



KEMENTERIAN EKONOMI
JABATAN PERANGKAAN MALAYSIA

AKAUN NEGARA
NATIONAL ACCOUNTS



AKAUN SATELIT
PELANCONGAN

TOURISM SATELLITE ACCOUNT

2025

JABATAN PERANGKAAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA



KEMENTERIAN EKONOMI
JABATAN PERANGKAAN MALAYSIA

AKAUN SATELIT PELANCONGAN

TOURISM SATELLITE ACCOUNT

2025

Pemakluman

Jabatan Perangkaan Malaysia (DOSM) sedang melaksanakan **Banci Ekonomi 2026 (BE2026)** dengan tema “**Data Nadi Ekonomi Rakyat**”. Pelaksanaan Banci Ekonomi kali keenam ini berlangsung **dari 5 Januari hingga 31 Oktober 2026**. BE2026 bertujuan untuk mengumpul data yang menyeluruh dan berstruktur daripada semua pertubuhan perniagaan berdaftar dan tidak berdaftar di Malaysia, bagi menilai prestasi, struktur serta ciri-ciri ekonomi negara secara komprehensif dan berasaskan bukti.

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

*The Department of Statistics Malaysia (DOSM) is conducting the **Economic Census 2026 (BE2026)**, with themed “**Data Nadi Ekonomi Rakyat**”. The sixth Economic Census, will be carried out from **5th January to 31st October 2026**. BE2026 aims to collect comprehensive and structured data from all registered and unregistered business establishments in Malaysia to assess the nation's economic performance, structure and characteristics in an evidence-based manner.*

***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>.*

JABATAN PERANGKAAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA

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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”

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KATA PENGANTAR

Akaun Satelit Pelancongan 2025 menyediakan kerangka kerja statistik untuk mengukur perkembangan industri pelancongan dan sumbangannya kepada Keluaran Dalam Negeri Kasar. Penyusunan statistik ini dilaksanakan berdasarkan kerangka kerja *Tourism Satellite Account: Recommended Methodological Framework 2008* dan *System of National Accounts 2008*. Statistik ini disusun secara tahunan dengan mengintegrasikan produk dan industri berkaitan pelancongan.

Penerbitan ini dibahagikan kepada tiga bahagian utama. Bahagian pertama memaparkan ringkasan penemuan, diikuti jadual statistik di bahagian kedua. Aspek teknikal berkaitan konsep, definisi, metodologi, sumber data serta kod & klasifikasi yang digunakan dalam penerbitan ini diterangkan di bahagian ketiga bagi memudahkan pengguna memahami statistik yang diterbitkan.

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

Jabatan Perangkaan Malaysia (DOSM) merakamkan penghargaan atas kerjasama semua pihak yang menyumbang kepada kejayaan penerbitan ini. Maklum balas dan cadangan untuk penambahbaikan penerbitan ini pada masa akan datang amatlah dihargai.

SITI ASIAH AHMAD

Ketua Perangkawan Malaysia

September 2026

PREFACE

Tourism Satellite Account 2025 provides a statistical framework to gauge the performance of the tourism industry and its contribution to the Gross Domestic Product. The compilation of these statistics is in accordance with the framework of the Tourism Satellite Account: Recommended Methodological Framework 2008 and the System of National Accounts 2008. These statistics are compiled annually and integrate products and industries related to tourism.

This publication is divided into three main parts. The first part presents the summary of findings, followed by statistical tables in the second part. Technical aspects related to concepts, definitions, methodology, data sources and code & classification used in this publication are described in the third part to assist users in understanding the published statistics.

These statistics can be used by government agencies, economists, academicians as well as individuals in planning and formulating policies, economic analysis, projections and assisting in business development planning.

The Department of Statistics Malaysia (DOSM) acknowledges the cooperation of all parties that have contributed to the success of this publication. Any feedback and suggestions towards improving the future publication are highly appreciated.

SITI ASIAH AHMAD

Chief Statistician Malaysia

September 2026

SINGKATAN / ABBREVIATIONS

ASP	: Akaun Satelit Pelancongan
B	: Bilion / <i>Billion</i>
KDNK	: Keluaran Dalam Negeri Kasar
KDNKPL	: Keluaran Dalam Negeri Kasar Pelancongan Langsung
NDK	: Nilai Ditambah Kasar
NDKIP	: Nilai Ditambah Kasar Industri Pelancongan
NDKPL	: Nilai Ditambah Kasar Pelancongan Langsung
MICE	: Mesyuarat, insentif, konvensyen, pameran / <i>Meeting, incentive, convention, exhibition</i>
RM	: Ringgit Malaysia
CPC	: <i>Central Products Classifications</i>
DOSM	: <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>
MCPA	: <i>Malaysia Classification of Products by Activity</i>
MSIC	: <i>Malaysia Standard Industrial Classification</i>
No.	: <i>Number</i>
SNA	: <i>System of National Accounts</i>
SUT	: <i>Supply and Use Table</i>
TDGDP	: <i>Tourism Direct Gross Domestic Product</i>
TDGVA	: <i>Tourism Direct Gross Value Added</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 / NOTE

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.

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Tahun Year	2019	2020	2021	2022	2023	2024	2025
A. Ketibaan Pelawat <i>Visitor arrivals</i>				Bilangan orang <i>Number of persons</i>			
A1. Ketibaan pelawat ke Malaysia dari negara terpilih <i>Visitor arrivals to Malaysia from selected countries</i>	35,045,625	6,101,378	399,865	14,267,416	28,964,308	37,961,485	42,196,892
Singapore	17,033,066	2,871,340	16,729	8,399,088	14,828,553	18,855,680	21,076,783
Indonesia	3,882,666	762,854	13,161	1,601,156	3,479,392	4,145,127	4,266,358
China	3,330,129	428,642	7,729	260,079	1,613,312	3,725,894	4,661,878
Thailand	2,223,243	545,803	318,245	1,185,459	2,300,158	2,268,182	2,501,009
Brunei Darussalam	1,621,344	190,241	4,039	404,087	1,116,211	1,732,119	1,588,615
India	846,874	175,104	3,920	360,256	773,221	1,365,387	1,565,194
Philippines	576,107	87,950	2,842	203,989	461,787	571,533	613,338
South Korea	764,882	137,924	3,033	175,553	465,617	553,165	558,503
Australia	421,267	84,319	1,324	174,365	400,909	447,785	496,940
Chinese Taipei	419,553	66,165	565	55,762	311,437	423,117	445,635
United Kingdom	391,002	72,274	2,702	150,903	306,926	390,035	429,974
Japan	507,992	89,038	3,116	100,769	277,559	367,182	416,492
Vietnam	426,043	68,708	586	185,333	374,181	366,525	331,074
United States	299,490	54,149	2,036	119,606	257,533	304,880	330,149
France	159,324	31,792	845	63,433	132,311	183,872	228,173
Negara-negara lain / Other countries	2,142,643	435,075	18,993	827,578	1,865,201	2,261,002	2,686,777
A2. Ketibaan pelancong ke Malaysia <i>Tourist arrivals to Malaysia</i>	26,100,784	4,332,722	134,728	10,070,964	20,141,846	25,016,698	26,613,597
A3. Ketibaan pelawat harian ke Malaysia <i>Excursionist arrivals to Malaysia</i>	8,944,841	1,768,656	265,137	4,196,452	8,822,462	12,944,787	15,583,295
A4. Taburan mod pengangkutan <i>Distribution mode of transport</i>				Peratus (%) <i>Percentage (%)</i>			
Udara / Air	28.7	28.6	17.4	21.4	27.0	28.9	28.4
Darat / Land	65.6	64.6	82.2	71.8	66.8	66.1	66.9
Laut / Sea	3.8	5.3	0.5	4.9	4.0	3.5	3.4
Rel / Rail	1.8	1.5	0.0	1.9	2.1	1.5	1.4
B. Penginapan <i>Accommodation</i>							
Bilangan hotel / Number of hotels	5,382	5,339	5,170	5,052	5,204	5,277	5,390
Bilangan bilik / Number of rooms	340,547	332,817	323,491	322,700	333,780	343,866	349,580
Bilangan tetamu / Number of guests	79,929,203	35,405,021	20,060,819	73,947,777	93,258,798	102,643,616	104,351,472
Domestik / Domestic	51,093,010	30,703,994	19,872,079	60,048,624	64,299,777	68,049,411	67,726,347
Antarabangsa / International	28,836,193	4,701,027	188,740	13,899,153	28,959,021	34,594,205	36,625,125
Purata bilangan hari menginap / Average length of stay (ALOS)	7.4	4.1*	n.a	3.8	4.5	5.1	5.5
Kadar purata penginapan (%) / Average occupancy rate (%)	58.8	30.9	28.2	46.7	52.9	54.9	56.8

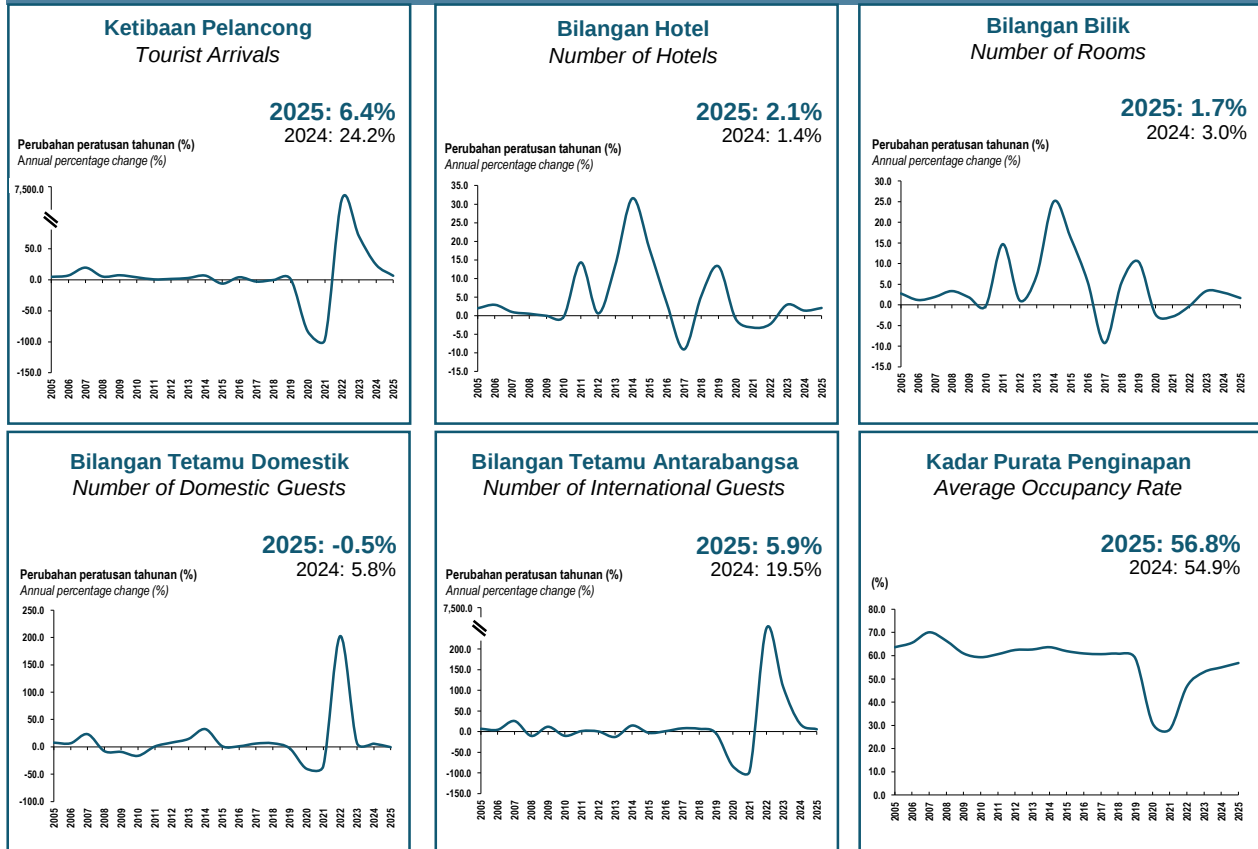
* Merujuk kepada suku tahun pertama 2020
Refer to first quarter of 2020

Sumber : Lembaga Penggalakan Pelancongan Malaysia (Tourism Malaysia)
Source : Malaysia Tourism Promotion Board (Tourism Malaysia)

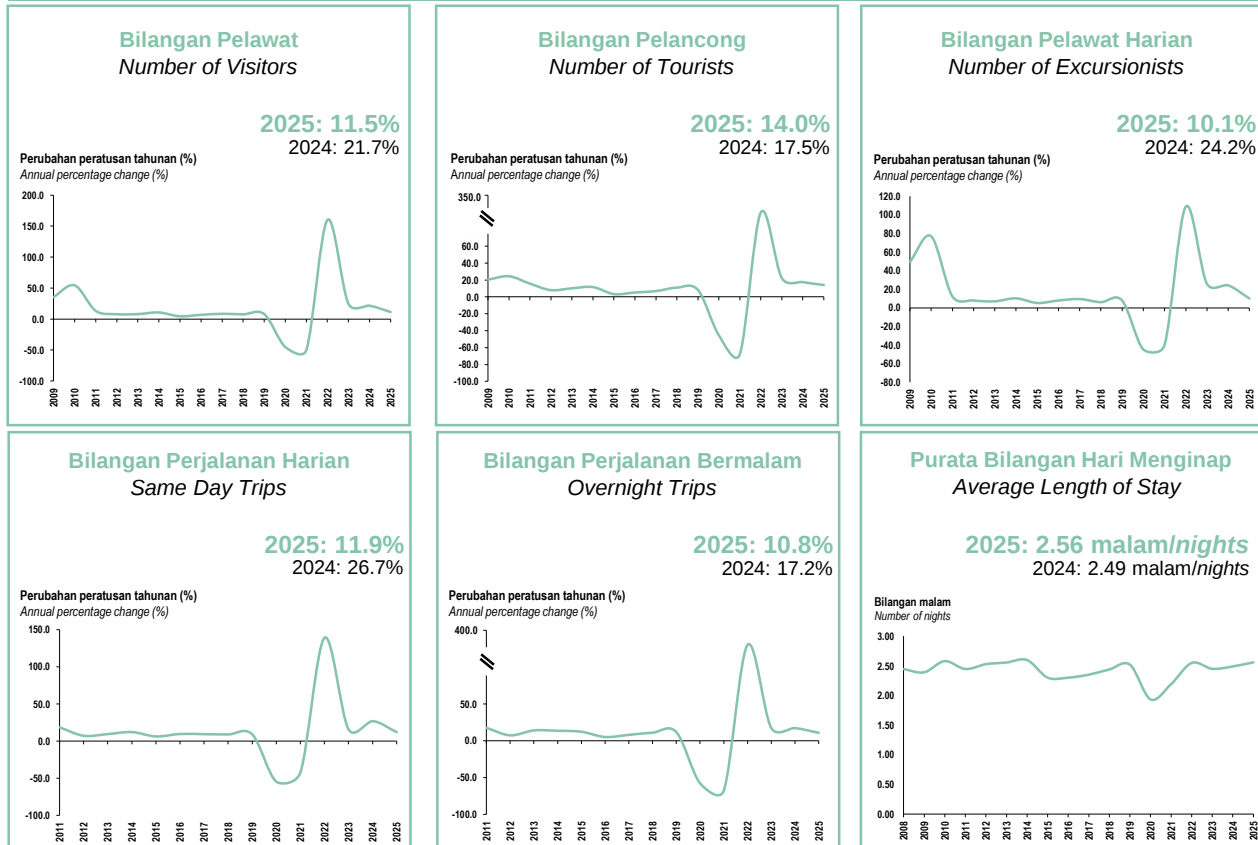
n.a: tidak tersedia / not available

Tahun Year	2019	2020	2021	2022	2023	2024	2025
A. Pelawat domestik <i>Domestic visitors</i>							
A1. Pelawat domestik mengikut negeri dikunjungi ('000) <i>Domestic visitors by state visited ('000)</i>	239,121	131,660	65,976	171,603	213,744	260,126	290,065
Johor	14,274	7,243	3,658	12,376	15,805	17,138	18,197
Kedah	14,831	10,831	4,023	11,186	13,444	14,651	15,608
Kelantan	10,986	6,058	1,921	6,627	7,549	10,514	12,062
Melaka	13,979	7,275	3,878	11,757	15,559	19,128	20,832
Negeri Sembilan	13,303	7,918	5,485	11,490	14,959	17,785	19,357
Pahang	18,498	9,905	3,405	13,189	16,456	20,174	23,161
Pulau Pinang	15,411	8,929	5,061	10,003	13,128	16,605	17,718
Perak	21,070	13,173	4,489	14,567	17,108	21,776	23,642
Perlis	2,088	1,193	407	1,669	1,951	3,225	3,756
Selangor	33,589	19,715	10,212	21,990	27,579	34,461	36,376
Terengganu	14,158	7,420	3,719	10,233	11,761	14,461	15,462
Sabah	22,035	10,337	3,815	12,589	16,080	20,592	22,361
Sarawak	19,793	9,393	6,511	15,465	17,901	19,626	22,722
W.P. Kuala Lumpur	22,633	12,435	9,116	16,913	22,233	26,983	35,060
W.P. Labuan	524	107	54	244	331	450	604
W.P. Putrajaya	1,949	451	223	1,306	1,900	2,557	3,146
Bilangan pelawat / Number of visitors ('000)	239,121	131,660	65,976	171,603	213,744	260,126	290,065
Bilangan pelancong / Number of tourists ('000)	84,716	46,259	14,883	65,056	79,559	93,445	106,525
Bilangan pelawat harian / Number of excursionists ('000)	154,405	85,401	51,093	106,547	134,184	166,681	183,539
Bilangan perjalanan pelancongan ('000) <i>Numbers of tourism trips ('000)</i>	332,378	146,990	72,399	207,785	241,474	297,853	332,215
Perjalanan harian / Same day trips ('000)	218,705	98,704	56,857	135,869	157,004	198,863	222,502
Perjalanan bermalam / Overnight trips ('000)	113,673	48,286	15,542	71,916	84,470	98,991	109,713
Purata bilangan hari menginap <i>Average length of stay (ALOS)</i>	2.5	1.9	2.2	2.5	2.4	2.5	2.6
A2. Taburan mod pengangkutan <i>Distribution mode of transport</i>							
	Peratus (%) <i>Percentage (%)</i>						
Udara / Air	0.9	1.0	1.1	1.7	1.8	2.1	2.2
Air / Water	0.6	0.4	0.3	0.3	0.3	0.3	0.3
Darat / Land	98.5	98.6	98.6	98.0	97.9	97.6	97.5
Kenderaan persendirian / Private vehicles	94.5	95.2	97.2	96.7	91.7	90.9	91.8
Bas / Bus	2.1	2.0	1.3	0.8	3.2	3.9	3.3
Teksi / Taxi	3.2	2.4	1.1	1.8	4.6	4.1	4.0
Rel / Rail	0.2	0.4	0.4	0.7	0.5	1.1	0.9
B. Jenis Penginapan <i>Type of accommodation</i>							
	Peratus (%) <i>Percentage (%)</i>						
Rumah saudara dan rakan / Relatives' & friends' house	70.9	65.1	58.6	67.9	61.3	60.4	56.2
Hotel	18.5	24.1	29.5	21.2	22.3	21.7	23.1
Chalet	1.5	0.8	3.1	1.9	3.1	2.0	2.1
Apartment	3.6	2.3	2.6	3.3	3.9	4.7	5.8
Inap desa / Rumah percutian / Homestay / Vacation homes	3.8	3.8	4.5	3.4	6.7	8.6	9.5
Rumah rehat / Rest house	1.7	3.9	1.7	2.3	2.7	2.6	3.3

