



MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

MEDIA RELEASE

TOURISM SATELLITE ACCOUNT 2025

Tourism industry amounted to RM323.0 billion in 2025, contributing 15.9 per cent to the Malaysia's economy

PUTRAJAYA, 15TH SEPTEMBER 2026 – The Department of Statistics Malaysia (DOSM) released statistics on **TOURISM SATELLITE ACCOUNT 2025** which measure the performance of tourism industry and its contribution to the economy in Malaysia.

Tourism industry generated RM323.0 billion of value added in 2025, contributing 15.9 per cent to Malaysia's Gross Domestic Product (GDP). Of the total, Retail trade encompassing 50.6 per cent, followed by Food and beverage (16.4%); and Country-specific tourism characteristic services such as health and meeting, incentive, conferences and exhibitions activities with a share of 13.1 per cent. In the meantime, Accommodation and Cultural, sports & recreational activities contributed 9.3 per cent and 4.3 per cent respectively.

In comparison with a year ago, the tourism industry expanded by 8.6 per cent (2024: 7.8%) influenced by strong demand from internal tourism expenditure which comprised of inbound and domestic expenditure. Internal tourism expenditure grew by 15.2 per cent (2024: 33.1%) to record RM236.9 billion (2024: RM205.6 billion). The internal tourism expenditure in 2025 was mainly contributed by inbound tourism expenditure (52.7%) and followed by domestic tourism expenditure (47.3%).

Meanwhile, inbound tourism expenditure surged by 16.5 per cent (2024: 41.3%) to RM124.8 billion. The increase of inbound tourism was led by tourists with the share of 95.6 per cent while excursionists constituted 4.4 per cent. In addition, domestic tourism expenditure expanded by 13.8 per cent (2024: 25.1%) to record RM112.1 billion in 2025. The expenditure was largely contributed by tourists which accounted for 58.3 per cent, while excursionists contributed 41.7 per cent.

Employment in the tourism related industries accounted for 3.7 million persons in 2025, contributing 22.1 per cent to overall employment in Malaysia. In terms of growth, employment of tourism related industries rose 3.5 per cent after registering 4.6 per cent in 2024. The composition of employment in tourism related industries was dominated by Retail trade sub-sector with a contribution of 37.9 per cent, followed by

Food & beverage serving services (36.7%) and Country-specific tourism characteristic services (10.5%). The combination of these three tourism sub-sectors were 85.1 per cent of the total employment tourism related industries.

Exhibit 1: Tourism Performance Highlights, 2025

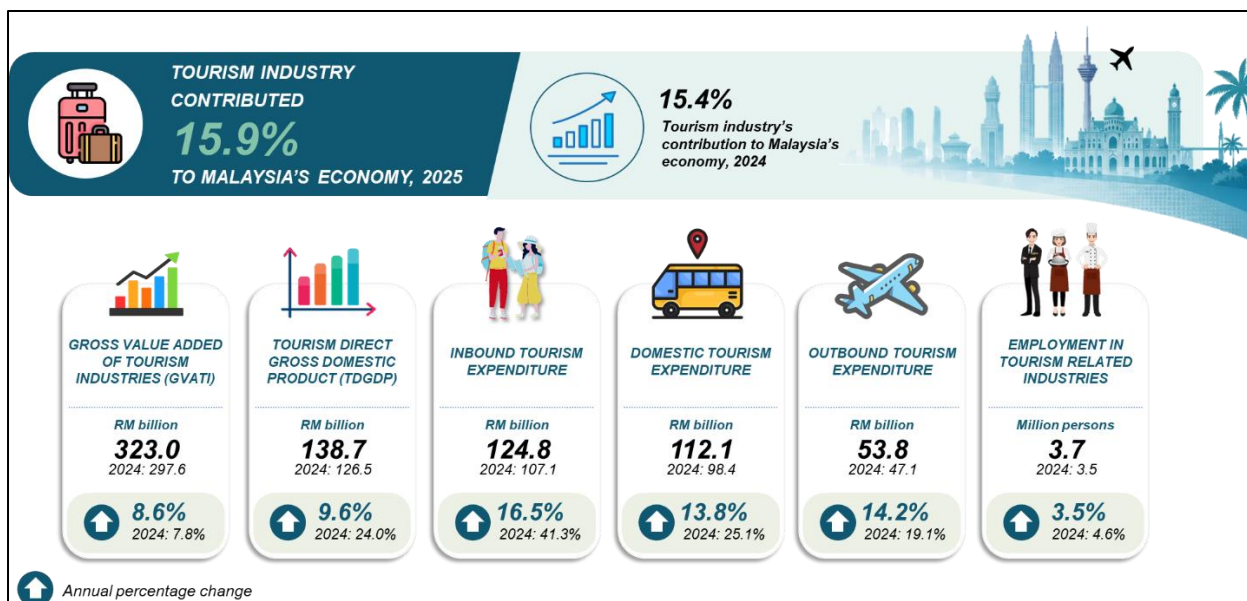
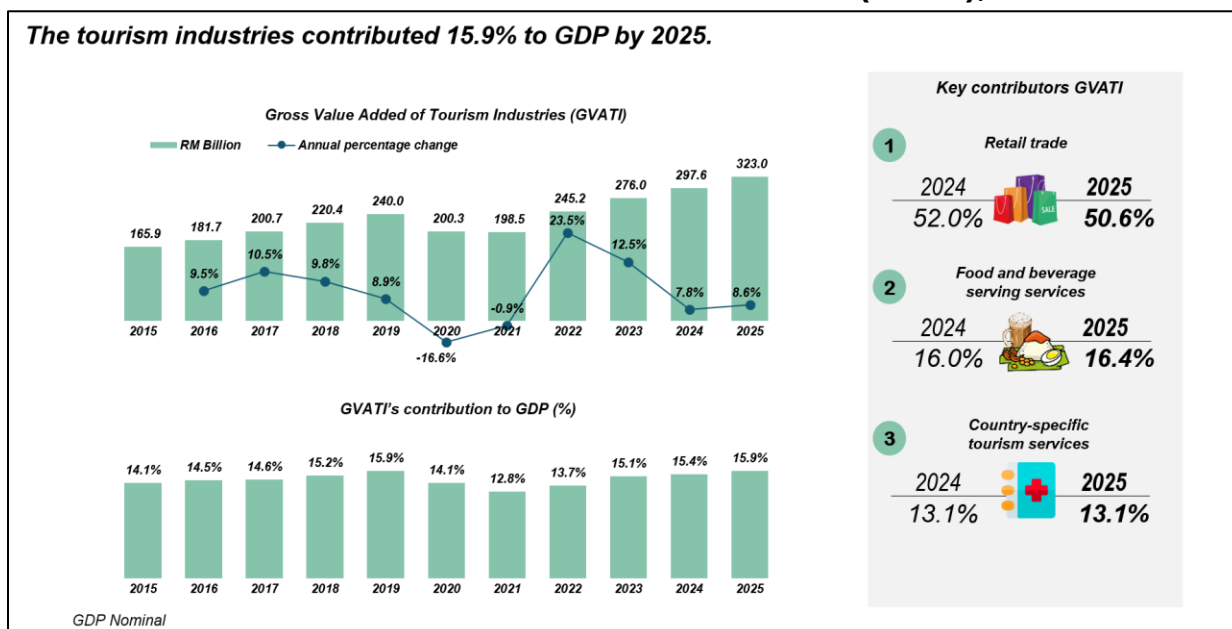


Exhibit 2: Gross Value Added of Tourism Industries (GVATI), 2015-2025

The tourism industries contributed 15.9% to GDP by 2025.



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