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MEDIA STATEMENT

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REGIONAL TOURISM SATELLITE ACCOUNT SABAH 2024

***Tourism contributed 12.0 per cent to Sabah's GDP and
generated 13.7 billion in 2024***

PUTRAJAYA, 16 DECEMBER 2025 – Today, the Department of Statistics Malaysia released statistics on **REGIONAL TOURISM SATELLITE ACCOUNT (RTSA) SABAH 2024**. The RTSA Sabah provides statistics to measure the performance of the tourism industry and its contribution to Sabah's Gross Domestic Product (GDP).

Chief Statistician Malaysia, Dato' Sri Dr. Mohd Uzir Mahidin said, "Sabah tourism industry recorded a growth of 4.2 per cent (2023: 4.5%) amounted to RM13.7 billion in 2024. Accordingly, the tourism industry contributed 12.0 per cent to Sabah's economy, compared to 11.7 per cent in 2023.

Sabah tourism industry was driven by Retail trade rose by 3.2 per cent (2023: 0.6%), followed by Accommodation and food & beverage serving services increased by 3.5 per cent (2023: 4.7%). In addition, Passenger transport services and retail sale of automotive fuel recorded a growth of 9.0 per cent (2023: 24.0%), while Travel agencies & other reservation services, cultural, sports & recreational services and country-specific tourism characteristic services also expanded by 5.9 per cent (2023: 3.7%) in 2024."

In terms of share, Retail trade remained the largest contributor at 47.3 per cent (2023: 47.8%), followed by Accommodation and food & beverage serving services at 29.7 per cent (2023: 29.9%). Travel agencies & other reservation services, cultural, sports & recreational services and country-specific tourism characteristic services contributed 13.5 per cent (2023: 13.3%), while Passenger transport services and retail sale of automotive fuel at 9.5 per cent (2023: 9.1%).

He also stated, "Internal tourism consumption in Sabah grew at 46.5 per cent (2023: 40.7%) or RM12.1 billion (2023: RM8.2 billion) supported by inbound tourism expenditure. In 2024, inbound tourism expenditure accounted for 51.1 per cent (2023: 50.9%), while domestic tourism expenditure at 48.9 per cent (2023: 49.1%).

Inbound tourism expenditure in Sabah increased to RM6.2 billion or 47.0 per cent from 57.5 per cent in the preceding year. The growth was led by Passenger transport services and retail sale of automotive fuel, which rose by 64.5 per cent (2023: 27.4%). The strong growth of inbound tourism expenditure was by international visitor arrivals, which accounted for 49.1 per cent (2023: 37.0%) of inbound tourism expenditure, reflecting expanded air connectivity to Kota Kinabalu from South Korea, China and Brunei. Inbound arrivals from with Peninsular Malaysia contributing 40.6 per cent (2023: 51.7%) and Sarawak 10.3 per cent (2023: 11.3%).

Based on expenditure components, Passenger transport services and retail sale of automotive fuel was the largest component, accounting for 31.7 per cent of total inbound expenditure (2023: 28.3%). Accommodation and food & beverage serving services was the second-largest component contributing 28.0 per cent (2023: 30.5%)."

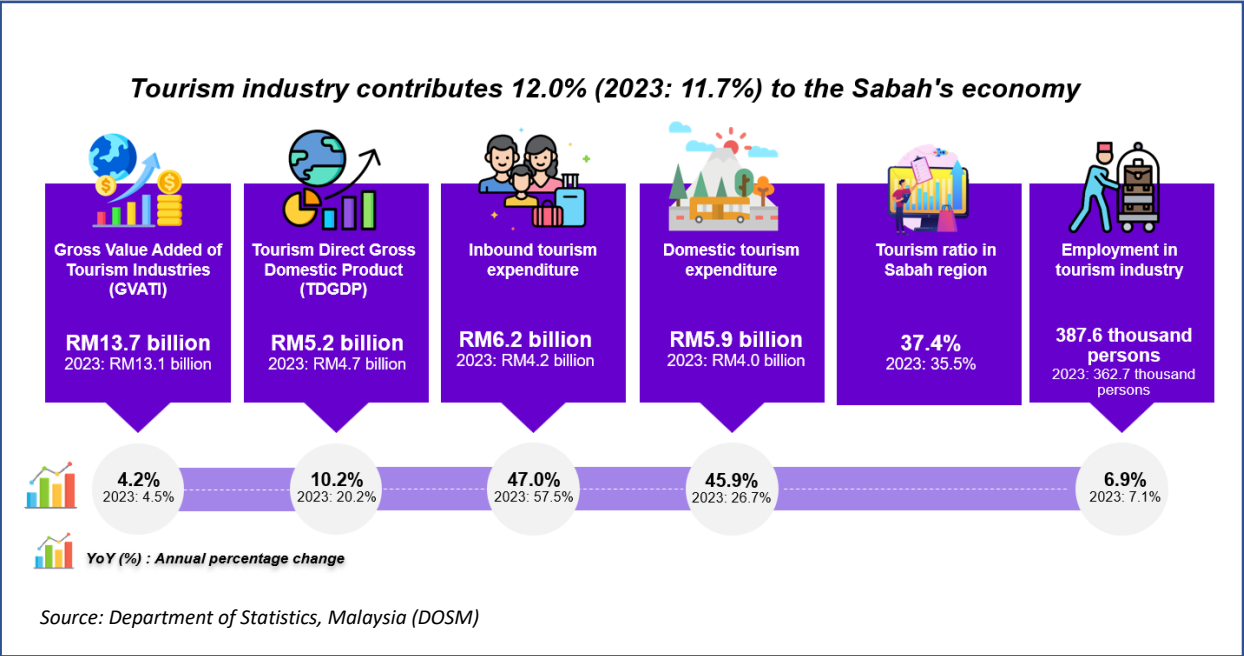
Meanwhile, domestic tourism expenditure in Sabah registered a growth of 45.9 per cent (2023: 26.7%) in 2024. The robust growth was attributed to Shopping activities at 43.8 per cent (2023: 47.4%), followed by Passenger transport services and retail sale of automotive fuel at 18.2 per cent (2023: 12.8%). The key destinations of domestic tourist including Kota Kinabalu, Kundasang, Semporna and Tawau. In terms of share, Shopping activities remained the largest share at 43.8 per cent (2023: 47.4%), followed by Accommodation and food & beverage serving services at 31.6 per cent (2023: 34.5%).