PELANCONGAN INBOUND / INBOUND TOURISM



PELANCONGAN DOMESTIK / DOMESTIC TOURISM



Sumber : Pelancongan *inbound*: Lembaga Penggalakan Pelancongan Malaysia (Tourism Malaysia)
 Pelancongan domestik: Jabatan Perangkaan Malaysia (DOSM)
 Source : Inbound tourism: Malaysia Tourism Promotion Board (Tourism Malaysia)
 Domestic tourism: Department of Statistics, Malaysia (DOSM)

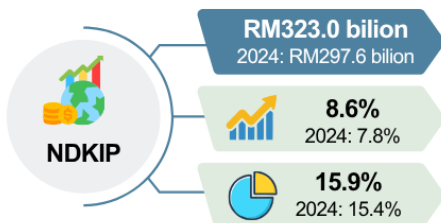


KEMENTERIAN EKONOMI
JABATAN PERANGKAAAN MALAYSIA

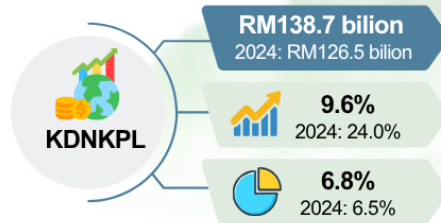
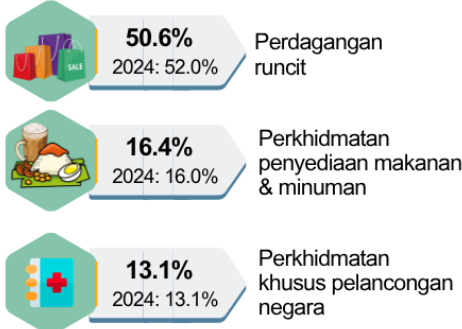
AKAUN SATELIT PELANCONGAN 2025

Industri pelancongan menyumbang 15.9 peratus (2024: 15.4%) kepada KDNK pada 2025

Komponen utama NDKIP



Perubahan peratusan tahunan
 Sumbangan kepada KDNK



Perubahan peratusan tahunan
 Sumbangan kepada KDNK

KDNK: Keluaran Dalam Negeri Kasar

NDKIP: Nilai Ditambah Kasar Industri Pelancongan

KDNKPL: Keluaran Dalam Negeri Kasar Pelancongan Langsung

Penggunaan Pelancongan Internal

Penggunaan pelancongan *internal* didominasi oleh perbelanjaan pelancongan *inbound* sebanyak 52.7 peratus (2024: 52.1%) pada 2025

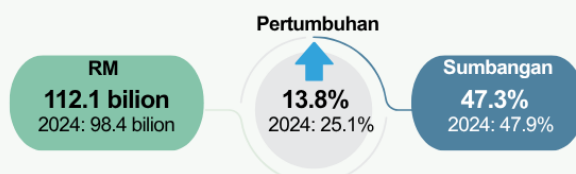
Perbelanjaan Pelancongan Inbound



Komponen utama perbelanjaan pelancongan inbound:



Perbelanjaan Pelancongan Domestik



Komponen utama perbelanjaan pelancongan domestik:



Guna Tenaga dalam Industri Berkaitan Pelancongan

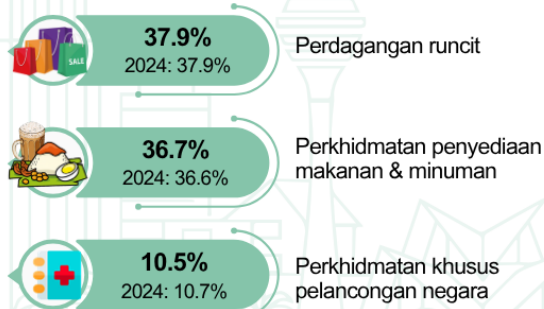
22.1 peratus (2024: 21.6%) guna tenaga terlibat dalam industri berkaitan pelancongan di Malaysia

Guna tenaga dalam industri berkaitan pelancongan disumbang oleh



Jumlah guna tenaga
16.6 juta orang
2024: 16.4 juta orang

Terlibat dalam industri berkaitan pelancongan
3.7 juta orang
2024: 3.5 juta orang



@StatsMalaysia

Sumber: Akaun Satelit Pelancongan 2025, Jabatan Perangkaan Malaysia (DOSM)

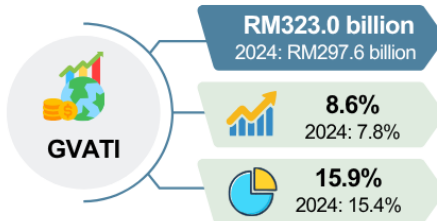


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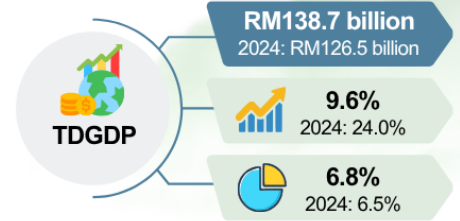
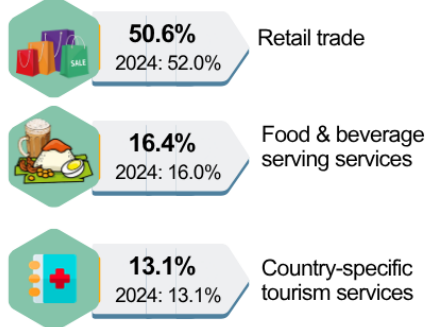
TOURISM SATELLITE ACCOUNT 2025

Tourism industry contributed 15.9 per cent (2024: 15.4%) to GDP in 2025

Main components of GVATI



Annual percentage change
 Share to GDP



Annual percentage change
 Share to GDP

GDP: Gross Domestic Product

GVATI: Gross Value Added of Tourism Industries

TDGDP: Tourism Direct Gross Domestic Product

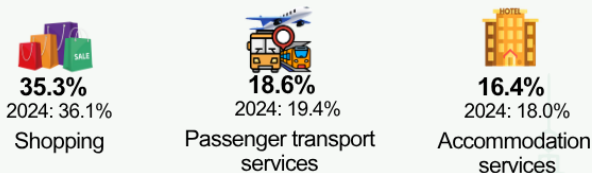
Internal Tourism Consumption

Internal tourism consumption is dominated by inbound tourism expenditure of 52.7 per cent (2024: 52.1%) in 2025

Inbound Tourism Expenditure



Main components of inbound tourism expenditure:



Domestic Tourism Expenditure



Main components of domestic tourism expenditure:



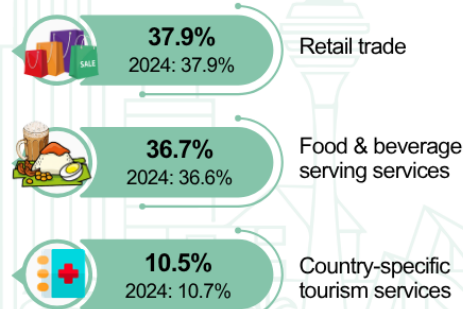
Employment in Tourism Related Industries

22.1 per cent (2024: 21.6%) of employment engaged in tourism related industries in Malaysia



Engaged in tourism related industries
3.7 million persons
2024: 3.5 million persons

Employment in the tourism related industries attributed by



@StatsMalaysia

Source: Tourism Satellite Account 2025, Department of Statistics, Malaysia (DOSM)

RINGKASAN PENEMUAN

1. PENGENALAN

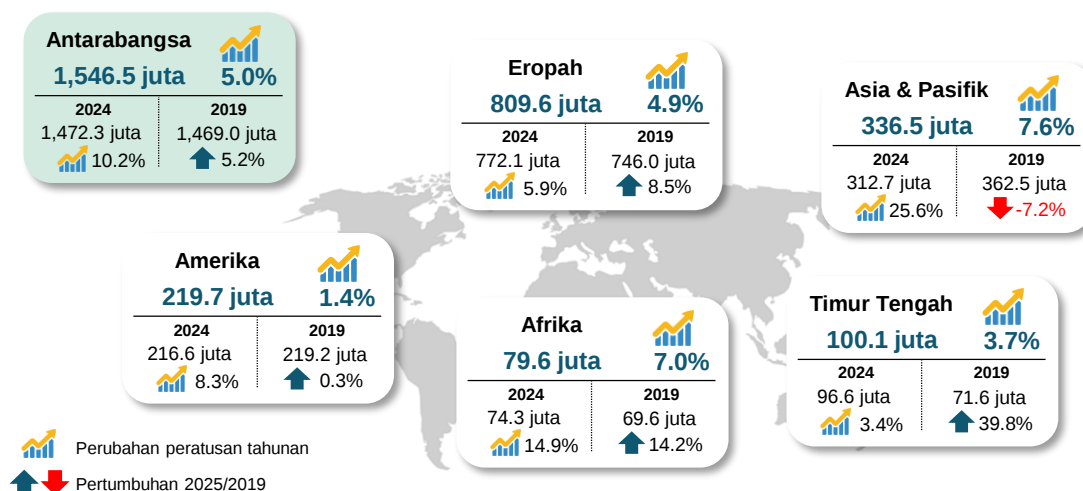
Akaun Satelit Pelancongan (ASP) Malaysia menyediakan statistik mengenai Nilai Ditambah Kasar Industri Pelancongan (NDKIP), Keluaran Dalam Negeri Kasar Pelancongan Langsung (KDNKPL), perbelanjaan pelancongan bagi *inbound*, domestik & *outbound*, penggunaan pelancongan *internal* dan guna tenaga dalam industri pelancongan. Statistik dipaparkan mengikut industri dan produk pelancongan. ASP adalah perluasan daripada *System of National Accounts (SNA) 2008* dan penyusunan ini memaparkan maklumat mengenai penawaran dan permintaan bagi industri pelancongan.

2. SENARIO PELANCONGAN GLOBAL

World Tourism Barometer mencatatkan ketibaan pelancong antarabangsa (pelawat bermalam) telah meningkat sebanyak 5.0 peratus (1.5 bilion) pada tahun 2025, di mana kebanyakan destinasi di seluruh dunia mencatatkan prestasi yang kukuh (**Paparan 1**).

Eropah merupakan wilayah destinasi terbesar di dunia, merekodkan 0.8 bilion ketibaan pelancong antarabangsa pada tahun 2025, peningkatan sebanyak 4.9 peratus berbanding tahun 2024. Timur Tengah mencatatkan pertumbuhan sebanyak 3.7 peratus pada tahun 2025, bersamaan 39.8 peratus melebihi paras pra-pandemik, sekali gus menunjukkan prestasi paling kukuh berbanding tahun 2019. Wilayah tersebut telah mencapai 0.1 bilion ketibaan pelancong antarabangsa. Ketibaan pelancong di Asia dan Pasifik meningkat sebanyak 7.6 peratus (0.3 bilion), mencapai 92.8 peratus daripada angka pra-pandemik (-7.2% berbanding 2019).

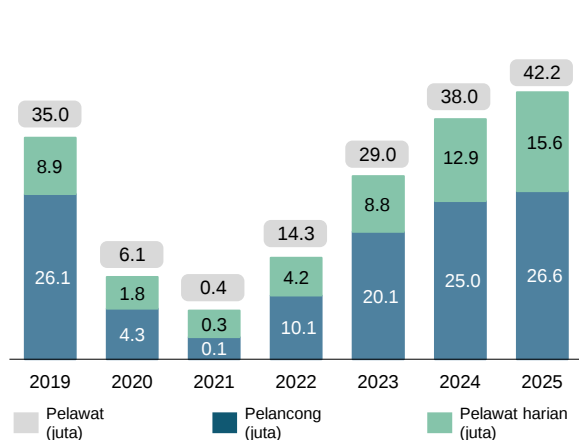
Paparan 1: Bilangan ketibaan pelancong di peringkat global, 2025



Sumber: *World Tourism Barometer*, Volume 24, Issue 2, May 2026 (revised July 2026)

3. SENARIO PELANCONGAN DI MALAYSIA

Paparan 2: Bilangan ketibaan pelawat di Malaysia, 2019-2025



Sumber: Lembaga Penggalakan Pelancongan Malaysia (TM)

Perubahan peratusan tahunan			
Tahun	Pelawat	Pelancong	Pelawat harian
2025	11.2%	6.4%	20.4%
2024	31.1%	24.2%	46.7%
2023	103.0%	100.0%	110.2%
2022	3,468.1%	7,375.0%	1,482.7%
2021	-93.4%	-96.9%	-85.0%
2020	-82.6%	-83.4%	-80.2%
2019	-	1.0%	-

Pelancongan Malaysia merekodkan 42.2 juta pelawat pada tahun 2025 berbanding 38.0 juta pelawat pada tahun sebelumnya. Pelawat terdiri daripada pelancong (bermalam) iaitu 63.1 peratus, manakala 36.9 peratus merupakan pelawat harian (*excursionists*). Pencapaian cemerlang ini dipacu oleh permintaan yang mampan daripada pasaran sumber utama global serta pemulihan berterusan sektor pelancongan di rantau Asia dan Pasifik. Selain itu, peningkatan ketersambungan udara serta penambahbaikan kemudahan visa memainkan peranan penting dalam menyokong pergerakan pelancong antarabangsa.

Paparan 3: Bilangan ketibaan pelawat bagi lima negara utama ke Malaysia, 2025

Negara	Ketibaan pelawat	Jenis pelawat Sumbangan		Perubahan peratusan tahunan	Sumbangan
		Pelancong	Pelawat harian		
 Singapura	21.1 juta 2024: 18.9 juta	44.3% 2024: 48.3%	55.7% 2024: 51.7%	 11.8% 2024: 27.2%	49.9% 2024: 49.7%
 China	4.7 juta 2024: 3.7 juta	85.1% 2024: 88.2%	14.9% 2024: 11.8%	 25.1% 2024: 130.9%	11.0% 2024: 9.8%
 Indonesia	4.3 juta 2024: 4.1 juta	88.0% 2024: 88.1%	12.0% 2024: 11.9%	 2.9% 2024: 19.1%	10.1% 2024: 10.9%
 Thailand	2.5 juta 2024: 2.3 juta	68.8% 2024: 72.3%	31.2% 2024: 27.7%	 10.3% 2024: -1.4%	5.9% 2024: 6.0%
 Brunei	1.6 juta 2024: 1.7 juta	64.8% 2024: 65.9%	35.2% 2024: 34.1%	 -8.3% 2024: 55.2%	3.8% 2024: 4.6%

Sumber: Lembaga Penggalakan Pelancongan Malaysia (TM)

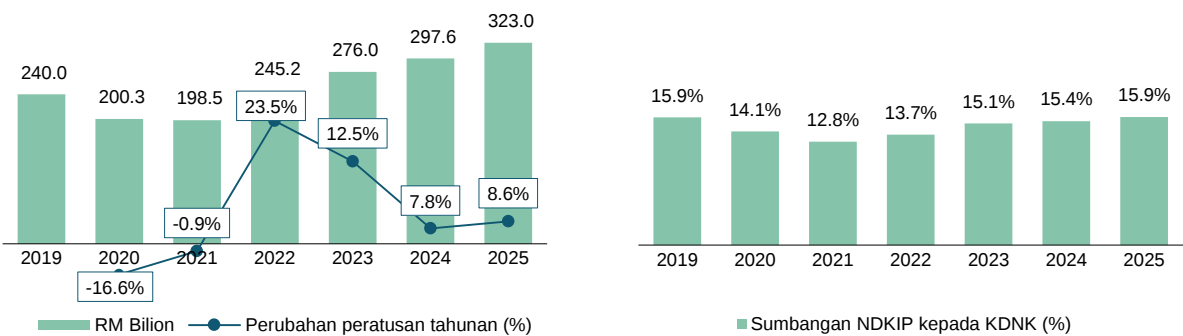
Dari segi ketibaan mengikut negara, Singapura menyumbang 49.9 peratus kepada jumlah ketibaan pelawat di Malaysia pada 2025 dan bertumbuh sebanyak 11.8 peratus berbanding 27.2 peratus pada tahun sebelumnya. Ini diikuti oleh ketibaan dari China (11.0%), Indonesia (10.1%) dan Thailand (5.9%) dengan pertumbuhan masing-masing 25.1 peratus, 2.9 peratus dan 10.3 peratus. Selain itu, pelawat harian dari Singapura mendominasi ketibaan dengan sumbangan 55.7 peratus, diikuti oleh Brunei (35.2%) dan Thailand (31.2%).

