business services</i>	-4.5	2.8	8.3	1.8	6.8	-8.0	3.3	6.0	2.4	3.5
Perkhidmatan-perkhidmatan lain <i>Other services</i>	-10.1	-3.0	12.7	6.5	5.7	-5.5	-1.4	8.4	5.5	4.7
Perkhidmatan kerajaan <i>Government services</i>	5.0	5.4	4.8	4.9	4.8	5.4	6.1	5.6	5.2	5.1
Tambah: Duti import <i>Plus: Import duties</i>	-5.2	1.9	7.3	9.6	7.1	43.9	-11.1	12.6	-2.6	5.2
KDNK pada harga pembeli <i>GDP at purchasers' prices</i>	-5.5	3.3	9.0	3.5	5.1	-9.1	1.5	4.0	1.4	1.1

e: anggaran
estimate

p: permulaan
preliminary

Sumber: Jabatan Perangkaan Malaysia (DOSM)
Source: Department of Statistics Malaysia (DOSM)

KELUARAN DALAM NEGERI KASAR/ GROSS DOMESTIC PRODUCT

Jadual 38: KDNK mengikut jenis aktiviti ekonomi 2020-2024, pada harga malar 2015 – Peratusan sumbangan kepada KDNK, Malaysia dan Sabah

Table 38: GDP by kind of economic activity 2020-2024, at constant 2015 prices – Percentage share to GDP, Malaysia and Sabah

	MALAYSIA					SABAH				
	2020	2021	2022	2023 ^e	2024 ^p	2020	2021	2022	2023 ^e	2024 ^p
Pertanian <i>Agriculture</i>	7.4	7.1	6.6	6.4	6.3	16.4	15.8	15.3	15.1	14.5
Perlombongan dan pengkuarian <i>Mining and quarrying</i>	6.9	6.7	6.4	6.2	6.0	25.6	26.0	24.9	23.4	22.0
Pembuatan <i>Manufacturing</i>	22.8	24.2	24.0	23.4	23.1	7.8	7.5	7.0	7.2	7.2
Pembinaan <i>Construction</i>	4.0	3.7	3.5	3.6	4.0	2.8	3.0	3.1	3.0	3.5
Perkhidmatan <i>Services</i>	57.8	57.2	58.3	59.3	59.4	47.0	47.3	49.4	50.9	52.4
Utiliti, pengangkutan & penyimpanan dan maklumat & komunikasi <i>Utility, transport & storage and information & communication</i>	12.5	12.7	12.9	13.2	13.3	8.4	8.5	9.0	9.3	9.5
Perdagangan borong dan runcit, makanan & minuman dan penginapan <i>Wholesale and retail trade, food & beverage and accommodation</i>	19.7	19.1	20.4	20.9	20.8	16.6	16.3	17.4	17.9	18.4
Kewangan dan insurans, hartanah dan perkhidmatan perniagaan <i>Finance and insurance, real estate and business services</i>	11.5	11.4	11.4	11.2	11.4	6.7	6.8	7.0	7.0	7.2
Perkhidmatan-perkhidmatan lain <i>Other services</i>	4.7	4.5	4.6	4.7	4.8	4.0	3.9	4.0	4.2	4.3
Perkhidmatan kerajaan <i>Government services</i>	9.3	9.5	9.1	9.2	9.2	11.3	11.8	12.0	12.5	13.0
Tambah: Duti import <i>Plus: Import duties</i>	1.1	1.1	1.1	1.2	1.2	0.3	0.3	0.3	0.3	0.3
KDNK pada harga pembeli <i>GDP at purchasers' prices</i>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

e: anggaran
estimate

p: permulaan
preliminary

Sumber: Jabatan Perangkaan Malaysia (DOSM)
Source: Department of Statistics Malaysia (DOSM)

IMPORT DAN EKSPORT/ IMPORTS AND EXPORTS

Jadual 39: Nilai import dan eksport, Malaysia, 2020-2024

Table 39: Imports and exports value, Malaysia, 2020-2024

	MALAYSIA				
	2020	2021	2022	2023	2024 ^p
Jumlah / Total	1,784,308	2,228,366	2,843,820	2,637,243	2,879,528
Import / Imports	800,481	987,344	1,293,811	1,211,044	1,370,237
Eksport / Exports	983,827	1,241,022	1,550,009	1,426,199	1,509,291

p: permulaan
preliminary

Jadual 40: Nilai import dan eksport mengikut pintu keluar dan masuk, Sabah, 2020-2024

Table 40: Imports and exports value by exit and entry points, Sabah, 2020-2024

	SABAH				
	2020	2021	2022	2023	2024 ^p
Jumlah / Total	49,177	48,348	63,920	52,182	52,920
Eksport / Exports	29,293	38,163	50,466	38,846	39,185
Teluk Sepanggar	5,977	8,112	11,145	8,848	7,914
W.P Labuan	5,844	6,003	9,512	8,188	7,604
Lahad Datu	9,014	11,984	15,024	10,583	11,971
Sandakan	5,997	8,288	9,498	7,406	8,024
Tawau	823	1,116	1,299	1,209	950
Kota Kinabalu	353	479	438	505	441
Lain-lain/ Others	1,285	2,183	3,550	2,108	2,282
Import / Imports	19,884	10,185	13,454	13,336	13,735
Teluk Sepanggar	3,622	4,300	5,553	6,256	5,994
W.P Labuan	13,091	2,055	2,961	2,948	3,603
Lahad Datu	974	1,219	1,506	869	791
Sandakan	703	753	776	702	851
Tawau	641	759	954	831	931
Kota Kinabalu	789	1,078	1,311	1,717	1,460
Lain-lain / Others	64	19	393	14	104

p: permulaan
preliminary

Sumber: Jabatan Perangkaan Malaysia (DOSM)

Source: Department of Statistics Malaysia (DOSM)

LAIN-LAIN/ OTHERS

Jadual 41: Bilangan penginap hotel, Malaysia dan Sabah, 2020-2024

Table 41: Number of hotel occupants, Malaysia and Sabah, 2020-2024

('000)

	MALAYSIA					SABAH				
	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
Jumlah Total	35,405.0	20,060.8	73,947.8	93,258.8	102,643.6	1,797.7	1,259.2	5,409.1	6,711.0	7,393.1
Domestik Domestic	30,704.0	19,872.1	60,048.6	64,299.8	68,049.4	1,311.4	1,256.0	4,732.0	4,489.8	4,257.1
Antarabangsa International	4,701.0	188.7	13,899.2	28,959.0	34,594.2	486.3	3.2	677.1	2,221.2	3,136.0

Sumber: Kementerian Pelancongan, Seni dan Budaya Malaysia (MOTAC)

Source: Ministry of Tourism, Arts and Culture Malaysia (MOTAC)

Jadual 42: Bilangan kluster homestay dan premis penginapan yang berdaftar, Malaysia dan Sabah, 2020-2024

Table 42: Number of registered homestay clusters and accommodation premises, Malaysia and Sabah, 2020-2024

	MALAYSIA					SABAH				
	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
Jumlah Total	5,029	4,798	5,260	5,420	5,508	500	617	510	566	579
Bilangan kluster homestay Number of homestay cluster	219	233	208	216	231	30	32	31	34	39
Bilangan premis penginapan Number of accommodation premises	4,579	5,042	5,052	5,204	5,277	465	585	479	532	540

Sumber: Kementerian Pelancongan, Seni dan Budaya Malaysia (MOTAC)

Source: Ministry of Tourism, Arts and Culture Malaysia (MOTAC)

Jadual 43: Bilangan Pusat Spa dan Pusat Urut Kaki mengikut penggredan, Malaysia dan Sabah, 2020-2024

Table 43: Number of Spa Centres and Foot Massage Centres by ranking, Malaysia and Sabah, 2020-2024