In 2024, employment in Sabah’s tourism industry rose to 387.6 thousand persons from 362.7 thousand persons in 2023, grew by 6.9 per cent (2023: 7.1%). The increase was attributed to Retail trade at 8.3 per cent (2023: 8.2%), followed by Accommodation and food & beverage serving services at 5.6 per cent (2023: 6.2%). In terms of share, employment of Sabah’s tourism was dominated by Retail trade with share of 44.5 per cent (2023: 43.9%), while Accommodation and food & beverage serving services contributed 41.6 per cent (2023: 42.1%) in 2024.

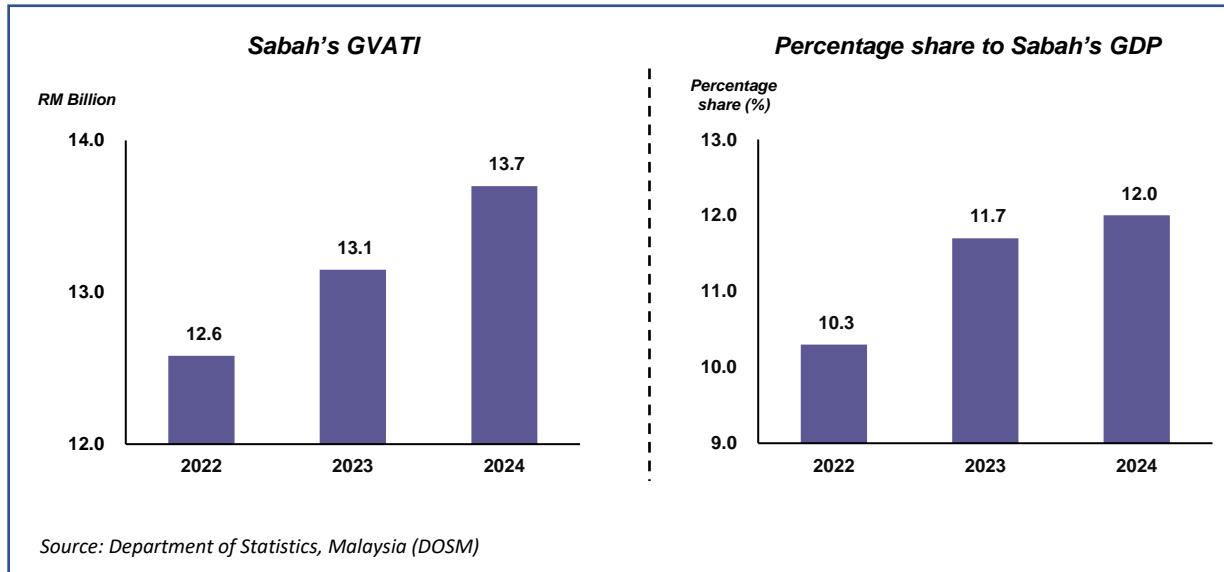
Malaysia has, for the first time, successfully secured the top position globally in the biennial Open Data Inventory (ODIN) 2024/25 report released by Open Data Watch (ODW), surpassing 197 other countries. This achievement marks a significant leap from its 67th position in the ODIN 2022/23 assessment.

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

Exhibit 1: Sabah’s Tourism Performance Highlights 2024



**Exhibit 2: Gross Value Added of Tourism Industries (GVATI)
and Share to Sabah's GDP, 2022-2024**



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