4. PRESTASI PELANCONGAN 2025

4.1 Nilai Ditambah Kasar Industri Pelancongan (NDKIP)

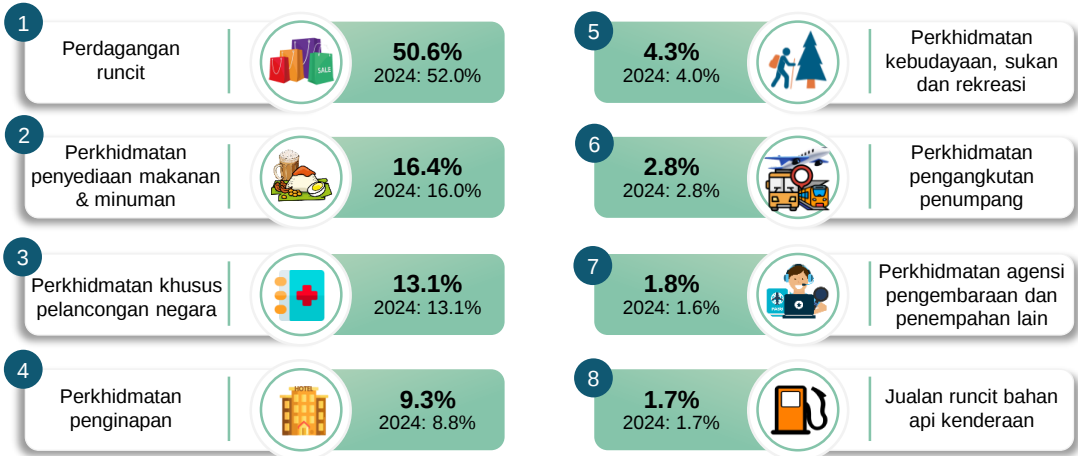
Pada tahun 2025, Nilai Ditambah Kasar Industri Pelancongan (NDKIP) menyumbang 15.9 peratus kepada KDNK berbanding 15.4 peratus pada tahun sebelumnya. Dari segi nilai, NDKIP mencatatkan RM323.0 bilion dengan pertumbuhan yang lebih kukuh sebanyak 8.6 peratus berbanding 7.8 peratus pada tahun 2024 seperti di **Carta 1**.

Carta 1: NDKIP – Nilai, perubahan peratusan tahunan dan peratus sumbangan kepada KDNK, 2019-2025



Pertumbuhan industri pelancongan disumbangkan oleh Perdagangan runcit sebanyak 50.6 peratus. Ini diikuti oleh Perkhidmatan penyediaan makanan dan minuman (16.4%) serta Perkhidmatan khusus pelancongan negara (13.1%). Kombinasi oleh ketiga-tiga industri ini menyumbang sebanyak 80.1 peratus kepada keseluruhan NDKIP (**Paparan 4**).

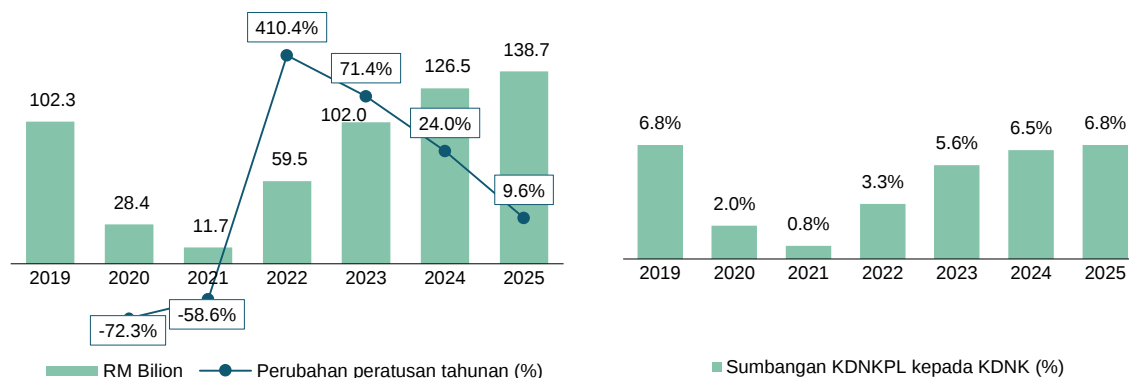
Paparan 4: NDKIP – Peratus sumbangan mengikut industri pelancongan, 2025



4.2 Keluaran Dalam Negeri Kasar Pelancongan Langsung (KDNKPL)

KDNKPL mencatatkan pertumbuhan sebanyak 9.6 peratus pada tahun 2025 dan menyumbang 6.8 peratus kepada KDNK (**Carta 2**). Dari segi nilai, KDNKPL meningkat kepada RM138.7 bilion berbanding RM126.5 bilion pada tahun sebelumnya.

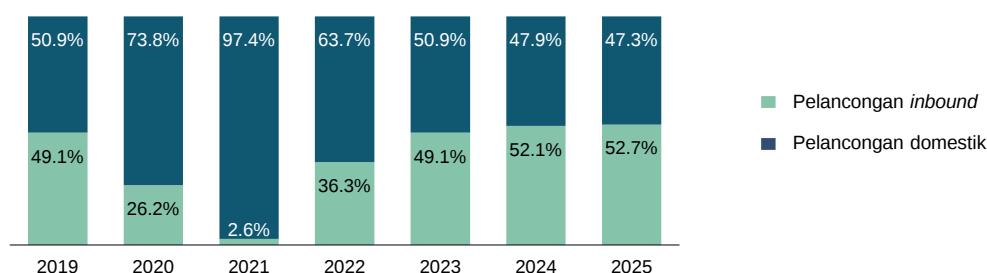
Carta 2: KDNKPL – Nilai, perubahan peratusan tahunan dan peratus sumbangan kepada KDNK, 2019-2025



4.3 Penggunaan Pelancongan *Internal*

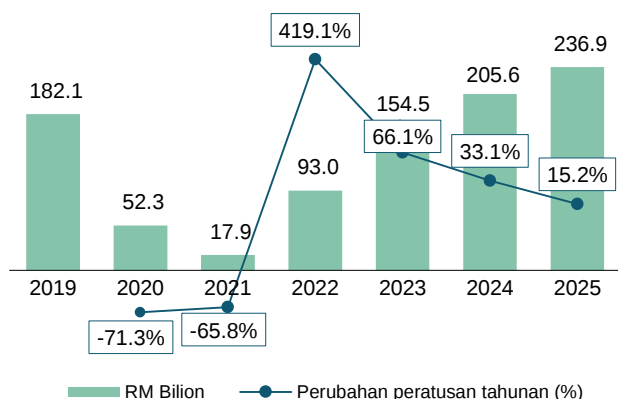
Perbelanjaan pelancongan *inbound* kekal sebagai penyumbang utama penggunaan pelancongan *internal* pada tahun 2025 mencatatkan 52.7 peratus (2024: 52.1%). Selebihnya adalah disumbangkan oleh perbelanjaan pelancongan domestik seperti yang ditunjukkan dalam **Carta 3**.

Carta 3: Komposisi penggunaan pelancongan *internal*, 2019-2025

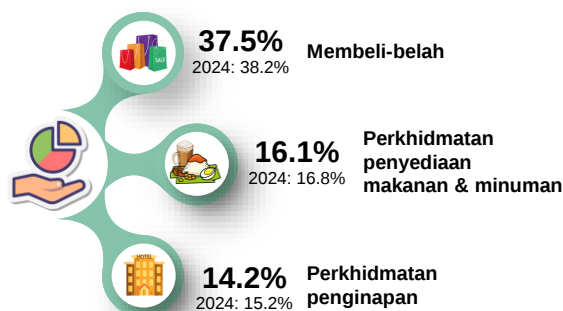


Nilai penggunaan pelancongan *internal* meningkat daripada RM205.6 bilion (2024) kepada RM236.9 bilion pada tahun 2025, dengan pertumbuhan sebanyak 15.2 peratus. Aktiviti membeli-belah kekal sebagai komponen perbelanjaan terbesar dengan sumbangan sebanyak 37.5 peratus, diikuti oleh Perkhidmatan penyediaan makanan & minuman serta Perkhidmatan penginapan masing-masing menyumbang 16.1 peratus dan 14.2 peratus seperti di **Paparan 5**. Ketiga-tiga aktiviti utama ini menyumbang sebanyak 67.8 peratus.

Paparan 5: Penggunaan pelancongan *internal* – Nilai, perubahan peratusan tahunan dan sumbangan utama kepada penggunaan pelancongan *internal*, 2019-2025



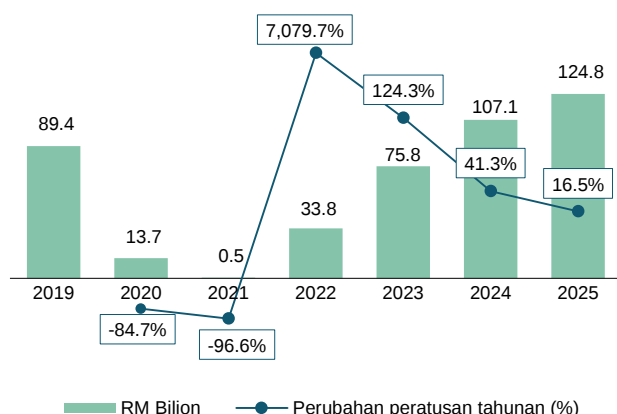
Tiga penyumbang utama, 2025



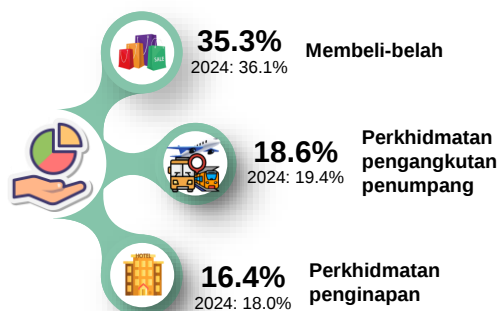
4.4 Perbelanjaan Pelancongan *Inbound*

Perbelanjaan pelancongan *inbound* mencatatkan pertumbuhan dua digit iaitu 16.5 peratus pada tahun 2025, dengan nilai RM124.8 bilion (**Paparan 6**). Aktiviti membeli-belah kekal 35.3 peratus sebagai penyumbang terbesar perbelanjaan pelancongan *inbound*, diikuti oleh Perkhidmatan pengangkutan penumpang (18.6%) dan Perkhidmatan penginapan (16.4%). Peningkatan yang lebih kukuh oleh perbelanjaan pelancongan *inbound* telah melepasi paras pra-pandemik bagi dua tahun berturut-turut kecuali Perkhidmatan penginapan (-6.8%).

Paparan 6: Perbelanjaan pelancongan *inbound* – Nilai, perubahan peratusan tahunan dan sumbangan utama kepada perbelanjaan pelancongan *inbound*, 2019-2025



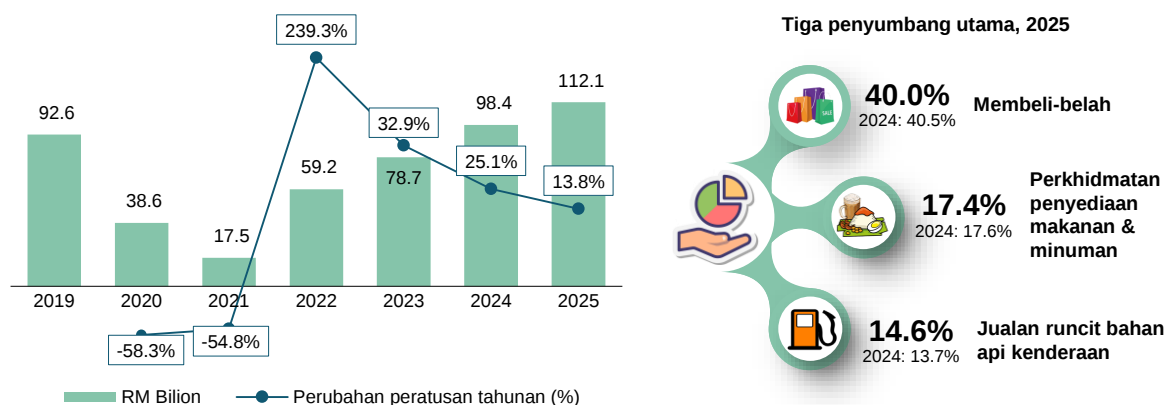
Tiga penyumbang utama, 2025



4.5 Perbelanjaan Pelancongan Domestik

Pada tahun 2025, perbelanjaan pelancongan domestik berkembang sebanyak 13.8 peratus kepada RM112.1 bilion, berbanding 25.1 peratus pada tahun sebelumnya (**Paparan 7**). Nilai perbelanjaan melepasi paras pra-pandemik tahun 2019 sebanyak 21.0 peratus. Komposisi pelawat domestik didominasi oleh pelancong 58.3 peratus berbanding pelawat harian 41.7 peratus.

Paparan 7: Perbelanjaan pelancongan domestik – Nilai, perubahan peratusan tahunan dan sumbangan utama kepada perbelanjaan pelancongan domestik, 2019-2025



Aktiviti membeli-belah kekal sebagai penyumbang utama perbelanjaan pelancongan domestik, dengan sumbangan sebanyak 40.0 peratus, diikuti oleh Perkhidmatan penyediaan makanan & minuman (17.4%) dan Jualan runcit bahan api kenderaan (14.6%) seperti di **Paparan 7**.

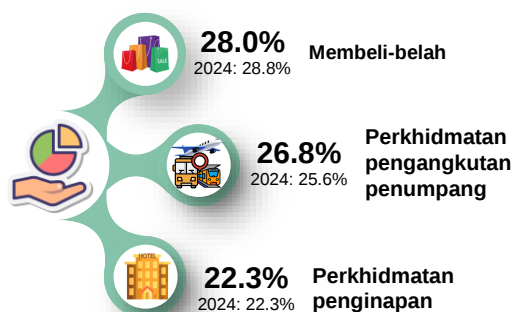
4.6 Perbelanjaan Pelancongan Outbound

Perbelanjaan pelancongan *outbound* merujuk kepada perbelanjaan oleh residen Malaysia yang membuat perbelanjaan pelancongan ke luar negara. Perbelanjaan pelancongan *outbound* bertumbuh 14.2 peratus pada tahun 2025 dengan jumlah RM53.8 bilion berbanding RM47.1 bilion pada tahun sebelumnya. Perbelanjaan pelancongan *outbound* disumbangkan terutamanya oleh aktiviti Membeli-belah (28.0%), diikuti oleh Perkhidmatan pengangkutan penumpang (26.8%) dan aktiviti Perkhidmatan penginapan (22.3%) seperti di **Paparan 8**.

Paparan 8: Perbelanjaan pelancongan *outbound* – Nilai, perubahan peratusan tahunan dan sumbangan utama kepada perbelanjaan pelancongan *outbound*, 2019-2025



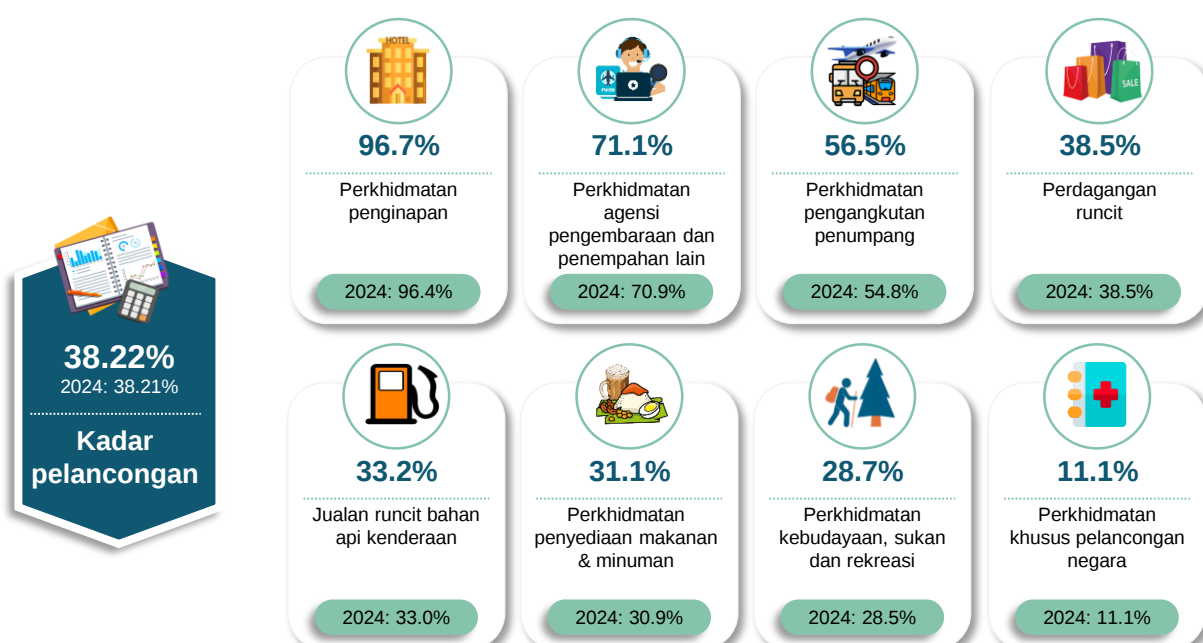
Tiga penyumbang utama, 2025



4.7 Kadar Pelancongan

Kadar pelancongan atau peratusan pelancongan yang ditakrifkan sebagai pengukur sejauh mana sesuatu industri. Paras peratusan penggunaan pelancongan *internal* terhadap penawaran domestik dalam industri pelancongan mencatatkan peningkatan marginal 0.01 peratus kepada 38.22 peratus (2024: 38.21%) bagi tahun 2025. Prestasi kadar pelancongan mengikut subsektor menunjukkan Perkhidmatan penginapan mencatatkan kadar pelancongan tertinggi sebanyak 96.7 peratus, disusuli oleh Perkhidmatan agensi pengembaraan & penempahan lain (71.1%) dan Perkhidmatan pengangkutan penumpang (56.5%) seperti yang digambarkan dalam **Paparan 9**.