	Tahun Year	Jumlah Total	Penggredan Pusat Spa Spa Centres Ranking					Jumlah Total	Penggredan Pusat Urut Kaki (PUK) Foot Massage Centres Ranking		
			1	2	3	4	5		Silver	Gold	Platinum
Malaysia	2020	299	13	35	132	74	45	299	161	159	2
	2021	321	17	40	141	78	45	444	170	168	2
	2022	335	18	42	149	79	47	464	276	186	2
	2023	359	18	44	159	88	50	498	275	221	2
	2024	373	18	45	165	92	53	549	281	266	2
Sabah	2020	12	-	2	-	7	3	12	1	-	-
	2021	11	-	2	-	7	2	1	1	-	-
	2022	11	-	3	-	7	2	1	1	-	-
	2023	11	-	2	-	7	2	1	1	-	-
	2024	12	-	2	-	7	3	1	1	-	-

Sumber: Kementerian Pelancongan, Seni dan Budaya Malaysia (MOTAC)

Source: Ministry of Tourism, Arts and Culture Malaysia (MOTAC)

Jadual 44: Bilangan kampung program Desa Lestari, Malaysia dan Sabah, 2020-2024

Table 44: Number of village of Desa Lestari programme, Malaysia and Sabah, 2020-2024

	MALAYSIA					SABAH				
	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
Bilangan kampung Number of vilages	137	137	155	166	175	10	10	12	13	13

Sumber: Kementerian Kemajuan Desa dan Wilayah (KKDW)

Source: Ministry of Rural and Regional Development (KKDW)

LAIN-LAIN/ OTHERS

Jadual 45: Bilangan penumpang dikendalikan mengikut lapangan terbang, Malaysia dan Sabah, 2020-2024
Table 45: Number of passengers handled by airport, Malaysia and Sabah, 2020-2024

Lapangan terbang Airport	Tahun Year	Jumlah Total			Dalam Negeri Domestic			Antarabangsa International		
		Ketibaan Arrival	Pelepasan Departure	Transit Transit	Ketibaan Arrival	Pelepasan Departure	Transit Transit	Ketibaan Arrival	Pelepasan Departure	Transit Transit
Malaysia	2020	13,232,437	13,553,488	71,722	8,626,365	8,613,048	13,569	4,606,072	4,940,440	58,153
	2021	5,270,556	5,748,382	90,365	4,859,660	4,863,564	24,048	410,896	884,818	66,317
	2022	27,328,436	27,407,649	199,688	19,100,052	19,103,513	29,457	8,228,384	8,304,136	170,231
	2023	42,501,617	42,381,209	83,264	22,920,132	22,916,835	24,374	19,581,485	19,464,374	58,890
	2024	48,170,322	44,954,352	80,896	23,450,095	23,430,144	22,492	24,720,227	25,524,208	58,404
Sabah	2020	1,770,433	1,795,960	2,512	1,580,346	1,589,611	2,382	190,087	206,349	130
	2021	989,307	981,192	13,897	989,284	981,180	13,897	23	12	-
	2022	3,861,478	3,907,744	1,718	3,693,064	3,739,498	1,718	168,414	168,246	-
	2023	5,128,310	5,135,086	2,969	4,409,693	4,414,293	2,838	718,617	720,793	131
	2024	57,775,163	5,787,477	3,863	4,696,222	4,689,571	3,791	1,078,941	1,097,906	72
Kota Kinabalu	2020	1,141,946	1,159,972	596	954,770	957,593	466	187,176	202,379	130
	2021	563,163	547,833	12,579	563,151	547,821	12,579	12	12	-
	2022	2,503,035	2,519,721	357	2,334,623	2,351,536	316	168,412	168,185	41
	2023	3,524,351	3,517,820	2,174	2,805,747	2,797,032	2,043	718,604	720,788	131
	2024	3,981,378	3,982,622	2,764	2,936,328	2,918,896	2,692	1,045,050	1,063,726	72
Labuan	2020	134,907	135,512	540	134,903	135,316	540	4	196	-
	2021	74,727	74,682	769	74,727	74,682	769	-	-	-
	2022	228,496	225,553	1,204	228,496	225,553	1,204	-	-	-
	2023	235,293	233,866	171	235,293	233,866	171	-	-	-
	2024	249,293	246,909	736	249,293	246,909	736	-	-	-
Lahad Datu	2019	67,730	72,853	-	67,730	72,853	-	-	-	-
	2020	29,665	30,074	-	29,665	30,074	-	-	-	-
	2021	24,375	25,047	-	24,375	25,047	-	-	-	-
	2022	58,966	62,271	-	58,966	62,271	-	-	-	-
	2023	69,061	73,586	-	69,016	73,586	-	-	-	-
	2024	75,793	80,353	-	75,793	80,353	-	-	-	-
Sandakan	2020	180,596	181,383	713	179,484	179,968	713	1,112	1,415	-
	2021	120,821	124,098	325	120,814	124,098	325	7	-	-
	2022	392,158	401,378	45	392,156	401,378	45	2	-	-
	2023	446,300	451,724	-	446,292	451,724	-	8	-	-
	2024	489,624	494,002	277	487,624	494,002	277	-	-	-
Tawau	2020	282,986	288,716	663	281,191	286,357	663	1,795	2,359	-
	2021	206,221	209,532	224	206,217	209,532	224	4	-	-
	2022	678,823	698,821	153	678,823	698,760	153	-	61	-
	2023	853,350	858,090	-	853,345	858,085	-	-	-	-
	2024	979,075	983,591	86	945,184	949,411	86	33,891	34,180	-
Stol Sabah	2020	333	303	-	333	303	-	-	-	-
	2021	-	-	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-	-	-
	2024	-	-	-	-	-	-	-	-	-

Sumber: Kementerian Pengangkutan Malaysia (MOT)
Source: Ministry of Transport Malaysia (MOT)



NOTA TEKNIKAL DAN KOD & KLASIFIKASI



***TECHNICAL NOTES AND
CODE & CLASSIFICATION***

NOTA TEKNIKAL

1.0 PENGENALAN

1.1 Akaun Satelit

Penyusunan Akaun Satelit Pelancongan (ASP) dilaksanakan rentetan daripada pematuhan *System of National Accounts 2008 (SNA 2008)* di Malaysia. Terma “akaun satelit” digunakan bagi menggambarkan dengan jelas akaun yang dibangunkan. Ia merupakan “satelit” kepada set utama Akaun Negara yang mana ia memberikan maklumat tambahan di luar daripada maklumat sedia ada di dalam Akaun Negara.

Maklumat satelit memfokuskan kepada aspek ekonomi tertentu seperti pelancongan bagi membolehkan pengukuran dilaksanakan. Ia juga membolehkan hubungkait yang lebih banyak kepada maklumat tambahan yang spesifik bagi pelancongan seperti guna tenaga, jumlah pelancongan luar negara dan statistik penginapan. Statistik industri pelancongan seperti pengangkutan, penginapan, aktiviti penyediaan makanan & minuman, rekreasi, hiburan dan agensi pengembaraan dapat diukur dan dianalisa.

Pembangunan akaun satelit merupakan pengukuran statistik yang sistematik yang mana ia merangkumi konsep, klasifikasi dan definisi berdasarkan piawaian antarabangsa bagi membolehkan perbandingan di antara negara dilaksanakan. Pelbagai maklumat diperoleh daripada agensi yang berbeza dikumpulkan di dalam akaun ini untuk memberikan gambaran yang lebih baik dan holistik berkenaan impak industri pelancongan di Malaysia.

1.2 Akaun Satelit Pelancongan Wilayah (ASPW) Sabah

Tujuan ASPW Sabah disusun adalah untuk menganalisis dengan lebih terperinci semua aspek permintaan bagi barang dan perkhidmatan yang berkaitan dengan aktiviti pelawat bagi mendapatkan interaksi penawaran barang dan perkhidmatan pelancongan dalam ekonomi Sabah; serta aktiviti ekonomi lain di dalam Sabah. Penyediaan ASPW Sabah adalah berdasarkan *Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF) 2008*, *International Recommendations for Tourism Statistics (IRTS)* dan *Regional Tourism Satellite Account, Statistics & TSA Issue Paper Series, 2013* yang diterbitkan oleh *United Nations World Tourism Organization (UNWTO)*.