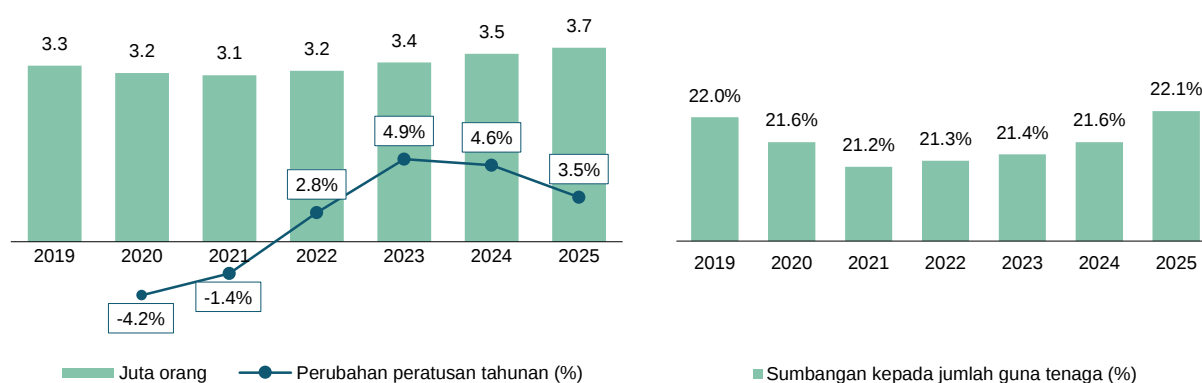
Paparan 9: Kadar pelancongan mengikut produk pelancongan, 2025



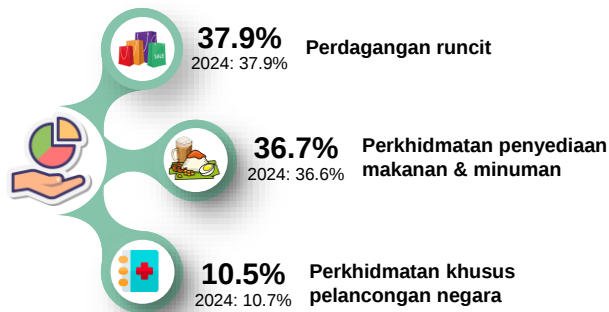
4.8 Guna Tenaga dalam Industri Berkaitan Pelancongan

Guna tenaga dalam industri berkaitan pelancongan mencatatkan 3.7 juta orang pada tahun 2025, menyumbang sebanyak 22.1 peratus kepada keseluruhan guna tenaga di Malaysia (**Carta 4**). Guna tenaga industri berkaitan pelancongan mencatatkan pertumbuhan sederhana pada 3.5 peratus berbanding 4.6 peratus pada tahun 2024.

Carta 4: Guna tenaga dalam industri berkaitan pelancongan – Nilai, perubahan peratusan tahunan dan peratus sumbangan, 2019-2025



Paparan 10: Sumbangan utama guna tenaga dalam industri berkaitan pelancongan, 2025



Guna tenaga bagi industri berkaitan pelancongan didominasi oleh subsektor Perdagangan runcit dengan sumbangan sebanyak 37.9 peratus, diikuti oleh Perkhidmatan penyediaan makanan & minuman (36.7%) dan Perkhidmatan khusus pelancong negara (10.5%). Ketiga-tiga subsektor ini menyumbang 85.1 peratus kepada keseluruhan jumlah guna tenaga dalam industri berkaitan pelancongan.

SUMMARY OF FINDINGS

1. INTRODUCTION

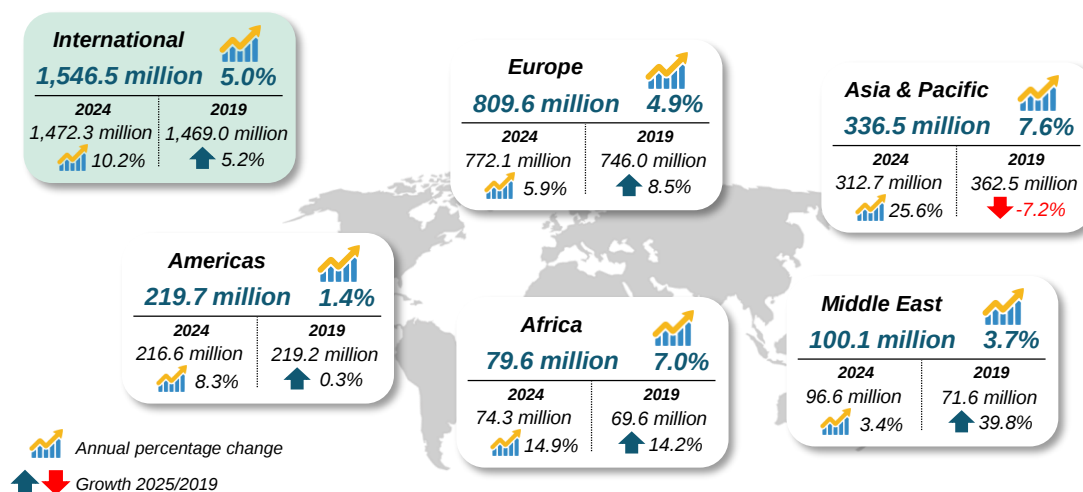
Tourism Satellite Account (TSA) of Malaysia provides statistics on the Gross Value Added of Tourism Industries (GVATI), Tourism Direct Gross Domestic Product (TDGDP), tourism expenditure for inbound, domestic & outbound, internal tourism consumption and employment in the tourism industry. The statistics is presented by industry and products of tourism. TSA is an extension of the System of National Accounts (SNA) 2008 and the compilation presents information on supply and demand of the tourism industry.

2. TOURISM GLOBAL SCENARIO

The World Tourism Barometer recorded that international tourist arrivals (overnight visitors) grew at 5.0 per cent (1.5 billion) in 2025, with most destinations worldwide posting solid results (**Exhibit 1**).

Europe as the world's largest destination region, recorded 0.8 billion international tourist arrivals in 2025, a 4.9 per cent increase from 2024. The Middle East region recorded a growth of 3.7 per cent in 2025, equivalent to 39.8 per cent above pre-pandemic levels, the strongest results relative to 2019. The region reached the mark of 0.1 billion international tourists. Tourist arrivals in Asia and the Pacific increased at 7.6 per cent (0.3 billion), reaching 92.8 per cent of the pre-pandemic figure (2019: -7.2%).

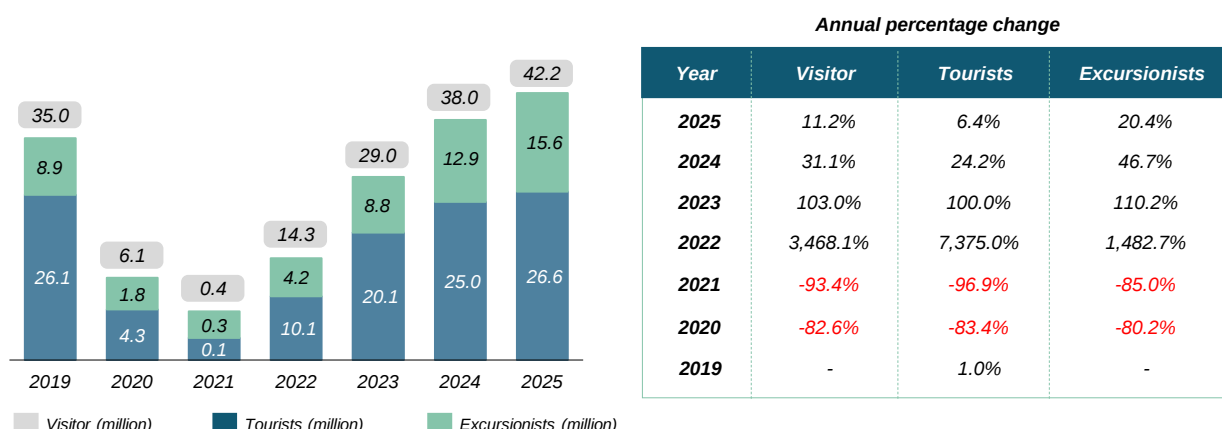
Exhibit 1: Number of global tourism arrivals, 2025



Source: World Tourism Barometer, Volume 24, Issue 2, May 2026 (revised July 2026)

3. TOURISM SCENARIO IN MALAYSIA

Exhibit 2: Number of visitor arrivals in Malaysia, 2019-2025



Source: Tourism Malaysia (TM)

Malaysia's tourism recorded 42.2 million visitors in 2025 compared to 38.0 million visitors in the previous year. The visitors consisted of 63.1 per cent tourists (overnight) and 36.9 per cent excursionists (same-day). The favourable performance was driven by sustained demand from key global source markets and the ongoing recovery of the tourism sector in the Asia and Pacific region. In addition, increased air connectivity and enhanced visa facilitation played a vital role in supporting international tourist travel.

Exhibit 3: Number of visitor arrivals to Malaysia from the top five countries, 2025

Country	Visitor arrivals	Type of visitor share		Annual percentage change	Share
		Tourists	Excursionists		
 Singapore	21.1 million 2024: 18.9 million	44.3% 2024: 48.3%	55.7% 2024: 51.7%	↑ 11.8% 2024: 27.2%	49.9% 2024: 49.7%
 China	4.7 million 2024: 3.7 million	85.1% 2024: 88.2%	14.9% 2024: 11.8%	↑ 25.1% 2024: 130.9%	11.0% 2024: 9.8%
 Indonesia	4.3 million 2024: 4.1 million	88.0% 2024: 88.1%	12.0% 2024: 11.9%	↑ 2.9% 2024: 19.1%	10.1% 2024: 10.9%
 Thailand	2.5 million 2024: 2.3 million	68.8% 2024: 72.3%	31.2% 2024: 27.7%	↑ 10.3% 2024: -1.4%	5.9% 2024: 6.0%
 Brunei	1.6 million 2024: 1.7 million	64.8% 2024: 65.9%	35.2% 2024: 34.1%	↓ -8.3% 2024: 55.2%	3.8% 2024: 4.6%

Source: Tourism Malaysia (TM)

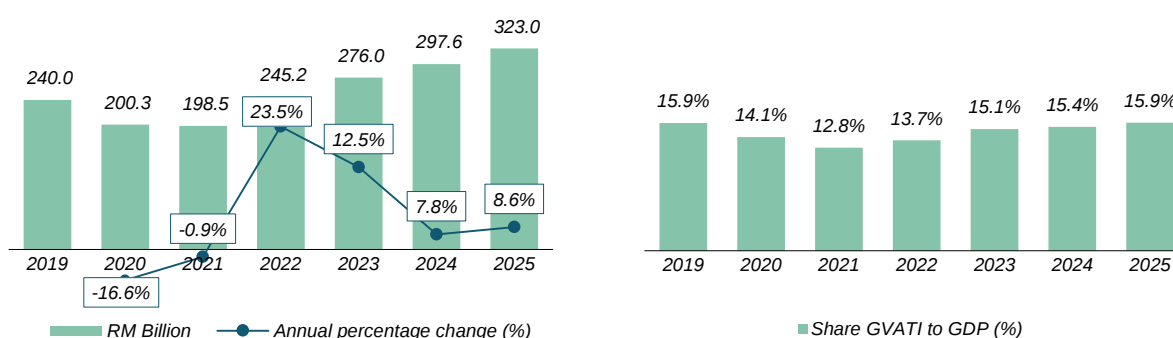
In terms of arrivals by country, Singapore contributed 49.9 per cent to Malaysia's total visitor arrivals in 2025 and rose by 11.8 per cent as compared to 27.2 per cent in the previous year. This was followed by arrivals from China (11.0%), Indonesia (10.1%) and Thailand (5.9%) with a growth of 25.1 per cent, 2.9 per cent and 10.3 per cent, respectively. In addition, excursionists in Singapore dominated arrivals with a share of 55.7 per cent, followed by Brunei (35.2%) and Thailand (31.2%).

4. TOURISM PERFORMANCE 2025

4.1 Gross Value Added of Tourism Industries (GVATI)

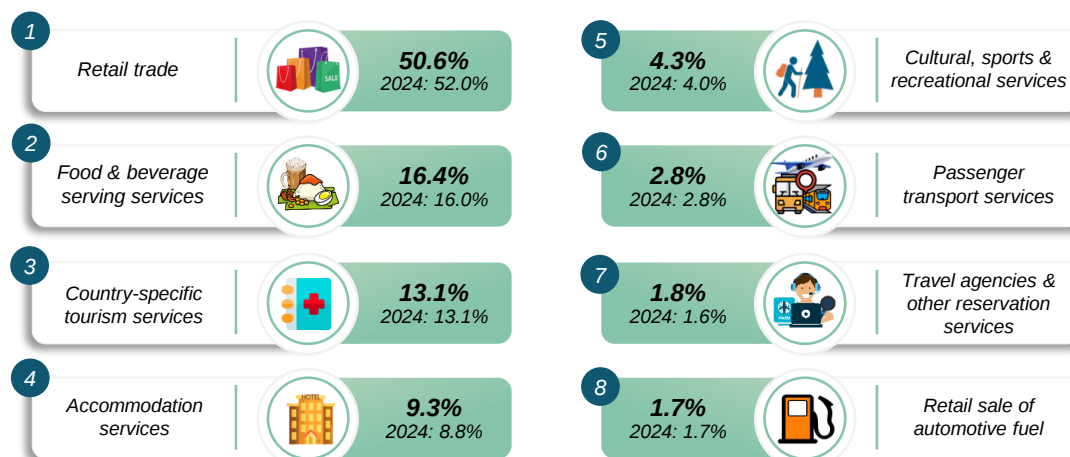
In 2025, the Gross Value Added of Tourism Industries (GVATI) contributed 15.9 per cent to GDP as compared to 15.4 per cent in the preceding year. In terms of value, GVATI amounted to RM323.0 billion, with a further growth of 8.6 per cent as against 7.8 per cent in 2024 as illustrated in **Chart 1**.

Chart 1: GVATI - Value, annual percentage change and percentage share to GDP, 2019–2025



The growth of the tourism industry was attributed by Retail trade with a share of 50.6 per cent. This was followed by Food & beverage serving services (16.4%) and Country-specific tourism characteristic services (13.1%). The combination of these three industries represented 80.1 per cent of the overall GVATI (**Exhibit 4**).

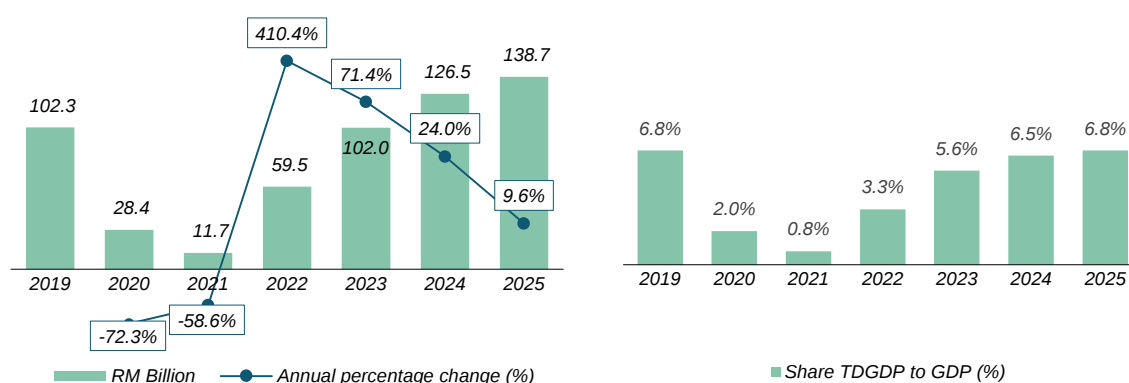
Exhibit 4: GVATI – Percentage share by tourism industries, 2025



4.2 Tourism Direct Gross Domestic Product (TDGDP)

TDGDP posted a growth of 9.6 per cent in 2025 and constituted 6.8 per cent of GDP (**Chart 2**). In terms of value, TDGDP increased to RM138.7 billion compared to RM126.5 billion in the previous year.

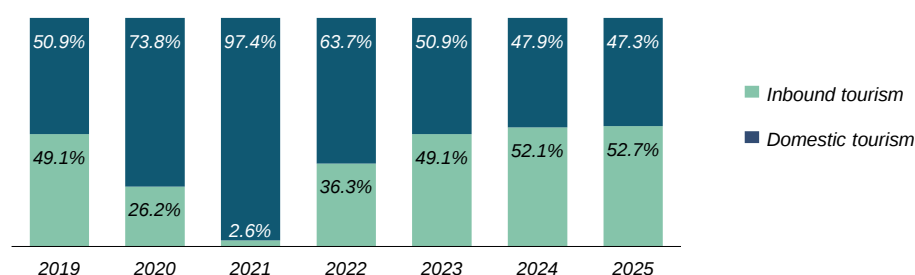
Chart 2: TDGDP – Value, annual percentage change and percentage share to GDP, 2019-2025



4.3 Internal Tourism Consumption

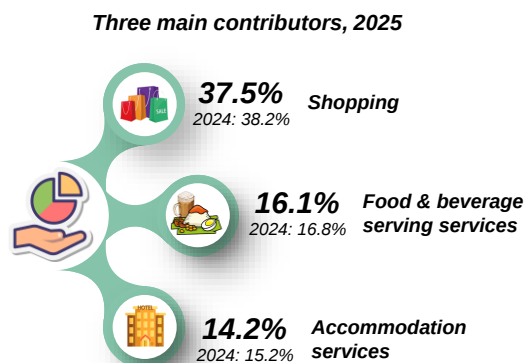
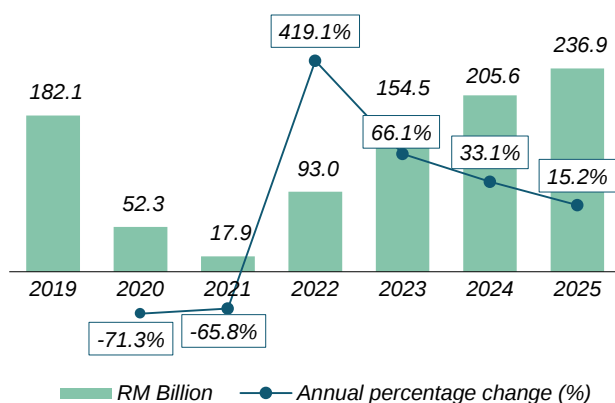
Inbound tourism expenditure continued as the largest share of internal tourism consumption in 2025, accounting for 52.7 per cent (2024: 52.1%). The remaining share was contributed by domestic tourism expenditure, as presented in **Chart 3**.

Chart 3: Composition of internal tourism consumption, 2019-2025



The value of internal tourism consumption increased from RM205.6 billion (2024) to RM236.9 billion in 2025, with a growth of 15.2 per cent. Shopping activities remained the largest expenditure component with a share of 37.5 per cent, followed by Food & beverage serving services and Accommodation services with a contribution of 16.1 per cent and 14.2 per cent, respectively as in **Exhibit 5**. These three main activities contributed of 67.8 per cent.

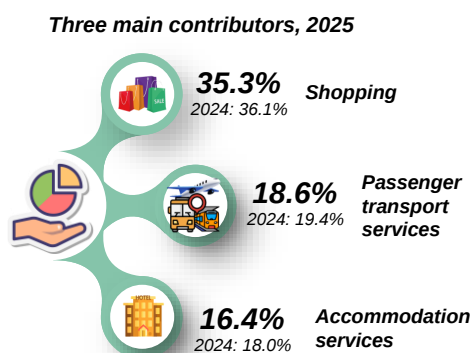
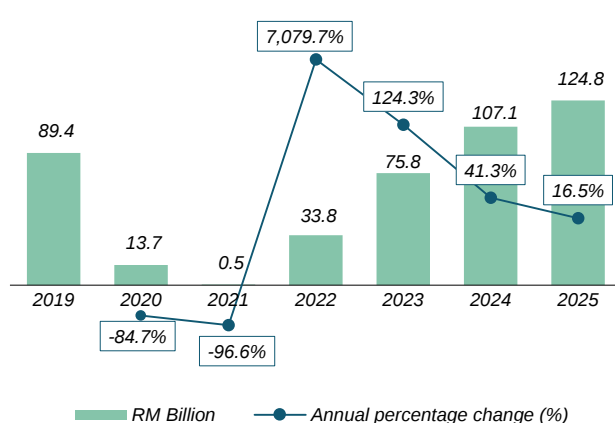
Exhibit 5: Internal tourism consumption – Value, annual percentage change and main contributor to internal tourism consumption, 2019-2025



4.4 Inbound Tourism Expenditure

Inbound tourism expenditure recorded a double-digit growth of 16.5 per cent in 2025, with a value of RM124.8 billion (**Exhibit 6**). Shopping activities remain 35.3 per cent as the largest contributor of inbound expenditure, followed by Passenger transport services (18.6%) and Accommodation services (16.4%). The strong growth of inbound tourism expenditure has surpassed pre-pandemic levels for two consecutive years except Accommodation services (-6.8%).

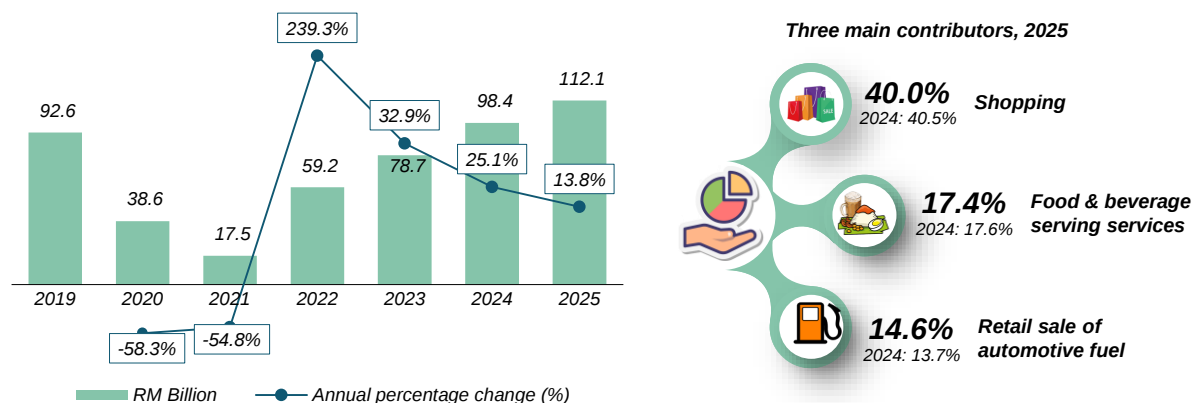
Exhibit 6: Inbound tourism expenditure – Value, annual percentage change and main contributor to inbound tourism expenditure, 2019-2025



4.5 Domestic Tourism Expenditure

In 2025, domestic tourism expenditure expanded by 13.8 per cent to RM112.1 billion, compared to 25.1 per cent in the previous year (**Exhibit 7**). The expenditure value surpassed 2019 pre-pandemic level by 21.0 per cent. The composition of domestic visitors was dominated by tourists at 58.3 per cent as against excursionists at 41.7 per cent.

Exhibit 7: Domestic tourism expenditure – Value, annual percentage change and main contributor to domestic tourism expenditure, 2019-2025

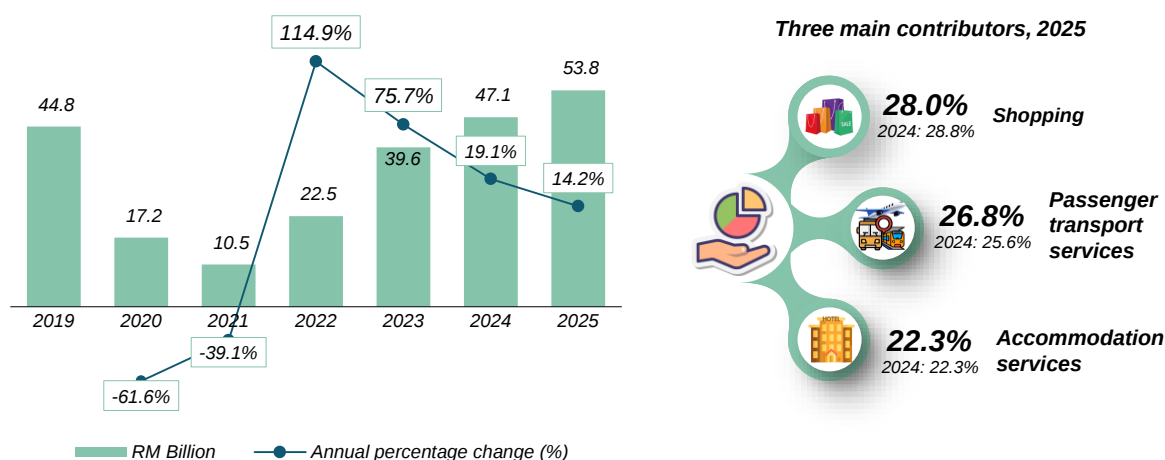


Shopping activities remain the key driver of domestic tourism expenditure, contributing 40.0 per cent, followed by Food and beverage services (17.4%) and Retail sales of vehicle fuel (14.6%) as illustrated in **Exhibit 7**.

4.6 Outbound Tourism Expenditure

Outbound tourism expenditure refers to spending by Malaysian residents on tourism abroad. Outbound tourism expenditure grew at 14.2 per cent in 2025, amounting to RM53.8 billion compared to RM47.1 billion in the previous year. Outbound tourism expenditure was mainly contributed by Shopping activities (28.0%), followed by Passenger transport services (26.8%) and Accommodation services (22.3%) as shown in **Exhibit 8**.

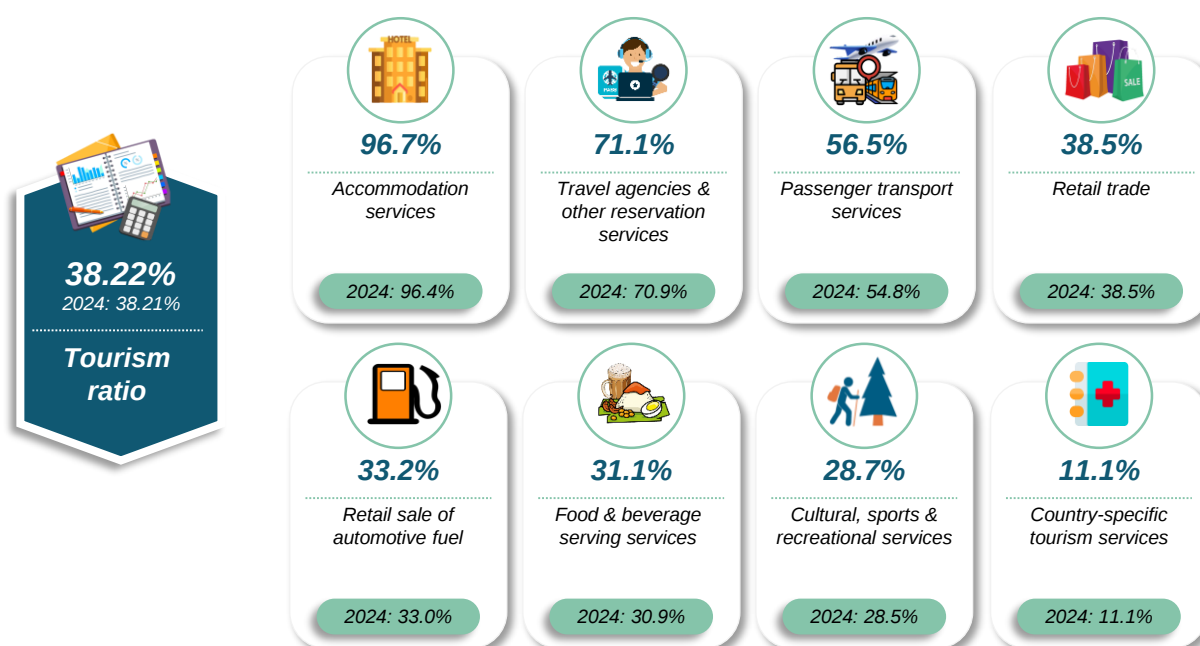
Exhibit 8: Outbound tourism expenditure – Value, annual percentage change and main contributor to outbound tourism expenditure, 2019-2025



4.7 Tourism Ratio

The tourism ratio or tourism percentage refers to the level of internal consumption relative to the domestic supply in the tourism industry. The percentage of internal tourism consumption relative to domestic supply within the tourism industry recorded a marginal increase of 0.01 per cent to 38.22 per cent (2024: 38.21%) in 2025. The tourism ratio by sub-sector performance reveals that Accommodation services recorded the highest tourism ratio at 96.7 per cent, followed by Travel agencies & other reservation services (71.1%) and Passenger transport services (56.5%), as in **Exhibit 9**.

Exhibit 9: Tourism ratio by tourism product, 2025



4.8 Employment in Tourism Related Industries

Employment in the tourism related industries amounted to 3.7 million persons in 2025, contributing 22.1 per cent to total employment in Malaysia (**Chart 4**). Employment in tourism related industries moderated to 3.5 per cent as against 4.6 per cent in 2024.

Chart 4: Employment in tourism related industries – Value, annual percentage change and percentage share to total employment, 2019-2025

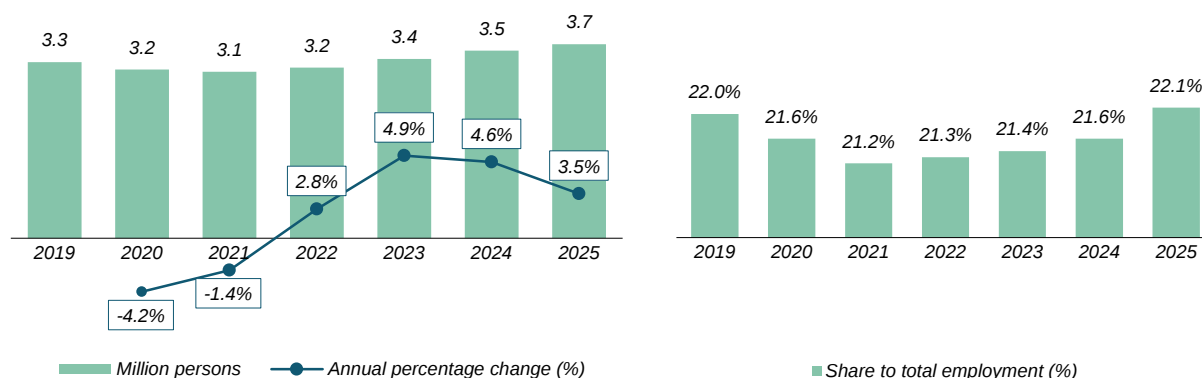
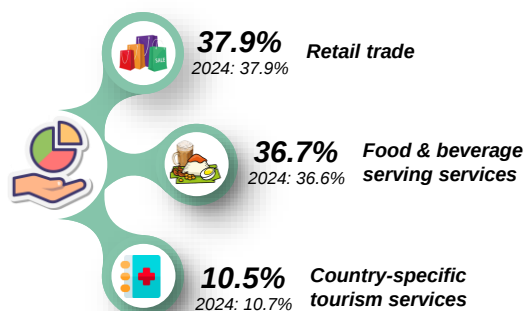


Exhibit 10: Main percentage share for employment in tourism related industries, 2025



The employment in tourism related industries was dominated by the Retail trade sub-sector with a contribution of 37.9 per cent, followed by Food & beverage serving services (36.7%) and Country-specific tourism services (10.5%). The three tourism sub-sectors collectively accounted for 85.1 per cent of total employment in tourism related industries.

JADUAL STATISTIK

STATISTICAL TABLES



	2019	2020	2021	2022	2023	2024	2025 ^P
Produk <i>Products</i>	RM Juta <i>RM Million</i>						
Perkhidmatan penginapan <i>Accommodation services</i>	22,007.3	3,144.0	64.8	5,234.1	14,369.0	19,332.7	20,516.3
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	12,019.2	2,011.2	78.6	5,603.0	10,574.6	17,097.1	18,580.3
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	16,023.7	2,413.0	178.0	7,160.7	16,290.8	20,771.4	23,254.1
Perkhidmatan agensi pengembaraan dan penempahan lain <i>Travel agencies and other reservation services</i>	4,047.1	582.5	0.5	740.7	3,295.1	4,301.2	7,376.0
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	2,526.7	395.1	9.8	1,755.8	2,845.8	2,891.5	6,039.6
Jualan runcit bahan api kenderaan <i>Retail sale of automotive fuel</i>	467.2	24.0	0.1	325.9	748.9	1,075.3	1,208.5
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	29,924.4	4,717.9	44.4	11,288.4	25,387.6	38,660.2	44,083.6
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	2,405.3	406.0	94.8	1,703.1	2,314.8	3,015.0	3,783.9
Jumlah <i>Total</i>	89,421.0	13,693.7	470.9	33,811.7	75,826.5	107,144.5	124,842.3
Perubahan peratusan tahunan (%) <i>Annual percentage change (%)</i>	2.0	-84.7	-96.6	7,079.7	124.3	41.3	16.5
Peratus sumbangan (%) <i>Percentage share (%)</i>							
Perkhidmatan penginapan <i>Accommodation services</i>	24.6	23.0	13.8	15.5	18.9	18.0	16.4
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	13.4	14.7	16.7	16.6	13.9	16.0	14.9
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	17.9	17.6	37.8	21.2	21.5	19.4	18.6
Perkhidmatan agensi pengembaraan dan penempahan lain <i>Travel agencies and other reservation services</i>	4.5	4.3	0.1	2.2	4.3	4.0	5.9
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	2.8	2.9	2.1	5.2	3.8	2.7	4.8
Jualan runcit bahan api kenderaan <i>Retail sale of automotive fuel</i>	0.5	0.2	-	1.0	1.0	1.0	1.0
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	33.5	34.5	9.4	33.4	33.5	36.1	35.3
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	2.7	3.0	20.1	5.0	3.1	2.8	3.0
Jumlah <i>Total</i>	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Sumber : Jabatan Perangkaan Malaysia
Lembaga Penggalakan Pelancongan Malaysia (Tourism Malaysia)

Sources : Department of Statistics, Malaysia
Malaysia Tourism Promotion Board (Tourism Malaysia)