Konsep dan definisi ASPW Sabah yang digunakan telah diselaraskan mengikut keperluan Sabah.

Rajah di bawah menunjukkan konsep penggunaan pelancongan dalam ASPW Sabah:

Konsep penggunaan pelancongan dalam ASPW Sabah

Status Residen		Wilayah di mana perbelanjaan / penggunaan berlaku			Jumlah
		Sabah	Luar Sabah		
			Semenanjung Malaysia / Sarawak	Luar negara	
Residen Sabah		Penggunaan pelancongan Domestik	Penggunaan pelancongan <i>outbound</i> dari wilayah lain	Penggunaan pelancongan <i>outbound</i> dari negara lain	PENGGUNAAN PELANCONGAN SABAH
Bukan residen Sabah	Semenanjung Malaysia / Sarawak	Penggunaan pelancongan <i>inbound</i> dari wilayah lain			
	Luar negara	Penggunaan pelancongan <i>inbound</i> dari negara lain			
JUMLAH		PENGGUNAAN PELANCONGAN INTERNAL			

2.0 KONSEP DAN DEFINISI

2.1 Pelawat

Pelawat merujuk kepada *traveller* yang melakukan aktiviti perjalanan ke destinasi utama di luar dari persekitaran biasa dalam tempoh tidak melebihi 12 bulan, selain daripada diambil bekerja oleh entiti residen di tempat yang dilawati.

Berikut ialah senarai tujuan utama lawatan seperti yang disenaraikan dalam IRTS:

- Perniagaan dan profesional;
- Percutian, mengisi masa lapang dan rekreasi;
- Melawat rakan dan saudara mara;
- Pendidikan dan latihan;
- Kesihatan dan rawatan perubatan;
- Hal-hal keagamaan/ menziarahi ke tempat suci keagamaan;
- Membeli-belah; dan
- Transit.

Bagi situasi di Malaysia, senario balik kampung yang diamalkan oleh residen semasa musim perayaan juga didefinisikan sebagai pelancongan. Pelawat boleh diklasifikasikan kepada dua kategori:

Pelancong : Jika perjalanan melibatkan tidur bermalam

Pelawat harian : Jika perjalanan mengambil masa kurang daripada 24 jam

2.2 Perjalanan pelancongan

Perjalanan pelancongan ditakrifkan sebagai perjalanan pelawat ke sesebuah tempat di luar dari persekitaran biasa mereka dalam tempoh tidak lebih dari satu tahun dengan tujuan utama (sama ada urusan perniagaan, percutian atau urusan peribadi) selain untuk diambil bekerja oleh residen di tempat yang dilawati.

Perjalanan pelancongan merujuk kepada perjalanan ke sesuatu destinasi utama di dalam negara residen pelawat berkenaan. Perjalanan pelancongan terbahagi kepada dua:

a) Perjalanan harian

Perjalanan keluar dari rumah yang jaraknya 50 km dan lebih pergi dan balik serta mengambil masa 4 jam dan lebih. Bagi jarak yang kurang dari 50 km pergi dan balik, masa yang digunakan hendaklah 4 jam dan lebih serta menggunakan kemudahan pelancongan seperti kemudahan pengangkutan / penginapan / makanan & minuman / rekreasi.

b) Perjalanan bermalam

Perjalanan yang melibatkan seseorang meninggalkan tempat kediamannya sekurang-kurangnya untuk tempoh satu malam (24 jam) dengan tujuan perjalanan berkaitan dengan aktiviti pelancongan serta menggunakan kemudahan pelancongan. Perjalanan tersebut mestilah dalam tempoh kurang dari 12 bulan.

2.3 Persekitaran biasa

Persekitaran biasa seseorang individu merupakan konsep utama dalam pelancongan yang merujuk kepada kawasan geografi (walaupun tidak semestinya mempunyai sempadan), yang mana seseorang individu menjalankan rutin kehidupan seharian. Persekitaran biasa bagi seseorang individu itu termasuklah tempat tinggal biasa, tempat bekerja atau belajar dan tempat-tempat yang selalu dikunjungi walaupun tempat tersebut jauh dari tempat tinggal biasa atau berada di kawasan yang lain. Oleh itu, pelawat yang kerap berulang-alik di antara tempat tinggal biasa dan tempat bekerja, atau tempat belajar, atau tempat yang kerap dikunjungi di dalam rutin kehidupan semasa adalah tidak diliputi dalam penyusunan ASP. Walau bagaimanapun, konsep ini mungkin berbeza antara negara mengikut kepada ciri-ciri negara tersebut.

2.4 Jenis-jenis pelancongan

2.4.1 Pelancongan *inbound*

Aktiviti pelawat bukan residen yang membuat perjalanan ke Sabah bagi perjalanan *inbound*. Pelawat dalam kategori ini terdiri daripada residen dari Semenanjung Malaysia, Sarawak dan pelawat dari luar negara (bukan residen Malaysia).

2.4.2 Pelancongan domestik

Aktiviti pelawat residen yang membuat perjalanan dalam Sabah sama ada sebahagian daripada perjalanan domestik atau perjalanan *outbound*.

2.4.3 Pelancongan *internal*

Aktiviti pelancongan domestik dan pelancongan *inbound*, iaitu aktiviti pelawat residen dan bukan residen di dalam Sabah, sama ada sebahagian daripada perjalanan domestik atau antarabangsa.

2.5 Perbelanjaan pelancongan

Perbelanjaan pelancongan merujuk kepada jumlah yang dibayar bagi perolehan penggunaan barangan & perkhidmatan dan barang berharga, untuk kegunaan sendiri atau untuk diberi ketika dan semasa perjalanan pelancongan. Ia termasuk perbelanjaan oleh pelawat sendiri dan perbelanjaan yang dibayar atau dibayar balik oleh orang lain. Secara prinsipnya, perolehan barangan dan perkhidmatan semasa perjalanan pelancongan adalah sebahagian daripada perbelanjaan pelancongan. Kesemua perkhidmatan yang diterima sebelum perjalanan dibuat dan berkaitan dengan perjalanan (contoh: vaksinasi, perkhidmatan pasport, kawalan perubatan, perkhidmatan agensi pengembaraan dan sebagainya) adalah termasuk dalam perbelanjaan pelancongan. Semua barangan yang diperolehi sebelum perjalanan, yang akan digunakan semasa perjalanan (contoh: pakaian khusus, ubat-ubatan, dan sebagainya) atau dibawa sebagai hadiah juga diambil kira.

2.5.1 Perbelanjaan pelancongan *inbound*

Perbelanjaan pelancongan bagi pelawat bukan residen dalam ekonomi Sabah.

2.5.2 Perbelanjaan pelancongan domestik

Perbelanjaan pelancongan bagi pelawat residen dalam ekonomi Sabah.

2.5.3 Perbelanjaan pelancongan *internal*

Perbelanjaan pelancongan bagi pelawat residen dan bukan residen Sabah. Ia merupakan jumlah keseluruhan perbelanjaan pelancongan *inbound* dan perbelanjaan pelancongan domestik.

2.6 Industri pelancongan

Industri pelancongan meliputi semua pertubuhan yang mana aktiviti utamanya adalah berkaitan dengan aktiviti bercirikan pelancongan sama ada pertubuhan tersebut menyediakan perkhidmatan secara terus kepada pelawat dan bukan pelawat. Pertubuhan dikelaskan mengikut aktiviti utama, ditentukan oleh aktiviti yang menghasilkan nilai ditambah tertinggi.