	2019	2020	2021	2022	2023	2024	2025 ^P
Produk Products	RM Juta RM Million						
Perkhidmatan penginapan <i>Accommodation services</i>	22,007.3	3,144.0	64.8	5,234.1	14,369.0	19,332.7	20,516.3
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	11,517.1	1,907.2	49.7	5,338.2	10,069.0	16,255.2	17,572.8
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	15,456.2	2,297.3	168.4	6,834.3	15,616.7	19,859.6	22,120.0
Perkhidmatan agensi pengembaraan dan penempahan lain <i>Travel agencies and other reservation services</i>	3,878.0	552.4	0.4	705.7	3,137.6	4,089.4	6,976.0
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	2,421.2	374.7	7.8	1,672.8	2,709.7	2,749.1	5,712.1
Jualan runcit bahan api kenderaan <i>Retail sale of automotive fuel</i>	447.7	22.8	-	310.5	713.1	1,022.3	1,143.0
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	28,674.2	4,473.9	10.8	10,755.0	24,173.6	36,756.4	41,693.1
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	2,304.8	385.0	87.8	1,622.7	2,204.1	2,866.5	3,578.7
Jumlah <i>Total</i>	86,706.5	13,157.3	389.8	32,473.3	72,992.8	102,931.3	119,312.0
Perubahan peratusan tahunan (%) <i>Annual percentage change (%)</i>	2.1	-84.8	-97.0	8,229.9	124.8	41.0	15.9
Peratus sumbangan (%) <i>Percentage share (%)</i>							
Perkhidmatan penginapan <i>Accommodation services</i>	25.4	23.9	16.6	16.1	19.7	18.8	17.2
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	13.3	14.5	12.8	16.4	13.8	15.8	14.7
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	17.8	17.5	43.2	21.0	21.4	19.3	18.5
Perkhidmatan agensi pengembaraan dan penempahan lain <i>Travel agencies and other reservation services</i>	4.5	4.2	0.1	2.2	4.3	4.0	5.8
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	2.8	2.8	2.0	5.2	3.7	2.7	4.8
Jualan runcit bahan api kenderaan <i>Retail sale of automotive fuel</i>	0.5	0.2	-	1.0	1.0	1.0	1.0
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	33.1	34.0	2.8	33.1	33.1	35.7	34.9
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	2.7	2.9	22.5	5.0	3.0	2.8	3.0
Jumlah <i>Total</i>	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Sumber : Jabatan Perangkaan Malaysia
Lembaga Penggalakan Pelancongan Malaysia (Tourism Malaysia)

Sources : Department of Statistics, Malaysia
Malaysia Tourism Promotion Board (Tourism Malaysia)



1B

Perbelanjaan pelancongan inbound bagi pelawat harian mengikut produk
Inbound tourism expenditure of excursionists by product

	2019	2020	2021	2022	2023	2024	2025 ^p
Produk Products	RM Juta RM Million						
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	502.1	104.0	28.8	264.8	505.7	841.9	1,007.5
Perkhidmatan pengangkutan penumpang Passenger transport services	567.5	115.7	9.6	326.4	674.0	911.8	1,134.1
Perkhidmatan agensi pengembaraan dan penempahan lain Travel agencies and other reservation services	169.1	30.1	0.1	35.0	157.6	211.8	400.0
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	105.6	20.4	2.0	83.0	136.1	142.4	327.5
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	19.5	1.2	-	15.4	35.8	53.0	65.5
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	1,250.2	244.0	33.6	533.4	1,214.0	1,903.8	2,390.5
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	100.5	21.0	7.0	80.5	110.7	148.5	205.2
Jumlah Total	2,714.5	536.5	81.1	1,338.4	2,833.8	4,213.2	5,530.3
Perubahan peratusan tahunan (%) Annual percentage change (%)	-1.4	-80.2	-84.9	1,550.4	111.7	48.7	31.3
Peratus sumbangan (%) Percentage share (%)							
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	18.5	19.4	35.6	19.8	17.8	20.0	18.2
Perkhidmatan pengangkutan penumpang Passenger transport services	20.9	21.6	11.8	24.4	23.8	21.6	20.5
Perkhidmatan agensi pengembaraan dan penempahan lain Travel agencies and other reservation services	6.2	5.6	0.1	2.6	5.6	5.0	7.2
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	3.9	3.8	2.4	6.2	4.8	3.4	5.9
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	0.7	0.2	0.1	1.2	1.3	1.3	1.2
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	46.1	45.5	41.4	39.9	42.8	45.2	43.2
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	3.7	3.9	8.6	6.0	3.9	3.5	3.7
Jumlah Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Sumber : Jabatan Perangkaan Malaysia
Sources : Department of Statistics, Malaysia

	2019	2020	2021	2022	2023	2024	2025
Produk <i>Products</i>	RM Juta <i>RM Million</i>						
Perkhidmatan penginapan <i>Accommodation services</i>	8,625.7	2,087.9	1,087.4	5,956.5	10,653.5	11,914.4	13,018.4
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	14,702.4	7,497.4	2,783.2	9,725.2	13,802.8	17,342.5	19,541.2
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	6,384.5	2,506.3	888.9	4,816.7	5,691.1	7,187.2	8,686.7
Perkhidmatan agensi pengembaraan dan penempahan lain <i>Travel agencies and other reservation services</i>	1,603.5	94.6	21.1	774.5	1,050.2	1,270.9	1,542.6
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	1,695.3	569.1	457.0	2,022.4	2,269.5	2,965.4	3,282.9
Jualan runcit bahan api kenderaan <i>Retail sale of automotive fuel</i>	15,498.5	3,627.2	2,038.8	8,839.7	11,226.7	13,507.9	16,407.3
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	39,033.4	21,267.4	9,263.9	24,939.2	30,842.7	39,910.5	44,785.1
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	5,094.9	984.9	910.8	2,142.9	3,139.9	4,347.5	4,816.6
Jumlah <i>Total</i>	92,638.2	38,634.6	17,451.0	59,217.0	78,676.4	98,446.2	112,080.7
Perubahan peratusan tahunan (%) <i>Annual percentage change (%)</i>	12.0	-58.3	-54.8	239.3	32.9	25.1	13.8
Peratus sumbangan (%) <i>Percentage share (%)</i>							
Perkhidmatan penginapan <i>Accommodation services</i>	9.3	5.4	6.2	10.1	13.5	12.1	11.6
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	15.9	19.4	15.9	16.4	17.5	17.6	17.4
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	6.9	6.5	5.1	8.1	7.2	7.3	7.8
Perkhidmatan agensi pengembaraan dan penempahan lain <i>Travel agencies and other reservation services</i>	1.7	0.2	0.1	1.3	1.3	1.3	1.4
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	1.8	1.5	2.6	3.4	2.9	3.0	2.9
Jualan runcit bahan api kenderaan <i>Retail sale of automotive fuel</i>	16.7	9.4	11.7	14.9	14.3	13.7	14.6
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	42.1	55.0	53.1	42.1	39.2	40.5	40.0
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	5.5	2.5	5.2	3.6	4.0	4.4	4.3
Jumlah <i>Total</i>	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Sumber : Jabatan Perangkaan Malaysia
Source : Department of Statistics, Malaysia



2A

Perbelanjaan pelancongan domestik bagi pelancong mengikut produk
Domestic tourism expenditure of tourists by product

	2019	2020	2021	2022	2023	2024	2025
Produk Products	RM Juta RM Million						
Perkhidmatan penginapan Accommodation services	8,625.7	2,087.9	1,087.4	5,956.5	10,653.5	11,914.4	13,018.4
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	9,756.1	4,969.6	1,153.8	6,186.5	8,734.7	10,736.5	11,933.9
Perkhidmatan pengangkutan penumpang Passenger transport services	5,617.4	2,110.9	693.4	4,205.5	4,837.5	6,094.6	7,391.4
Perkhidmatan agensi pengembaraan dan penempahan lain Travel agencies and other reservation services	1,596.5	93.7	20.6	773.2	1,048.3	1,267.6	1,537.3
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	757.8	232.8	199.8	1,318.1	1,336.2	1,724.8	1,958.9
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	10,533.5	2,109.9	889.3	5,078.8	6,891.0	8,221.8	10,496.0
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	18,803.1	9,526.1	2,176.9	10,310.1	12,159.9	14,219.9	16,009.3
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	2,896.3	743.3	694.1	1,159.7	1,874.6	2,690.3	3,025.3
Jumlah Total	58,586.5	21,874.2	6,915.3	34,988.5	47,535.7	56,870.0	65,370.6
Perubahan peratusan tahunan (%) Annual percentage change (%)	13.6	-62.7	-68.4	406.0	35.9	19.6	14.9
	Peratus sumbangan (%) Percentage share (%)						
Perkhidmatan penginapan Accommodation services	14.7	9.5	15.7	17.0	22.4	21.0	19.9
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	16.7	22.7	16.7	17.7	18.4	18.9	18.3
Perkhidmatan pengangkutan penumpang Passenger transport services	9.6	9.7	10.0	12.0	10.2	10.7	11.3
Perkhidmatan agensi pengembaraan dan penempahan lain Travel agencies and other reservation services	2.7	0.4	0.3	2.2	2.2	2.2	2.4
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	1.3	1.1	2.9	3.8	2.8	3.0	3.0
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	18.0	9.6	12.9	14.5	14.5	14.5	16.1
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	32.1	43.5	31.5	29.5	25.6	25.0	24.5
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	4.9	3.4	10.0	3.3	3.9	4.7	4.6
Jumlah Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Sumber : Jabatan Perangkaan Malaysia
Source : Department of Statistics, Malaysia

	2019	2020	2021	2022	2023	2024	2025
Produk <i>Products</i>	RM Juta <i>RM Million</i>						
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	4,946.4	2,527.7	1,629.4	3,538.6	5,068.1	6,606.0	7,607.3
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	767.1	395.3	195.5	611.2	853.5	1,092.6	1,295.3
Perkhidmatan agensi pengembaraan dan penempahan lain <i>Travel agencies and other reservation services</i>	7.0	0.8	0.5	1.3	1.9	3.2	5.2
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	937.5	336.3	257.2	704.3	933.2	1,240.6	1,324.0
Jualan runcit bahan api kenderaan <i>Retail sale of automotive fuel</i>	4,964.9	1,517.3	1,149.4	3,760.8	4,335.7	5,286.0	5,911.3
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	20,230.2	11,741.3	7,087.0	14,629.1	18,682.8	25,690.6	28,775.8
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	2,198.6	241.6	216.7	983.1	1,265.3	1,657.2	1,791.3
Jumlah <i>Total</i>	34,051.7	16,760.5	10,535.7	24,228.5	31,140.7	41,576.2	46,710.1
Perubahan peratusan tahunan (%) <i>Annual percentage change (%)</i>	9.2	-50.8	-37.1	130.0	28.5	33.5	12.3
	Peratus sumbangan (%) <i>Percentage share (%)</i>						
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	14.5	15.1	15.5	14.6	16.3	15.9	16.3
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	2.3	2.4	1.9	2.5	2.7	2.6	2.8
Perkhidmatan agensi pengembaraan dan penempahan lain <i>Travel agencies and other reservation services</i>	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	2.8	2.0	2.4	2.9	3.0	3.0	2.8
Jualan runcit bahan api kenderaan <i>Retail sale of automotive fuel</i>	14.6	9.1	10.9	15.5	13.9	12.7	12.7
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	59.4	70.1	67.3	60.4	60.0	61.8	61.6
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	6.5	1.4	2.1	4.1	4.1	4.0	3.8
Jumlah <i>Total</i>	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Sumber : Jabatan Perangkaan Malaysia
Source : Department of Statistics, Malaysia

	2019	2020	2021	2022	2023 ^r	2024	2025 ^p
Produk <i>Products</i>	RM Juta <i>RM Million</i>						
Perkhidmatan penginapan <i>Accommodation services</i>	10,080.0	3,747.6	3,133.1	4,800.7	8,711.5	10,513.4	11,988.1
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	5,824.0	2,213.4	2,107.6	3,763.9	6,220.5	7,670.2	8,507.7
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	14,224.0	5,927.5	2,822.7	6,986.9	9,927.4	12,051.1	14,428.8
Perkhidmatan agensi pengembaraan dan penempahan lain <i>Travel agencies and other reservation services</i>	1,568.0	575.8	104.9	788.8	1,175.6	1,502.6	1,739.6
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	1,568.0	592.3	94.4	473.3	692.3	857.7	1,012.7
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	10,886.4	3,675.3	1,887.4	5,161.3	11,868.6	13,584.0	15,081.5
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	649.6	487.3	335.5	563.5	999.4	964.9	1,064.9
Jumlah <i>Total</i>	44,800.1	17,219.2	10,485.6	22,538.4	39,595.4	47,144.0	53,823.3
Perubahan peratusan tahunan (%) <i>Annual percentage change (%)</i>	8.9	-61.6	-39.1	114.9	75.7	19.1	14.2
Peratus sumbangan (%) <i>Percentage share (%)</i>							
Perkhidmatan penginapan <i>Accommodation services</i>	22.5	21.8	29.9	21.3	22.0	22.3	22.3
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	13.0	12.9	20.1	16.7	15.7	16.3	15.8
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	31.8	34.4	26.9	31.0	25.1	25.6	26.8
Perkhidmatan agensi pengembaraan dan penempahan lain <i>Travel agencies and other reservation services</i>	3.5	3.3	1.0	3.5	3.0	3.2	3.2
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	3.5	3.4	0.9	2.1	1.7	1.8	1.9
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	24.3	21.3	18.0	22.9	30.0	28.8	28.0
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	1.5	2.8	3.2	2.5	2.5	2.0	2.0
Jumlah <i>Total</i>	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Sumber : Jabatan Perangkaan Malaysia
Sources : Department of Statistics, Malaysia

	2019	2020	2021	2022	2023	2024	2025 ^p
Produk <i>Products</i>	RM Juta <i>RM Million</i>						
Perkhidmatan penginapan <i>Accommodation services</i>	30,633.0	5,231.9	1,152.2	11,190.6	25,022.5	31,247.1	33,534.7
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	26,721.7	9,508.6	2,861.7	15,328.1	24,377.4	34,439.6	38,121.5
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	22,408.3	4,919.3	1,066.9	11,977.4	21,981.8	27,958.6	31,940.8
Perkhidmatan agensi pengembaraan dan penempahan lain <i>Travel agencies and other reservation services</i>	5,650.6	677.1	21.6	1,515.2	4,345.4	5,572.0	8,918.6
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	4,222.0	964.2	466.8	3,778.2	5,115.3	5,856.9	9,322.5
Jualan runcit bahan api kenderaan <i>Retail sale of automotive fuel</i>	15,965.7	3,651.2	2,038.9	9,165.6	11,975.6	14,583.2	17,615.7
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	68,957.8	25,985.2	9,308.3	36,227.6	56,230.3	78,570.7	88,868.7
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	7,500.2	1,390.9	1,005.5	3,846.0	5,454.7	7,362.5	8,600.5
Jumlah <i>Total</i>	182,059.1	52,328.4	17,921.9	93,028.7	154,503.0	205,590.7	236,923.1
Perubahan peratusan tahunan (%) <i>Annual percentage change (%)</i>	6.8	-71.3	-65.8	419.1	66.1	33.1	15.2
Peratus sumbangan (%) <i>Percentage share (%)</i>							
Perkhidmatan penginapan <i>Accommodation services</i>	16.8	10.0	6.4	12.0	16.2	15.2	14.2
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	14.7	18.2	16.0	16.5	15.8	16.8	16.1
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	12.3	9.4	6.0	12.9	14.2	13.6	13.5
Perkhidmatan agensi pengembaraan dan penempahan lain <i>Travel agencies and other reservation services</i>	3.1	1.3	0.1	1.6	2.8	2.7	3.8
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	2.3	1.8	2.6	4.1	3.3	2.8	3.9
Jualan runcit bahan api kenderaan <i>Retail sale of automotive fuel</i>	8.8	7.0	11.4	9.9	7.8	7.1	7.4
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	37.9	49.7	51.9	38.9	36.4	38.2	37.5
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	4.1	2.7	5.6	4.1	3.5	3.6	3.6
Jumlah <i>Total</i>	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Sumber : Jabatan Perangkaan Malaysia
Lembaga Penggalakan Pelancongan Malaysia (Tourism Malaysia)

Sources : Department of Statistics, Malaysia
Malaysia Tourism Promotion Board (Tourism Malaysia)

Jadual 4 = Penjumlahan Jadual 1 dan Jadual 2
Table 4 = Summation of Table 1 and Table 2

	2019	2020	2021	2022	2023	2024 ^e	2025 ^p
Industri Industry	RM Juta RM Million						
Perkhidmatan penginapan <i>Accommodation services</i>	26,406.8	12,137.9	9,712.6	14,727.5	22,912.2	26,101.8	30,015.7
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	43,166.7	35,571.2	33,845.9	42,052.4	45,159.9	47,726.0	53,006.3
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	9,379.5	4,863.0	3,682.1	5,790.0	7,286.1	8,305.7	9,160.3
Perkhidmatan agensi pengembaraan dan penempahan lain <i>Travel agencies and other reservation services</i>	4,226.9	1,641.5	1,092.9	3,265.9	4,109.0	4,855.5	5,813.5
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	11,307.1	6,307.6	4,215.3	8,873.0	10,307.3	11,922.2	13,746.7
Jualan runcit bahan api kenderaan <i>Retail sale of automotive fuel</i>	4,725.9	4,181.6	4,361.6	4,300.8	4,897.1	5,175.8	5,510.9
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	111,121.6	106,560.0	111,617.8	134,633.2	145,940.6	154,591.7	163,511.2
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	29,695.0	29,036.5	30,013.2	31,591.0	35,375.0	38,874.2	42,265.4
Jumlah Nilai Ditambah Kasar Industri Pelancongan <i>Total Gross Value Added of Tourism Industries</i>	240,029.5	200,299.2	198,541.4	245,233.8	275,987.2	297,553.1	323,029.9
Keluaran Dalam Negeri Kasar <i>Gross Domestic Product</i>	1,512,737.8	1,418,490.9	1,548,700.8	1,794,893.1	1,825,325.4	1,933,209.4	2,025,379.1
Perubahan peratusan tahunan (%) <i>Annual percentage change (%)</i>							
Nilai Ditambah Kasar Industri Pelancongan <i>Gross Value Added of Tourism Industries</i>	8.9	-16.6	-0.9	23.5	12.5	7.8	8.6
Keluaran Dalam Negeri Kasar <i>Gross Domestic Product</i>	4.5	-6.2	9.2	15.9	1.7	5.9	4.8
Peratus sumbangan (%) <i>Percentage share (%)</i>							
Perkhidmatan penginapan <i>Accommodation services</i>	11.0	6.1	4.9	6.0	8.3	8.8	9.3
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	18.0	17.8	17.0	17.1	16.4	16.0	16.4
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	3.9	2.4	1.9	2.4	2.6	2.8	2.8
Perkhidmatan agensi pengembaraan dan penempahan lain <i>Travel agencies and other reservation services</i>	1.8	0.8	0.6	1.3	1.5	1.6	1.8
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	4.7	3.1	2.1	3.6	3.7	4.0	4.3
Jualan runcit bahan api kenderaan <i>Retail sale of automotive fuel</i>	2.0	2.1	2.2	1.8	1.8	1.7	1.7
Barang khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic goods</i>	46.3	53.2	56.2	54.9	52.9	52.0	50.6
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	12.4	14.5	15.1	12.9	12.8	13.1	13.1
Jumlah Nilai Ditambah Kasar Industri Pelancongan <i>Total Gross Value Added of Tourism Industries</i>	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Nilai Ditambah Kasar Industri Pelancongan kepada KDNK <i>Gross Value Added of Tourism Industries to GDP</i>	15.9	14.1	12.8	13.7	15.1	15.4	15.9