2.7 Produk penggunaan pelancongan

Produk penggunaan pelancongan boleh diklasifikasikan kepada produk perbandingan antarabangsa bercirikan pelancongan dan produk khusus bercirikan pelancongan negara.

2.7.1 Produk perbandingan antarabangsa bercirikan pelancongan

Produk perbandingan antarabangsa bercirikan pelancongan merupakan produk utama bagi perbandingan antarabangsa untuk perbelanjaan pelancongan. Sesuatu produk boleh dikelaskan sebagai produk bercirikan pelancongan sekiranya perbelanjaan pelawat terhadap sesuatu produk adalah signifikan. Contoh produk bercirikan pelancongan adalah perkhidmatan penginapan, perkhidmatan penyediaan makanan & minuman, perkhidmatan pengangkutan penumpang, perkhidmatan penyewaan kenderaan, perkhidmatan agensi pelancongan & penempahan lain, dan perkhidmatan kebudayaan, sukan & rekreasi.

2.7.2 Produk khusus bercirikan pelancongan negara

Di Malaysia, produk khusus bercirikan pelancongan negara terbahagi kepada dua kategori iaitu barang khusus bercirikan pelancongan negara dan perkhidmatan khusus bercirikan pelancongan negara.

Barang khusus bercirikan pelancongan negara adalah merujuk kepada aktiviti membeli-belah (produk bagi permintaan pelancongan) dan juga perdagangan runcit dalam industri pelancongan. Manakala produk yang dikenal pasti di bawah 'perkhidmatan khusus bercirikan pelancongan negara' adalah perbelanjaan lain yang menunjukkan sumbangan yang signifikan dalam perbelanjaan pelancongan, contohnya kesihatan, pendidikan, spa dan mesyuarat, insentif, konvensyen, pameran (MICE).

2.8 Akaun pengeluaran

Akaun pengeluaran merekodkan aktiviti pengeluaran barangan dan perkhidmatan seperti yang ditakrifkan dalam SNA 2008. Akaun pengeluaran menunjukkan output sebagai sumber dan penggunaan perantaraan sebagai penggunaan dan nilai ditambah sebagai item pengimbang.

2.9 Nilai ditambah

Nilai ditambah merupakan 'nilai' yang ditambah oleh pengeluar ke atas bahan mentah barangan dan perkhidmatan yang dibeli semasa proses pengeluaran. Justeru itu, nilai ditambah adalah nilai output ditolak dengan nilai penggunaan perantaraan.

2.9.1 Nilai Ditambah Kasar Industri Pelancongan (NDKIP)

NDKIP ialah jumlah nilai ditambah kasar bagi semua pertubuhan yang berada di dalam industri pelancongan, tanpa mengira sama ada semua output disediakan kepada pelawat dan juga pengkhususan proses pengeluaran.

2.9.2 Keluaran Dalam Negeri Kasar Pelancongan Langsung (KDNKPL)

KDNKPL adalah jumlah daripada sebahagian nilai ditambah kasar (pada harga asas) yang dijana oleh semua industri bagi memenuhi penggunaan pelancongan *internal*. Jumlah cukai bersih ke atas produk dan import diambil kira dalam nilai perbelanjaan pada harga pembeli.

2.10 Kadar pelancongan

Kadar pelancongan merupakan kadaran daripada penggunaan pelancongan *internal* oleh pelawat dibahagikan dengan penawaran domestik yang terdiri daripada output pengeluar domestik, import, cukai ditolak subsidi ke atas produk dan import serta margin perdagangan dan pengangkutan.

3.0 JADUAL UTAMA ASPW SABAH

Jadual-jadual yang disarankan dalam manual *TSA:RMF 2008* dan *Statistics and TSA Issue Paper Series Regional Tourism Satellite Account*, UNWTO 2013 adalah seperti berikut:

Jadual 1: Perbelanjaan pelancongan *inbound* bagi pelawat mengikut produk

Statistik Jadual 1 terdiri daripada jumlah hasil terimaan *inbound* dalam Ringgit Malaysia (RM) dan peratus agihan perbelanjaan pelancongan mengikut produk. Penyusunan ini juga telah mengambil kira perbelanjaan penumpang antarabangsa bagi udara dan pengangkutan lain. Antara sumber data bagi penyusunan Jadual 1 adalah berdasarkan dapatan *Departing Visitor Survey* (DVS) Sabah yang dijalankan oleh Lembaga Pelancongan Sabah (LPS) dan Survei Pelancongan Domestik (DTS) Sabah yang dijalankan oleh DOSM.

DVS dilaksanakan melalui kaedah temu ramah secara bersemuka terhadap pelawat yang akan berlepas dari Sabah melalui *point of exit* yang terpilih melibatkan:

- a. Lapangan Terbang Antarabangsa Kota Kinabalu;
- b. Lapangan Terbang Sandakan;
- c. Lapangan Terbang Tawau; dan
- d. ICQS Sindumin.

Jadual 2: Perbelanjaan pelancongan domestik bagi pelawat mengikut produk

Statistik di Jadual 2 diperoleh daripada dapatan DTS Sabah yang meliputi individu yang menetap di Sabah sekurang-kurangnya satu tahun dan lebih. Selain warganegara dan residen tetap, ekspatriat dan bukan warganegara turut diambil kira. Jumlah perbelanjaan pelancongan domestik di Jadual 2 ASPW adalah berbeza dengan jumlah perbelanjaan pelancongan domestik yang diterbitkan di laporan DTS Sabah kerana ASPW hanya mengambil kira perbelanjaan pelancongan residen Sabah sahaja dan tidak mengambil kira perbelanjaan yang tidak dilakukan oleh pelawat seperti penginapan dan makanan & minuman yang disediakan di rumah saudara atau rakan.

Jadual 3: Perbelanjaan pelancongan *internal* bagi pelawat mengikut produk

Statistik di Jadual 3 adalah gabungan daripada perbelanjaan pelancongan *inbound* dan perbelanjaan pelancongan domestik yang menghasilkan penggunaan pelancongan *internal*.

Jadual 4: Akaun pengeluaran industri pelancongan

Statistik yang dipaparkan di Jadual 4 adalah bersumberkan Jadual Penawaran dan Penggunaan (SUT) serta berdasarkan KDNK Tahunan di peringkat negeri.

Jadual 5: Jumlah penawaran dan penggunaan pelancongan

Statistik di Jadual 5 dijana daripada akaun pengeluaran industri pelancongan & industri lain di Jadual 4 dan juga penggunaan pelancongan *internal* di Jadual 3.

Jadual 6: Guna tenaga dalam industri pelancongan

Statistik di Jadual 6 adalah penyusunan statistik guna tenaga dalam industri pelancongan yang diperoleh daripada data Survei Tenaga Buruh (STB), Survei Ekonomi Tahunan, dan Banci Ekonomi yang diterbitkan oleh DOSM. Data telah dikemaskini berdasarkan ketersediaan data terperinci dan semakan semula data STB berteraskan Banci Penduduk dan Perumahan 2020.

4.0 SIMBOL

-	: negatif
%	: peratus
&	: dan
e	: anggaran
p	: permulaan
n.a	: tidak berkenaan

TECHNICAL NOTES

1.0 INTRODUCTION

1.1 Satellite account

The compilation of Tourism Satellite Account (TSA) is implemented in adherence to the System of National Accounts 2008 (SNA 2008) in Malaysia. The term "satellite account" is adopted to reflect the nature of the account that has been developed. It is a "satellite" to the core set of National Accounts that presents additional information which is outside from the available information provided in the National Accounts.

This satellite information focuses on a particular aspect of the economy such as tourism, that otherwise could not be easily measured. It also permits further linkages to additional information specific to tourism such as employment, international tourist numbers and accommodation statistics. Tourism industry statistics consists of industries such as transportation, accommodation, food & beverage serving activities, recreation, entertainment and travel agencies can be measured and analysed.

Development of satellite account is a systematic statistical measurement which applies concepts, classifications and definitions which are based on international standard to enable comparison among countries. Various information available in different agencies is put together in this account to provide holistic and better picture of the impact of tourism industry in Malaysia.

1.2 Regional Tourism Satellite Account (RTSA) Sabah

The purpose of RTSA Sabah is to analyse in detail all the aspects of demand for goods and services associated with the activity of visitors to observe the interactions with the supply of such goods and services of tourism within the Sabah's economy; as well as with other economic activities within Sabah.

The compilation on RTSA Sabah are based on Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF) 2008, International Recommendations for Tourism Statistics (IRTS) and Regional Tourism Satellite Account, Statistics & TSA Issue Paper Series, 2013 published by the United Nations World Tourism Organization (UNWTO). The concepts and definitions of RTSA Sabah are adapted and according to Sabah's need.

The concept of tourism consumption in RTSA Sabah illustrated below:

The concept of tourism consumption in RTSA Sabah

Status of Residence		Territory where expenditure / consumption takes place		TOTAL
		Sabah	Outside Sabah	
			Peninsular Malaysia / Sarawak Rest of the world	
Residents of Sabah		Domestic tourism consumption	Outbound tourism consumption from other regions Outbound tourism consumption other countries	SABAH TOURISM CONSUMPTION
Non-residents of Sabah	Peninsular Malaysia / Sarawak	Inbound tourism consumption from other regions		
	Rest of the world	Inbound tourism consumption other countries		
TOTAL		INTERNAL TOURISM CONSUMPTION		

2.0 CONCEPTS AND DEFINITIONS

2.1 Visitor

A visitor refers to a traveller taking a trip to a main destination outside his / her usual environment, not more than 12 months other than to be employed by resident entity in the place visited. The following list is incorporated in IRTS as the main purpose of visit:

- a. Business and professional;
- b. Holiday, leisure and recreation;
- c. Visiting friends and relatives;
- d. Education and training;
- e. Health and medical care;
- f. Religion/ pilgrimage;
- g. Shopping; and
- h. Transit.

In the context of Malaysia, scenario 'balik kampung' by residents during festive seasons is also defined as tourism. A visitor is classified into two categories:

Tourist : If his / her trip includes an overnight stay

Excursionist: If his / her trip takes less than 24 hours

2.2 Tourism trip

A tourism trip is defined as a visitor's trip to a destination outside his / her usual environment for less than a year, for any main purpose (business, leisure or personal) other than to be employed by a resident entity in the place visited.

Tourism trip refers to a trip to a main destination within the country of residence of the visitor.

Tourism Trip is divided into two:

a) Same day trip

Travels from the house for a distance of 50 km or more, to and from and takes four hours and more. For distances less than 50 km to and from, the time taken has to be four hours and more, and use tourism facilities such as transportation / accommodation / food & beverage / recreation.

b) Overnight trip

Trip that requires a person to leave home at least for one night (24 hours) with the purpose of travel related to tourism and use tourism facilities. The travelling must be less than 12 months.

2.3 Usual environment

The usual environment of an individual, a key concept in tourism is defined as the geographical area (though not necessarily a contiguous one) within which an individual conducts his / her regular life routines. The usual environment of an individual includes the place of usual residence of the household to which he / she belongs, his / her own place of work or study and any other place that he / she visits regularly, even the place is located far away from his / her place of usual residence or in another locality. Hence, travellers who are commuting regularly between their place of usual residence and place of work or study, or frequently visiting places within their current life routine will be not covered in TSA compilation. However, the concept may be differs among countries according to their nature.

2.4 Types of Tourism

2.4.1 Inbound tourism

Activities of non-resident visitors that travel to Sabah for inbound travel. Visitors in this category comprises residents of Peninsular Malaysia, Sarawak and non-residents from abroad.

2.4.2 Domestic tourism

Activities of resident visitors that travel within the Sabah whether it is part of a domestic or prior to outbound trip.

2.4.3 Internal tourism

Activities of domestic and inbound tourism, which is the activity of resident and non-resident visitors within Sabah whether it is part of the domestic or international trips.

2.5 Tourism Expenditure

Tourism expenditure refers to the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips. It includes expenditures by visitors themselves, as well as expenses that are paid for or reimbursed by others. The acquisition of all goods and services during a tourism trip is in principle, part of tourism expenditure. All services delivered before the trip and clearly related to the trip (e.g. vaccination, passport services, medical control, service of travel agency, etc.) are included in tourism expenditure. All goods acquired before the trip that are intended to be used on the trip (specific clothes, medicines, etc.) or brought along as gifts, should be included.

2.5.1 Inbound tourism expenditure

Tourism expenditure of a non-resident visitor within the economy of Sabah.

2.5.2 Domestic tourism expenditure

Tourism expenditure of a resident visitor within the economy of Sabah.

2.5.3 Internal tourism consumption

Comprises all tourism expenditure of visitors, both resident and non-resident within the economy of Sabah. It is the sum of inbound tourism expenditure and domestic tourism expenditure.

2.6 Tourism industry

The tourism industry comprises all establishments for which the principal activity is a tourism characteristic activity whether the establishments serves directly to visitors as well as non-visitors. Establishments are classified according to their main activity, which determined by the activity that generates the most value added.

2.7 Tourism consumption products

Tourism consumption products can be classified into internationally comparable tourism characteristic products and country-specific tourism characteristic products.

2.7.1 Internationally comparable tourism characteristic products

Internationally comparable tourism characteristic products represent the core products for international comparison of tourism expenditure. A product is classified as a tourism characteristic product if the visitor's expenditure on the products is significant. Examples of tourism characteristic products are accommodation services, food & beverage serving services, passenger transport services, transport equipment rental services, travel agencies & other reservation services and cultural, sports & recreational services.

2.7.2 Country-specific tourism characteristic products

In Malaysia, country-specific tourism characteristic products are divided into two categories which are country-specific tourism characteristic goods and country-specific tourism characteristic services.

Country-specific tourism characteristic goods is referring to shopping activities (tourism-related goods) and retail trade in tourism industries.

Meanwhile, products identified under 'country-specific tourism characteristic services' are other expenses that represent a significant share of tourism expenditure such as health, education, spa and meeting, incentive, convention, exhibition (MICE).

2.8 Production accounts

The production account records the activity of producing goods and services as defined within the SNA 2008. The production account shows output as resources and intermediate consumption as uses and the balancing item is value added.

2.9 Value added

Value added is the 'value' that a producer adds to the raw material of goods and services it purchases in the process of production. Thus, it is the value of output less the value of intermediate consumption.

2.9.1 Gross Value Added of Tourism Industries (GVATI)

GVATI is the total gross value added of all establishments in the tourism industry, regardless of whether all their output is provided to visitors and the specialisation of their production process.

2.9.2 Tourism Direct Gross Domestic Product (TDGDP)

TDGDP is the sum of the part gross value added (at basic prices) generated by all industries in response to internal consumption. The amount of net taxes on products and imports are included within the value of this expenditure at purchasers' price.

2.10 Tourism ratio

Tourism ratio is the proportion of the internal tourism consumption consumed by visitors over domestic supply which consists of output of domestic producers, imports, taxes less subsidies on products produced and imported as well as trade and transport margins.

3.0 RTSA SABAH MAIN TABLES

The tables recommended in the TSA: RMF 2008 manual and Statistics and TSA Issue Paper Series Regional Tourism Satellite Account, UNWTO 2013 are as follows:

Table 1: Inbound tourism expenditure of visitors by products

Statistics in Table 1 consists of total inbound tourist receipts in Ringgit Malaysia (RM) and percentage distribution breakdown of tourism expenditure by products. This compilation has also taken into account the expenditure of international passengers on air and other transport. Among the data sources for the compilation of Table 1 are based on the findings of the Sabah Departing Visitor Survey (DVS) conducted by the Sabah Tourism Board (STB) and the Sabah Domestic Tourism Survey (DTS) conducted by DOSM.