Jumlah penawaran domestik mengikut jenis produk pada harga pembeli

Total domestic supply by type of product at purchasers' prices

	2019	2020	2021	2022	2023	2024 ^a	2025 ^p
Produk Products	Penawaran mengikut industri (RM Juta) Supply by industries (RM Million)						
Perkhidmatan penginapan Accommodation services	31,824.3	18,490.3	5,612.1	21,437.2	26,707.6	32,406.8	34,663.4
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	96,026.7	75,318.3	24,541.9	75,812.7	82,070.4	111,544.9	122,759.0
Perkhidmatan pengangkutan penumpang Passenger transport services	42,379.5	31,300.1	27,113.3	31,708.8	40,571.0	51,041.7	56,501.0
Perkhidmatan agensi pengembaraan dan penempahan lain Travel agencies and other reservation services	6,973.1	3,943.1	226.5	3,825.7	6,090.0	7,856.3	12,547.6
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	24,776.6	13,993.9	9,718.9	16,746.2	18,217.4	20,567.7	32,532.7
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	47,612.6	27,042.4	24,292.7	37,013.3	37,714.1	44,165.6	53,022.4
Perdagangan runcit Retail trade	159,423.4	153,134.5	159,968.0	175,561.3	189,589.6	203,979.7	230,674.4
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	55,584.1	53,316.3	47,675.9	53,283.9	65,366.7	66,504.2	77,233.5
Jumlah Total	464,600.4	376,538.9	299,149.2	415,389.1	466,326.8	538,066.8	619,934.0
	Kadar pelancongan Tourism ratio						
Perkhidmatan penginapan Accommodation services	0.963	0.283	0.205	0.522	0.937	0.964	0.967
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	0.278	0.126	0.117	0.202	0.297	0.309	0.311
Perkhidmatan pengangkutan penumpang Passenger transport services	0.529	0.157	0.039	0.378	0.542	0.548	0.565
Perkhidmatan agensi pengembaraan dan penempahan lain Travel agencies and other reservation services	0.810	0.172	0.096	0.396	0.714	0.709	0.711
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	0.170	0.069	0.048	0.226	0.281	0.285	0.287
Jualan runcit bahan api kenderaan Retail sale of automotive fuel	0.335	0.135	0.084	0.248	0.318	0.330	0.332
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	0.433	0.170	0.058	0.206	0.297	0.385	0.385
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	0.135	0.026	0.021	0.072	0.083	0.111	0.111
Jumlah Total	0.392	0.139	0.060	0.224	0.331	0.382	0.382
	RM Juta RM Million						
Nilai Ditambah Kasar Pelancongan Langsung Tourism Direct Gross Value Added	102,233.3	28,314.8	11,656.6	54,921.4	91,439.8	113,692.5	123,453.8
Keluaran Dalam Negeri Kasar Pelancongan Langsung Tourism Direct Gross Domestic Product	102,272.3	28,350.8	11,660.1	59,516.3	102,011.0	126,505.8	138,670.0
	Perubahan peratusan tahunan (%) Annual percentage change (%)						
Nilai Ditambah Kasar Pelancongan Langsung Tourism Direct Gross Value Added	8.1	-72.3	-58.8	371.2	66.5	24.3	8.6
Keluaran Dalam Negeri Kasar Pelancongan Langsung Tourism Direct Gross Domestic Product	8.1	-72.3	-58.9	410.4	71.4	24.0	9.6
	Peratus sumbangan (%) Percentage share (%)						
Nilai Ditambah Kasar Pelancongan Langsung kepada NDK Tourism Direct Gross Value Added to GVA	6.8	2.0	0.8	3.1	5.1	6.0	6.3
KDNK Pelancongan Langsung kepada KDNK Tourism Direct Gross Domestic Product to GDP	6.8	2.0	0.8	3.3	5.6	6.5	6.8

Sumber : Jabatan Perangkaan Malaysia
Sources : Department of Statistics, Malaysia

	2019	2020	2021	2022	2023	2024	2025
Industri <i>Industry</i>	Ribu orang <i>Thousand persons</i>						
Perkhidmatan penginapan <i>Accommodation services</i>	233.8	209.9	202.8	218.7	225.6	231.9	241.4
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	1,237.7	1,189.1	1,164.4	1,189.5	1,244.5	1,294.4	1,344.3
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	177.3	158.2	154.1	167.9	171.9	175.7	182.2
Perkhidmatan agensi pengembaraan dan penempahan lain <i>Travel agencies and other reservation services</i>	40.7	31.0	23.6	25.7	27.7	29.4	30.2
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	81.2	63.2	48.0	50.2	54.6	58.4	58.6
Jualan runcit bahan api kenderaan <i>Retail sale of automotive fuel</i>	34.7	31.0	29.5	29.7	30.4	31.4	32.5
Perdagangan runcit <i>Retail trade</i>	1,158.1	1,156.6	1,166.7	1,178.2	1,254.9	1,339.5	1,388.0
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	356.9	342.5	347.9	364.8	372.6	377.1	383.6
Jumlah <i>Total</i>	3,320.4	3,181.5	3,137.0	3,224.7	3,382.2	3,537.8	3,660.7
Perubahan peratusan tahunan (%) <i>Annual percentage change (%)</i>	2.2	-4.2	-1.4	2.8	4.9	4.6	3.5
	Peratus sumbangan (%) <i>Percentage share (%)</i>						
Perkhidmatan penginapan <i>Accommodation services</i>	7.0	6.6	6.5	6.8	6.7	6.6	6.6
Perkhidmatan penyediaan makanan dan minuman <i>Food and beverage serving services</i>	37.3	37.4	37.1	36.9	36.8	36.6	36.7
Perkhidmatan pengangkutan penumpang <i>Passenger transport services</i>	5.3	5.0	4.9	5.2	5.1	5.0	5.0
Perkhidmatan agensi pengembaraan dan penempahan lain <i>Travel agencies and other reservation services</i>	1.2	1.0	0.8	0.8	0.8	0.8	0.8
Perkhidmatan kebudayaan, sukan dan rekreasi <i>Cultural, sports and recreational services</i>	2.4	2.0	1.5	1.6	1.6	1.7	1.6
Jualan runcit bahan api kenderaan <i>Retail sale of automotive fuel</i>	1.0	1.0	0.9	0.9	0.9	0.9	0.9
Perdagangan runcit <i>Retail trade</i>	34.9	36.4	37.2	36.5	37.1	37.9	37.9
Perkhidmatan khusus bercirikan pelancongan negara <i>Country-specific tourism characteristic services</i>	10.7	10.8	11.1	11.3	11.0	10.7	10.5
Jumlah <i>Total</i>	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Sumber : Jabatan Perangkaan Malaysia
Source : Department of Statistics, Malaysia

NOTA TEKNIKAL
TECHNICAL NOTES



NOTA TEKNIKAL

1. PENGENALAN

Penyediaan Akaun Satelit Pelancongan (ASP) Malaysia adalah berdasarkan *Tourism Satellite Account: Recommended Methodological Framework* (TSA: RMF) 2008 dan *International Recommendations for Tourism Statistics* (IRTS) yang diterbitkan oleh *United Nations World Tourism Organization* (UNWTO). Konsep dan definisi ASP yang digunakan telah diselaraskan mengikut keperluan Malaysia.

Bahagian ini akan menerangkan konsep dan definisi yang dipraktikkan oleh Malaysia dalam menyusun jadual-jadual ASP.

2. 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 negara tersebut atau tempat yang dilawati. Berikut ialah senarai tujuan utama lawatan seperti yang disenaraikan dalam IRTS:

- a. Perniagaan dan profesional;
- b. Percutian, mengisi masa lapang dan rekreasi;
- c. Melawat rakan dan saudara-mara;
- d. Pendidikan dan latihan;
- e. Kesihatan dan rawatan perubatan;
- e. Hal-hal keagamaan/ menziarahi ke tempat suci keagamaan;
- g. Membeli-belah; dan
- h. 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:

- i. Pelancong - Jika perjalanannya melibatkan tidur bermalam
- ii. Pelawat harian - Jika perjalanannya mengambil masa kurang daripada 24 jam

2.2 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.

Di Malaysia, penentuan persekitaran biasa menjadi elemen penting terutamanya bagi pelancongan domestik. Oleh yang demikian, seperti yang dicadangkan oleh UNWTO, Malaysia telah menetapkan kriteria berikut bagi menentukan seseorang itu adalah pelawat:

- a. Mereka yang membuat perjalanan pergi dan balik sekurang-kurangnya 50 kilometer dari kawasan kediaman mereka untuk tujuan pelancongan, berada di luar persekitaran biasa mereka dan memperuntukkan masa sekurang-kurangnya 4 jam di lokasi tersebut; dan
- b. Mereka yang membuat perjalanan pergi dan balik kurang daripada 50 kilometer pula, masa yang digunakan hendaklah minimum 4 jam dan lebih serta menggunakan kemudahan pelancongan seperti kemudahan pengangkutan, penginapan, makanan & minuman dan rekreasi.

3. JENIS-JENIS PELANCONGAN

3.1 Pelancongan *inbound*

Terdiri daripada aktiviti pelawat bukan residen yang membuat perjalanan ke negara rujukan (Malaysia) bagi perjalanan *inbound*.

3.2 Pelancongan domestik

Terdiri daripada aktiviti pelawat residen yang membuat perjalanan dalam negara rujukan (Malaysia) sama ada sebahagian daripada perjalanan domestik atau sebahagian daripada perjalanan *outbound*.

3.3 Pelancongan *outbound*

Terdiri daripada aktiviti pelawat residen yang membuat perjalanan di luar negara rujukan (Malaysia) sama ada sebahagian daripada perjalanan *outbound* atau sebahagian daripada perjalanan domestik.

3.4 Pelancongan *internal*

Terdiri daripada pelancongan domestik dan pelancongan *inbound*, iaitu aktiviti pelawat residen dan bukan residen di dalam negara rujukan (Malaysia) sama ada sebahagian daripada perjalanan domestik atau antarabangsa.

3.5 Pelancongan nasional

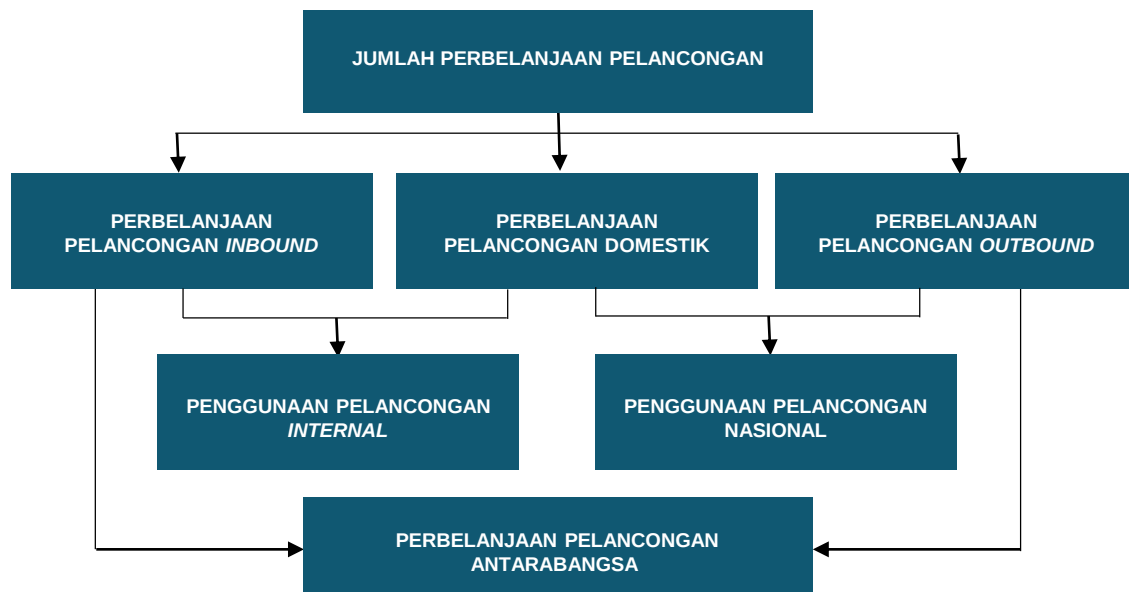
Terdiri daripada pelancongan domestik dan pelancongan *outbound*, iaitu aktiviti pelawat residen dalam dan luar negara rujukan (Malaysia) sama ada sebahagian daripada perjalanan domestik atau *outbound*.

3.6 Pelancongan antarabangsa

Terdiri daripada pelancongan *inbound* dan pelancongan *outbound*, iaitu aktiviti pelawat residen di luar negara rujukan (Malaysia) sama ada sebahagian daripada perjalanan domestik atau *outbound* dan aktiviti pelawat bukan residen dalam negara rujukan (Malaysia) bagi perjalanan *inbound*.

Rajah di bawah menunjukkan jenis-jenis perbelanjaan pelancongan:

Jenis-jenis perbelanjaan pelancongan



4. 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.

4.1 Perbelanjaan pelancongan *inbound*

Perbelanjaan pelancongan bagi pelawat bukan residen dalam ekonomi rujukan (Malaysia).

4.2 Perbelanjaan pelancongan domestik

Perbelanjaan pelancongan bagi pelawat residen dalam ekonomi rujukan (Malaysia).

4.3 Perbelanjaan pelancongan *outbound*

Perbelanjaan pelancongan bagi pelawat residen di luar ekonomi rujukan (Malaysia).

4.4 Perbelanjaan pelancongan *internal*

Terdiri daripada perbelanjaan pelancongan bagi pelawat residen dan bukan residen di dalam ekonomi rujukan (Malaysia). Ia merupakan jumlah keseluruhan perbelanjaan pelancongan domestik dan perbelanjaan pelancongan *inbound*.

4.5 Perbelanjaan pelancongan nasional

Terdiri daripada semua perbelanjaan pelancongan bagi pelawat residen di dalam dan di luar ekonomi rujukan (Malaysia). Ia adalah jumlah perbelanjaan pelancongan domestik dan pelancongan *outbound*.

4.6 Perbelanjaan pelancongan antarabangsa

Gabungan perbelanjaan pelancongan bagi pelawat bukan residen di dalam ekonomi rujukan (eksport perkhidmatan) dengan perbelanjaan pelancongan pelawat residen di luar ekonomi rujukan (import perkhidmatan). Ia adalah jumlah perbelanjaan pelancongan *inbound* dan perbelanjaan pelancongan *outbound*.

4.7 Jumlah perbelanjaan pelancongan

Gabungan perbelanjaan pelancongan bagi pelawat bukan residen di dalam ekonomi rujukan (Malaysia) dengan perbelanjaan pelancongan pelawat residen di dalam dan di luar ekonomi rujukan (Malaysia). Ini merupakan jumlah perbelanjaan pelancongan *inbound*, perbelanjaan pelancongan domestik dan perbelanjaan pelancongan *outbound*.

5. 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, yang mana ditentukan oleh aktiviti yang menghasilkan nilai ditambah yang paling tinggi.

6. PRODUK-PRODUK PELANCONGAN

Produk pelancongan dikelaskan kepada dua kumpulan utama iaitu produk penggunaan dan produk bukan penggunaan.

6.1 Produk Penggunaan

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

a. 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 pengembaraan & penempahan lain, dan perkhidmatan kebudayaan, sukan & rekreasi.

b. 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 MICE.

7. AKAUN PENGELUARAN

Berdasarkan *System of National Accounts 2008*, akaun pengeluaran merekodkan aktiviti pengeluaran barangan dan perkhidmatan. Akaun pengeluaran menunjukkan output sebagai sumber dan penggunaan perantaraan sebagai penggunaan dan nilai ditambah sebagai item pengimbang.

8. NILAI DITAMBAH

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

8.1 NDKIP

Nilai Ditambah Kasar Industri Pelancongan 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 bagi proses pengeluaran.

8.2 NDKPL

Nilai Ditambah Kasar Pelancongan Langsung adalah jumlah daripada sebahagian nilai ditambah kasar yang dijanakan oleh industri pelancongan dan industri ekonomi lain yang menyediakan perkhidmatan secara langsung kepada pelawat bagi memenuhi penggunaan pelancongan *internal*.

8.3 KDNKPL

Keluaran Dalam Negeri Kasar Pelancongan Langsung 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.