DVS is implemented by face to face interview with visitors who will depart through the selected point of exit involves:

- a. Kota Kinabalu International Airport;
- b. Sandakan Airport;
- c. Tawau Airport; and
- d. ICQS Sindumin.

Table 2: Domestic tourism expenditure of visitors by products

Statistics in Table 2 is obtained from the findings of the DTS Sabah which covers individuals who reside in Sabah for at least one year or more. In addition to citizens and permanent residents, expatriates and non-citizens are also taken into account. The total domestic tourism expenditure in Table 2 of RTSA is different from the total domestic tourism expenditure published in the DTS Sabah report because RTSA only takes into account the tourism expenditure of Sabah residents and does not take into account expenditure that is not made by visitors such as accommodation and food & beverage provided in relatives' or friends' house.

Table 3: Internal tourism consumption of visitor by products

The statistics in Table 3 is a combination of inbound tourism expenditure and domestic tourism expenditure to become internal tourism consumption.

Table 4: Production accounts of tourism industry

The statistics presented in Table 4 is sourced from the Supply and Use Table (SUT) and based on the Annual GDP at the state level.

Table 5: Total supply and tourism consumption

The statistics in Table 5 is derived from production accounts of tourism industry & other industries in Table 4 and internal tourism consumption in Table 3.

Table 6: Employment in the tourism industry

The statistics in Table 6 is a compilation of employment in the tourism industry obtained from the Labour Force Survey (LFS), Annual Economic Survey and Economic Census published by DOSM. The data has been updated based on the availability of detailed data and revision of the LFS in line with 2020 Population and Housing Census.

4.0 SYMBOLS

-	: negative
%	: per cent
&	: and
e	: estimate
p	: preliminary
n.a	: not available

KOD & KLASIFIKASI

Klasifikasi industri pelancongan adalah berdasarkan kepada Piawaian Klasifikasi Industri Malaysia 2008 Ver. 1.0 yang telah diselaraskan dengan *International Standard Industrial Classification of All Economic Activities (ISIC) Rev. 4*. Klasifikasi bagi produk pelancongan adalah berdasarkan *Malaysia Classification of Products by Activity (MCPA) 2009* yang juga telah diselaraskan dengan *Central Products Classifications (CPC) Ver. 2.0*.

INDUSTRI PELANCONGAN

Keterangan bagi ISIC Rev. 4		ISIC Rev. 4	MSIC 2008
1. Perkhidmatan penginapan			
1.1	Aktiviti penginapan jangka pendek	5510	55101, 55102, 55103, 55104, 55105, 55106, 55107, 55108, 55109
1.2	Tapak perkhemahan, taman kenderaan rekreasi dan taman treler	5520	55200
1.3	Penginapan lain	5590	55900
1.4	Aktiviti hartanah bagi harta milikan sendiri atau pajakan	6810	68101, 68102, 68103
1.5	Aktiviti hartanah berdasarkan bayaran atau kontrak	6820	68201
2. Perkhidmatan penyediaan makanan & minuman			
2.1	Restoran dan aktiviti perkhidmatan makanan bergerak	5610	56101, 56103, 56104, 56105, 56106, 56107
2.2	Aktiviti perkhidmatan makanan lain	5629	56290
2.3	Aktiviti perkhidmatan minuman	5630	56301, 56302, 56303, 56304, 56309
3. Perkhidmatan pengangkutan penumpang			
3.1	Perkhidmatan pengangkutan penumpang kereta api		
	3.1.1	Pengangkutan penumpang rel antara bandar	4911 49110
	3.1.2	Pengangkutan darat penumpang bandar dan pinggir bandar	4921 49212
3.2	Perkhidmatan pengangkutan penumpang darat		
	3.2.1	Pengangkutan darat penumpang bandar dan pinggir bandar	4921 49211
	3.2.2	Pengangkutan darat penumpang lain	4922 49221, 49224, 49225, 49229
3.3	Perkhidmatan pengangkutan penumpang laut		
	3.3.1	Pengangkutan penumpang laut dan pesisir pantai	5011 50111, 50112, 50113
	3.3.2	Pengangkutan penumpang air pedalaman	5021 50211, 50212
3.4	Perkhidmatan pengangkutan penumpang udara		
	3.4.1	Pengangkutan penumpang udara	5110 51101, 51102, 51103

Keterangan bagi ISIC Rev. 4			ISIC Rev. 4	MSIC 2008
3.5	Perkhidmatan penyewaan kelengkapan pengangkutan			
	3.5.1	Penyewaan dan pemajakan kenderaan bermotor	7710	77101, 77102
	3.5.2	Penyewaan dan pajakan mesin, kelengkapan dan barang ketara lain	7730	77302, 77303, 77304
4. Perkhidmatan agensi pengembaraan dan penempahan lain				
4.1	Aktiviti agensi pengembaraan		7911	79110
4.2	Aktiviti operator pelancongan		7912	79120
4.3	Khidmat penempahan dan aktiviti berkaitan		7990	79900
5. Perkhidmatan kebudayaan				
5.1	Aktiviti penayangan wayang gambar		5914	59140
5.2	Aktiviti kesenian, hiburan dan kreatif		9000	90001, 90002, 90003, 90007, 90009
5.3	Aktiviti muzium dan operasi tapak dan bangunan bersejarah		9102	91021, 91022
5.4	Aktiviti taman botani dan zoologi dan rizab semula jadi		9103	91031, 91032
6. Perkhidmatan sukan dan rekreasi				
6.1	Penyewaan dan pemajakan barang rekreasi dan sukan		7721	77211, 77212, 77213, 77219
6.2	Aktiviti perjudian dan pertaruhan		9200	92000
6.3	Operasi bagi kemudahan acara sukan dalam dan luar bangunan		9311	93111, 93112, 93113, 93114, 93115, 93116, 93117, 93118, 93119
6.4	Aktiviti kelab sukan		9312	93120
6.5	Aktiviti sukan lain		9319	93191, 93192, 93193, 93199
6.6	Aktiviti taman hiburan dan taman tema		9321	93210
6.7	Aktiviti hiburan dan rekreasi lain t.t.t.l.		9329	93291, 93292, 93293, 93294, 93295, 93296, 93297, 93299
7. Jualan runcit bahan api kenderaan				
7.1	Jualan runcit di kedai khusus yang menjual bahan api kenderaan		4730	47300
8. Perdagangan runcit				
8.1	Perdagangan jual runcit, kecuali kenderaan bermotor dan motosikal		47	Semua termasuk kecuali 47300, 4791 dan 47991

Keterangan bagi ISIC Rev. 4		ISIC Rev. 4	MSIC 2008
9. Perkhidmatan khusus bercirikan pelancongan negara			
9.1	Pemberian kredit lain	6492	64922
9.2	Insurans am	6512	65121, 65122
9.3	Pembrokeran sekuriti dan kontrak komoditi	6612	66124 , 66125
9.4	Pendidikan menengah am	8521	85212
9.5	Pendidikan menengah teknik dan vokasional	8522	85222
9.6	Pendidikan tinggi	8530	85302
9.7	Pendidikan sukan dan rekreasi	8541	85411, 85412, 85419
9.8	Pendidikan kebudayaan	8542	85421, 85429
9.9	Pendidikan lain yang t.t.t.l.	8549	85499
9.10	Perkhidmatan sokongan pendidikan	8550	85500
9.11	Aktiviti hospital dan rumah bersalin	8610	86101
9.12	Aktiviti amalan perubatan dan pergigian	8620	86201, 86202, 86203
9.13	Aktiviti kesihatan kemanusiaan lain	8690	86902, 86903, 86904, 86905, 86909
9.14	Pengurusan konvensyen dan pameran perdagangan	8230	82301, 82302
9.15	Aktiviti perkhidmatan lain t.t.t.l	9609	96091
9.16	Aktiviti fotografi	7420	74200
9.17	Penyewaan dan pemajakan barang persendirian dan isi rumah lain	7729	77291, 77293, 77296, 77299
9.18	Aktiviti fotokopi, penyediaan dokumen dan lain-lain aktiviti sokongan pejabat khusus	8219	82199

PRODUK PELANCONGAN

Keterangan bagi CPC Ver. 2.0		CPC Ver. 2.0	MCPA 2009 (5 Digit)
1. Perkhidmatan penginapan			
1.1	Aktiviti penginapan jangka masa pendek	63111, 63112, 63113, 63114, 63120, 63130, 63210, 63290	55101, 55102, 55103, 55104, 55105, 55106, 55107, 55108, 55109, 55200, 55900
1.2	Aktiviti hartanah	72111, 72122, 72123, 72221, 72223, 72211, 72213, 72130	68101, 68201, 68102, 68103
2. Perkhidmatan penyediaan makanan & minuman			
2.1	Restoran dan aktiviti perkhidmatan makanan bergerak	63310, 63320, 63399, 63393	56101, 56102, 56103, 56104, 56105, 56106, 56107, 56290
2.2	Aktiviti perkhidmatan minuman	63400	56301, 56302, 56303, 56304, 56309
3. Perkhidmatan pengangkutan			
3.1	Pengangkutan penumpang keretapi	64131, 64210	49110
3.2	Pengangkutan penumpang darat	64114, 64115, 64116, 64117, 64118, 64119, 64132, 64221, 64222, 64223	49221, 49211, 49212, 49224, 49225, 49229
3.3	Pengangkutan penumpang air	64121, 64122, 64129, 64133, 64231, 64232, 64239	50111, 50112, 50113, 50211, 50212
3.4	Pengangkutan penumpang udara	64134, 64241, 64242, 64243, 64250, 64244	51101, 51102, 51103
3.5	Penyewaan dan pemajakan kenderaan darat, air dan udara serta peralatan rekreasi tanpa operator	73111, 73112, 73240, 73113, 73115	77101, 77102, 77211, 77212, 77213, 77219, 77302, 77303, 77304
4. Perkhidmatan agensi pengembaraan dan tempahan lain			
4.1	Aktiviti agensi pengembaraan	85511, 85512, 85513, 85514, 85519, 85521, 85523, 85524	79110
4.2	Aktiviti operator pelancongan	85540	79120
4.3	Khidmat penempahan dan aktiviti berkaitan dan peralatan untuk rekreasi	85539, 85550, 85562	79900

Keterangan bagi CPC Ver. 2.0		CPC Ver. 2.0	MCPA 2009 (5 Digit)
5. Perkhidmatan kebudayaan			
5.1	Perkhidmatan penerbit teater, penyanyi kumpulan pancaragam dan hiburan orkestra	96220, 96310	90001
5.2	Operasi dewan konsert dan teater serta kemudahan kesenian lain		
5.3	Operasi semua jenis muzium	96411	91021
5.4	Operasi tapak dan bangunan bersejarah	96412	91022
5.5	Operasi taman botani dan zoologi	96421	91031
5.6	Operasi rizab semula jadi, termasuk pemeliharaan hidupan liar	96422	91032
6. Perkhidmatan sukan dan rekreasi			
6.1	Aktiviti perjudian dan pertaruhan	96929	92000
6.2	Bola sepak, hoki, kriket, besbol, badminton, futsal, <i>paintball</i>	96520	93111
6.3	Litar perlumbaan untuk kenderaan bermotor		93112
6.4	Kelab ekuestrian		93113
6.5	Stadium dan kolam renang, arena luncur ais		93114
6.6	Padang stadium dan balapan		93115
6.7	Padang golf		93116
6.8	Pusat boling		93117
6.9	Pusat kesihatan		93118
6.10	Penganjuran dan operasi acara sukan dalam dan luar bangunan untuk profesional atau amatir oleh organisasi dengan kemudahan sukan sendiri		93119
6.11	Aktiviti penganjur atau promosi acara sukan, dengan atau tanpa kemudahan	96590	93191
6.12	Aktiviti taman hiburan dan taman tema	96910	93210
6.13	Sewaan peralatan riadah sebagai kelengkapan untuk kemudahan rekreasi	96930	93293
6.14	Aktiviti taman rekreasi dan pantai	96990	93291
6.15	Operasi pesta dan pertunjukan rekreasi semula jadi		93294
6.16	Operasi kelab malam dan lantai tari		93295

Keterangan bagi CPC Ver. 2.0		CPC Ver. 2.0	MCPA 2009 (5 Digit)
7. Jualan runcit bahan api kenderaan			
7.1	Jualan runcit bahan api kenderaan di kedai khusus	62291	47300
8. Barang khusus bercirikan pelancongan negara (membeli-belah)			
8.1	Perdagangan jual runcit kecuali kenderaan bermotor dan motorsikal	621, 622, 624	47
9. Perkhidmatan khusus bercirikan pelancongan negara			
9.1	Kewangan	71134, 71139, 71592	64922, 66124, 66125
9.2	Insurans / takaful	71322, 71331, 71332, 71333, 71334, 71335, 71337, 71339	65121, 65122
9.3	Pendidikan	92310, 92320, 92330, 92410, 92420, 92510, 92520, 92911, 92912, 92919, 92920	85212, 85222, 85302, 85411, 85412, 85419, 85421, 85429, 85499, 85500
9.4	Kesihatan	93111, 93112, 93113, 93119, 93121, 93122, 93123, 93193, 93195, 93197, 93199	86101, 86201, 86202, 86203, 86902, 86903, 86904, 86905, 86909
9.5	Mesyuarat, insentif, konvensyen, pameran (MICE)	85531, 85961, 85962	82301, 82302
9.6	Aktiviti sauna, mandian stim, salon mengurut	97230	96091
9.7	Lain-lain	38941, 38942, 73250, 73260, 73290, 83811, 83812, 83813, 83814, 83815, 83819, 83820, 85954	74200, 77291, 77293, 77296, 77299, 82199

CODE & CLASSIFICATION

The classification of tourism industry based on Malaysia Standard Industrial Classification (MSIC) 2008 Ver 1.0 which is in concordance with International Standard Industrial Classification of All Economic Activities (ISIC) Rev. 4. The classification of tourism products based on Malaysia Classification of Products by Activity (MCPA) 2009 which conforms with Central Product Classification (CPC) Ver. 2.0.

TOURISM INDUSTRY

Description of ISIC Rev.4		ISIC Rev. 4	MSIC 2008
1. Accommodation services			
1.1	Short term accommodation activities	5510	55101, 55102, 55103, 55104, 55105, 55106, 55107, 55108, 55109
1.2	Camping grounds, recreational vehicle parks and trailer parks	5520	55200
1.3	Other accommodation	5590	55900
1.4	Real estate activities with own or leased property	6810	68101, 68102, 68103
1.5	Real estate activities on a fee or contract basis	6820	68201
2. Food & beverage serving services			
2.1	Restaurants and mobile food service activities	5610	56101, 56103, 56104, 56105, 56106, 56107
2.2	Other food service activities	5629	56290
2.3	Beverage serving activities	5630	56301, 56302, 56303, 56304, 56309
3. Passenger transport services			
3.1	Railway passenger transport		
	3.1.1 Passenger rail transport, inter-urban	4911	49110
	3.1.2 Urban and suburban passenger land transport	4921	49212
3.2	Road passenger transport		
	3.2.1 Urban and suburban passenger land transport	4921	49211
	3.2.2 Other passenger land transport	4922	49221, 49224, 49225, 49229
3.3	Water passenger transport		
	3.3.1 Sea and coastal passenger water transport	5011	50111, 50112, 50113
	3.3.2 Inland passenger water transport	5021	50211, 50212
3.4	Air passenger transport		
	3.4.1 Passenger air transport	5110	51101, 51102, 51103

Description of ISIC Rev.4			ISIC Rev. 4	MSIC 2008
3.5	Transport equipment rental			
	3.5.1	Renting and leasing of motor vehicles	7710	77101, 77102
	3.5.2	Renting and leasing of other machinery, equipment and tangible goods	7730	77302, 77303, 77304
4. Travel agencies and other reservation services				
4.1	Tourism agencies activities		7911	79110
4.2	Tour operator activities		7912	79120
4.3	Other reservation service and related activities		7990	79900
5. Cultural services				
5.1	Motion picture projection activities		5914	59140
5.2	Creative, arts and entertainment activities		9000	90001, 90002, 90003, 90007, 90009
5.3	Museums activities and operation of historical sites and buildings		9102	91021, 91022
5.4	Botanical and zoological gardens and nature reserves activities		9103	91031, 91032
6. Sports and recreational services				
6.1	Renting and leasing of recreational and sports goods		7721	77211, 77212, 77213, 77219
6.2	Gambling and betting activities		9200	92000
6.3	Operation of sports facilities for indoor or outdoor sports events		9311	93111, 93112, 93113, 93114, 93115, 93116, 93117, 93118, 93119
6.4	Activities of sports clubs		9312	93120
6.5	Other sports activities		9319	93191, 93192, 93193, 93199
6.6	Activities of amusement parks and theme parks		9321	93210
6.7	Other amusement and recreation activities n.e.c.		9329	93291, 93292, 93293, 93294, 93295, 93296, 93297, 93299
7. Retail sale of automotive fuel				
7.1	Retail sale of automotive fuel in specialized store		4730	47300
8. Retail trade				
8.1	Retail trade, except of motor vehicles and motorcycles		47	All except for 47300 4791 and 47991

Description of ISIC Rev.4		ISIC Rev. 4	MSIC 2008
9. Country-specific tourism characteristic services			
9.1	Other credit granting	6492	64922
9.2	General insurance	6512	65121, 65122
9.3	Security and commodity contracts brokerage	6612	66124, 66125
9.4	General secondary education	8521	85212
9.5	Technical and vocational secondary education	8522	85222
9.6	Higher education	8530	85302
9.7	Sports and recreation education	8541	85411, 85412, 85419
9.8	Cultural education	8542	85421, 85429
9.9	Other education n.e.c.	8549	85499
9.10	Educational support services	8550	85500
9.11	Hospital and maternity home activities	8610	86101
9.12	Medical and dental practice activities	8620	86201, 86202, 86203
9.13	Other human health activities	8690	86902, 86903, 86904, 86905, 86909
9.14	Organization of conventions and trade shows	8230	82301, 82302
9.15	Other service activities n.e.c.	9609	96091
9.16	Photographic activities	7420	74200
9.17	Renting and leasing of other personal and household goods	7729	77291, 77293, 77296, 77299
9.18	Photocopying, document preparation and other specialized office support activities	8219	82199

TOURISM PRODUCTS

<i>Description CPC Ver. 2.0</i>		<i>CPC Ver. 2.0</i>	<i>MCPA 2009 (5 Digits)</i>
1. Accommodation services			
1.1	<i>Short term accommodation activities</i>	63111, 63112, 63113, 63114, 63120, 63130, 63210, 63290	55101, 55102, 55103, 55104, 55105, 55106, 55107, 55108, 55109, 55200, 55900
1.2	<i>Real-estate activities</i>	72111, 72122, 72123, 72211, 72213, 72221, 72223, 72130	68101, 68201, 68102, 68103
2. Food & beverage serving services			
2.1	<i>Restaurant and mobile food service activities</i>	63310, 63320, 63399, 63393	56101, 56103, 56104, 56105, 56106, 56107, 56290
2.2	<i>Beverage service activities</i>	63400	56301, 56302, 56303, 56304, 56309
3. Transportation services			
3.1	<i>Railway passenger transport services</i>	64131, 64210	49110
3.2	<i>Road passenger transport services</i>	64114, 64115, 64116, 64117, 64118, 64119, 64132, 64221, 64222, 64223	49221, 49211, 49212, 49224, 49225, 49229
3.3	<i>Water passenger transport services</i>	64133, 64121, 64122, 64129, 64231, 64232, 64239	50111, 50112, 50113, 50211, 50212
3.4	<i>Air passenger transport services</i>	64134, 64241, 64242, 64243, 64244, 64250	51101, 51102, 51103
3.5	<i>Transport equipment rental services for land, water and air recreational equipment without operator</i>	73111, 73112, 73240, 73113, 73115	77101, 77102, 77211, 77212, 77213, 77219, 77302, 77303, 77304
4. Travel agencies and other reservation services			
4.1	<i>Travel agency activities</i>	85511, 85512, 85513, 85514, 85519, 85521, 85523, 85524	79110
4.2	<i>Tour operator activities</i>	85540	79120
4.3	<i>Other reservation service and related activities and recreational equipment</i>	85539, 85550, 85562	79900

Description CPC Ver. 2.0		CPC Ver. 2.0	MCPA 2009 (5 Digits)
5. Cultural services			
5.1	Theatrical producer, singer group band and orchestra entertainment services	96220, 96310	90001
5.2	Operation of concert and theatre halls and other arts facilities		
5.3	Operation of museums of all kinds	96411	91021
5.4	Operation of historical sites and buildings	96412	91022
5.5	Operation of botanical and zoological gardens	96421	91031
5.6	Operation of nature reserves, including wildlife preservation	96422	91032
6. Sports and recreational services			
6.1	Gambling and betting activities	96929	92000
6.2	Football, hockey, cricket, baseball, badminton, futsal, paintball	96520	93111
6.3	Racetracks for auto		93112
6.4	Equestrian clubs		93113
6.5	Swimming pools and stadiums, ice-skating arenas		93114
6.6	Track and field stadium		93115
6.7	Golf courses		93116
6.8	Bowling centre		93117
6.9	Fitness centres		93118
6.10	Organization and operation of outdoor or indoor sports events for professionals or amateurs by organizations with own facilities		93119
6.11	Activities of producers or promoters of sports events, with or without facilities	96590	93191
6.12	Activities of amusement parks and theme parks	96910	93210
6.13	Renting of leisure and pleasure equipment as an integral part of recreational facilities	96930	93293
6.14	Activities of recreation parks and beaches	96990	93291
6.15	Operation of fairs and shows of a recreational nature		93294
6.16	Operation of discotheques and dance floors		93295
7. Retail sale of automotive fuel			
7.1	Retail sale of automotive fuel in specialized store	62291	47300
8. Country-specific tourism characteristic goods (shopping)			
8.1	Retail trade, except of motor vehicles and motorcycles	621, 622, 624	47

Description CPC Ver. 2.0		CPC Ver. 2.0	MCPA 2009 (5 Digits)
9. Country-specific tourism characteristic services			
9.1	Finance	71134, 71139, 71592	64922, 66124, 66125
9.2	Insurance / takaful	71322, 71331, 71332, 71333, 71334, 71335, 71337, 71339	65121, 65122
9.3	Education	92310, 92320, 92330, 92410, 92420, 92510, 92520, 92911, 92912, 92919, 92920	85212, 85222, 85302, 85411, 85412, 85419, 85421, 85429, 85499, 85500
9.4	Health	93111, 93112, 93113, 93119, 93121, 93122, 93123, 93193, 93195, 93197, 93199	86101, 86201, 86202, 86203, 86902, 86903, 86904, 86905, 86909
9.5	Meeting, incentive, convention, exhibition (MICE)	85961, 85962, 85531	82301, 82302
9.6	Activities of sauna, steam baths, massage salons	97230	96091
9.7	Others	38941, 38942, 73250, 73260, 73290, 83811, 83812, 83813, 83814, 83815, 83819, 83820, 85954	74200, 77291, 77293, 77296, 77299, 82199