Jadual menunjukkan perbandingan agregat penawaran:

Perbandingan agregat penawaran

Agregat	Nilai Ditambah Kasar Industri Pelancongan	Nilai Ditambah Kasar Pelancongan Langsung	Keluaran Dalam Negeri Kasar Pelancongan Langsung
NDK (pada harga asas) dijana daripada penawaran kepada pelawat oleh industri pelancongan	Ya	Ya	Ya
NDK (pada harga asas) dijana daripada penawaran kepada bukan pelawat oleh industri pelancongan	Ya	Tidak	Tidak
NDK (pada harga asas) dijana daripada penawaran kepada pelawat oleh industri lain	Tidak	Ya	Ya
NDK (pada harga asas) dijana daripada penawaran kepada bukan pelawat oleh industri lain	Tidak	Tidak	Tidak
Cukai bersih ke atas produk dan import termasuk nilai penggunaan pelancongan <i>internal</i> (pada harga pembeli)	Tidak	Tidak	Ya

9. KADAR PELANCONGAN

Kadar pelancongan merupakan kadaran daripada penggunaan pelancongan *internal* oleh pelawat dibahagikan dengan penawaran domestik pada harga pembeli (terdiri daripada output pengeluaran domestik, import, cukai ditolak subsidi ke atas produk dan import serta margin perdagangan dan pengangkutan).

$$\text{Kadar pelancongan} = \frac{\text{Penggunaan pelancongan } \textit{internal}}{\text{Penawaran domestik}}$$

METODOLOGI & SUMBER DATA

1. Penyusunan akaun satelit

Penyusunan ASP adalah dihasilkan rentetan daripada pelaksanaan *System of National Accounts* 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 contoh pelancongan yang 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 penggunaan penginapan. Pelancongan contohnya terdiri daripada industri seperti pengangkutan, penginapan, aktiviti penyediaan makanan & minuman, rekreasi, hiburan dan agensi pengembaraan.

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 diperolehi daripada agensi yang berbeza dikumpulkan di dalam akaun ini untuk memberikan gambaran yang lebih baik dan holistik berkenaan impak industri pelancongan di Malaysia.

2. Penyusunan ASP Malaysia

Tujuan ASP 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; serta aktiviti ekonomi lain di dalam atau di luar Malaysia. Penyusunan ASP telah bermula pada tahun 2003 dan Survei Pelancongan Domestik (DTS) secara rasminya dilaksanakan pada tahun 2006.

3. Indikator pelancongan Malaysia

Penyusunan ASP turut memuatkan indikator bukan monetori seperti yang disarankan dalam manual TSA: RMF 2008. Indikator tersebut terdiri daripada:

- a. Bilangan pelancong
 - mengikut negara/ negeri;
 - mod pengangkutan; dan
- b. Statistik penginapan

Indikator tersebut diselaraskan dengan Jadual 10 seperti yang di dalam TSA: RMF 2008.

4. Jadual utama ASP Malaysia

Berdasarkan manual TSA: RMF 2008, ASP Malaysia mempunyai tujuh (7) jadual utama yang akan dijelaskan seperti berikut:

Jadual 1: Perbelanjaan pelancongan *inbound* mengikut produk dan pengelasan pelawat

Jadual 1 terdiri daripada jumlah hasil terimaan dalam Ringgit Malaysia (RM) dan peratus agihan perbelanjaan pelancongan. Data perbelanjaan pelancongan *inbound* diperolehi daripada komponen perjalanan, Perangkaan Imbangan Pembayaran dan yang mengambil kira perbelanjaan penumpang antarabangsa bagi udara, laut dan pengangkutan lain. Selain itu, statistik ini turut mengguna pakai maklumat daripada dapatan *Departing Visitor Survey* (DVS) yang dijalankan oleh Tourism Malaysia (TM).

Jadual 2: Perbelanjaan pelancongan domestik mengikut produk dan pengelasan pelawat

Jadual 2 diperolehi daripada Survei Pelancongan Domestik (DTS) yang dijalankan oleh DOSM. Survei ini meliputi individu yang menetap di Malaysia 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 adalah berbeza dengan jumlah perbelanjaan pelancongan domestik yang diterbitkan di laporan Survei Pelancongan Domestik disebabkan oleh perbezaan konsep perbelanjaan bagi perkhidmatan penginapan dan perkhidmatan penyediaan makanan & minuman. Penyusunan ASP 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 *outbound* mengikut produk dan pengelasan pelawat

Data bagi perbelanjaan pelancongan *outbound* di Jadual 3 diperolehi daripada data Perangkaan Imbangan Pembayaran bagi komponen perbelanjaan perjalanan ke luar negara melalui udara, menziarahi tempat keagamaan dan rawatan perubatan. Perbelanjaan penumpang antarabangsa bagi udara, laut dan pengangkutan lain juga turut diambil kira seperti saranan TSA: RMF 2008. Data bagi tahun 2023 disemak semula menggunakan kaedah penganggaran metodologi yang terbaru.

Jadual 4: Penggunaan pelancongan *internal* mengikut produk

Data bagi Jadual 4 diperolehi daripada perbelanjaan pelancongan *inbound* dan perbelanjaan pelancongan domestik. Gabungan kedua-dua jadual ini memberikan maklumat bagi penggunaan pelancongan *internal*.

Jadual 5: Nilai Ditambah Kasar Industri Pelancongan pada harga semasa

Jadual Penawaran dan Penggunaan (SUT) merupakan sumber data utama bagi penyusunan Jadual 5. Oleh itu, data pengeluaran industri pelancongan bagi tahun 2015 diperoleh dari Jadual SUT 2015. Bagi tahun-tahun seterusnya, data adalah berdasarkan KDNK Tahunan.

Jadual 6: Jumlah penawaran domestik mengikut jenis produk pada harga pembeli

Jadual 6 dijana daripada akaun pengeluaran industri pelancongan & industri lain di Jadual 5 dan penggunaan pelancongan *internal* di Jadual 4.

Jadual 7: Guna tenaga dalam industri berkaitan pelancongan

Guna tenaga dalam industry berkaitan pelancongan disusun berdasarkan sumber data dari Survei Tenaga Buruh (STB), Survei Ekonomi Tahunan, Survei Perkhidmatan Suku Tahunan dan Survei Perdagangan Borong & Runcit Bulanan yang diterbitkan oleh DOSM.

SIMBOL

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

1. INTRODUCTION

The compilation of the Tourism Satellite Account (TSA) of Malaysia is based on Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF) 2008 and International Recommendations for Tourism Statistics (IRTS) published by the United Nations World Tourism Organization (UNWTO). The concepts and definitions of TSA are adapted and according to Malaysia's need.

This section will present the concepts and definitions practised by Malaysia in constructing TSA tables.

2. 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 a resident entity in the country or place visited. The following list is incorporated in IRTS as the main purpose of the 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, the scenario 'balik kampung' by residents during festive seasons is also defined as tourism. A visitor is classified into two categories:

- i. Tourist - If his/ her trip includes an overnight stay*
- ii. Excursionist - If his/ her trip takes less than 24 hours*

2.2 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 if 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 not be covered in the TSA compilation. However, the concept may differ among countries according to their nature.

In Malaysia, determination of the usual environment seems to be significant especially for domestic tourism. Thus, as suggested by the UNWTO, Malaysia has decided the following criteria to determine a visitor:

- a. Those who take a trip from their residence for tourism purposes at least 50 kilometres to and return, outside their usual environment and spend a minimum of 4 hours at the location; and*
- b. Those who take a trip for a distance less than 50 kilometres to and return, the period should be a minimum of 4 hours and more and use tourism facilities such as transport, accommodation, food & beverage and recreation.*

3. TYPES OF TOURISM

3.1 Inbound tourism

Comprises the activities of a non-resident visitor within the country of reference (Malaysia) on an inbound trip.

3.2 Domestic tourism

Comprises the activities of a resident visitor within the country of reference (Malaysia) either as part of a domestic trip or part of an outbound trip.

3.3 Outbound tourism

Comprises the activities of a resident visitor outside the country of reference (Malaysia), either as part of an outbound trip or as part of a domestic trip.

3.4 Internal tourism

Comprises domestic tourism and Inbound tourism, that is the activities of resident and non-resident visitors within the country of reference (Malaysia) as part of domestic or international trips.

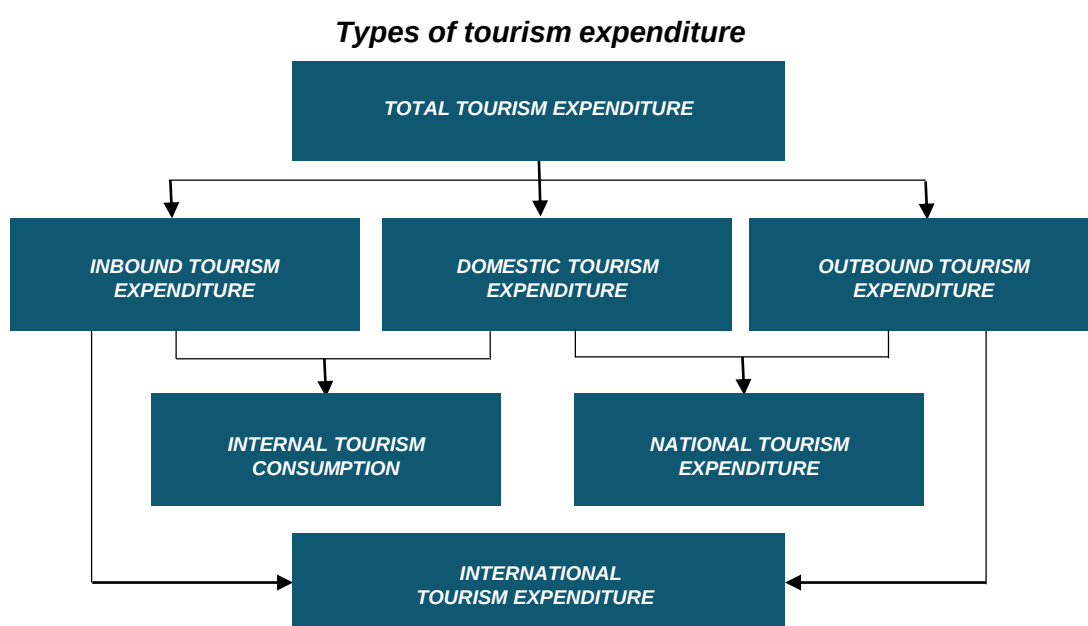
3.5 National tourism

Comprises domestic tourism and outbound tourism, that is the activities of resident visitors within and outside the country of reference (Malaysia) either as part of a domestic or outbound trip.

3.6 International tourism

Comprises inbound tourism and outbound tourism, that is, the activities of resident visitors outside the country of reference (Malaysia) either as part of a domestic or outbound trip and the activities of non-resident visitors within the country of reference (Malaysia) on an inbound trip.

Types of tourism expenditure illustrated below:



4. TOURISM EXPENDITURE

Tourism expenditure refers to the amount paid for the acquisition of consumption goods and services, as well as valuables, for one's 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 also be included.

4.1 Inbound tourism expenditure

Tourism expenditure of a non-resident visitor within the economy of reference (Malaysia).

4.2 Domestic tourism expenditure

Tourism expenditure of a resident visitor within the economy of reference (Malaysia).

4.3 Outbound tourism expenditure

Tourism expenditure of a resident visitor outside the economy of reference (Malaysia).

4.4 Internal tourism consumption

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

4.5 National tourism expenditure

Comprises all tourism expenditure of resident visitors within and outside the economy of reference (Malaysia). It is the sum of domestic tourism expenditure and outbound tourism expenditure.

4.6 International tourism expenditure

A combination of tourism expenditure of non-resident visitors within the economy of reference (export of services) with tourism expenditure of resident visitors outside this economy of reference (import of services). It is the sum of inbound tourism expenditure and outbound tourism expenditure.

4.7 Total tourism expenditure

A combination of tourism expenditure of non-resident visitors within the economy of reference (Malaysia) with tourism expenditure of resident visitors within and outside the economy of reference (Malaysia). It is the sum of inbound tourism expenditure, domestic tourism expenditure and outbound tourism expenditure.

5. TOURISM INDUSTRY

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

6. TOURISM PRODUCTS

Tourism products are divided into two main subgroups namely consumption products and non-consumption products.

6.1 Consumption products

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

a. 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.

b. 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 i.e. health, education, spa and MICE.

7. PRODUCTION ACCOUNTS

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

8. 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. It is the value of output less the value of intermediate consumption.

8.1 GVATI

Gross Value Added of Tourism Industries 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.

8.2 TDGVA

Tourism Direct Gross Value Added is the part of gross value added generated by tourism industry and other industries of the economy that directly serve visitors in response to Internal tourism consumption.

8.3 TDGDP

Tourism Direct Gross Domestic Product 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.

Table shows the comparison of supply aggregates:

Comparison of supply aggregates

Aggregates	Gross Value Added of Tourism Industries	Tourism Direct Gross Value Added	Tourism Direct Gross Domestic Product
<i>GVA (at basic prices) generated by the supply to visitors by the tourism industries</i>	Yes	Yes	Yes
<i>GVA (at basic prices) generated by the supply to non - visitors by the tourism industries</i>	Yes	No	No
<i>GVA (at basic prices) generated by the supply to visitors by other industries</i>	No	Yes	Yes
<i>GVA (at basic prices) generated by the supply to non - visitors by other industries</i>	No	No	No
<i>Net taxes on products and imports included in the value of internal tourism consumption (at purchaser's prices)</i>	No	No	Yes

9. TOURISM RATIO

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

$$\text{Tourism ratio} = \frac{\text{Internal tourism consumption}}{\text{Domestic supply}}$$

METHODOLOGY & DATA SOURCES

1. Establishment of satellite account

The compilation of TSA is made possible due to the System of National Accounts is well established 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 i.e. tourism which allows the measurement to be implemented. It also permits further linkages to additional information specific to tourism such as employment, overseas tourist numbers and accommodation occupancy statistics. Tourism, for example consists of industries such as transportation, accommodation, food & beverage service activities, recreation, entertainment and travel agencies.

Development of satellite account is a systematic statistical measurement which applies concept, classification and definition which are based on international standard so as 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.

2. Establishment of Malaysia's TSA

The purpose of TSA 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 economy; as well as with other economic activities within or outside Malaysia. TSA initiated in 2003 and Domestic Tourism Survey (DTS) officially conducted in 2006.

3. Malaysia tourism indicators

This TSA publication had also includes the non-monetary indicators as per TSA: RMF 2018 manual guideline. Indicators are consists of:

a. No. of tourist arrivals

- by country/ state;*
- mode of transports; and*

b. Accommodation statistics

These indicators conform with Table 10 in the TSA: RMF 2008.

4. Main tables Malaysia's TSA

Based on the manual of TSA: RMF 2008, Malaysia's TSA comprises of seven (7) main tables which will be described as follows:

Table 1: Inbound tourism expenditure by product and classes of visitors

Table 1 consists of total inbound tourist receipts in Ringgit Malaysia (RM) and percentage distribution breakdown of tourism expenditure. Inbound tourism expenditure data obtain from travel component of Balance of Payment. Which include the international passenger expenses for air, sea and other transportation. Besides, it also use the findings from Departing Visitor Survey (DVS) that conducted by Tourism Malaysia (TM).

Table 2: Domestic tourism expenditure by product and classes of visitors

Table 2 is derived from the Domestic Tourism Survey (DTS) which is conducted by the DOSM. This survey covers those who stay in Malaysia for at least a year and above. Beside citizen and permanent resident, expatriate and non-citizen are also inclusive. Total expenditure on domestic tourism in Table 2 is different from the total domestic tourism expenditure published in Domestic Tourism Survey report due to conceptual difference in expenditures of accommodation services and food & beverage serving services. TSA compilation does not take into account the expenditures that are not paid by visitors such as accommodation services and food & beverage consumed at relatives' and friends' house.

Table 3: Outbound tourism expenditure by product and classes of visitors

Data for outbound tourism expenditure in Table 3 extracted from Balance of Payments statistics from the components such as travel abroad by air, pilgrimage to the holy places and medical treatment. International passenger expenses for air, sea and other transportation are also included as recommended in TSA: RMF 2008. The data for the year 2023 has been revised based on the new estimation method.

Table 4: Internal tourism consumption by product

Data for Table 4 derived from inbound tourism expenditure and domestic tourism expenditure. Combination of these two tables becomes internal tourism consumption.

Table 5: Gross Value Added of Tourism Industries at current prices

Supply and Use Table (SUT) is the main source of data for the compilation of Table 5. Thus, data on tourism industry production for 2015 are derived from SUT 2015. For the subsequent years, data is based on published Annual GDP.

Table 6: Total domestic supply by type of products at purchasers' prices

Table 6 is derived from production accounts of tourism industry & other industries in Table 5 and internal tourism consumption in Table 4.

Table 7: Employment in the tourism related industries

Employment in the tourism related industry is compiled based on data sources from the Labour Force Survey (LFS), Annual Economic Survey, Quarterly Services Survey and Monthly Wholesale & Retail Trade Survey published by DOSM.

SYMBOLS

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

KOD DAN KLASIFIKASI *CODE AND CLASSIFICATION*



KOD DAN 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*.

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

Keterangan bagi ISIC Rev. 4		ISIC Rev. 4	MSIC 2008
3.4	Perkhidmatan pengangkutan penumpang udara		
3.4.1	Pengangkutan penumpang udara	5110	51101, 51102, 51103
3.5	Perkhidmatan penyewaan kelengkapan pengangkutan		
3.5.1	Penyewaan dan pemajakan kenderaan bermotor	7710	77101, 77102
3.5.2	Penyewaan dan pemajakan barang rekreasi dan sukan	7721	77219
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
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		CPC Ver. 2	MCPA 2009 (5 Digit)
1. Perkhidmatan penginapan			
1.1	Aktiviti penginapan jangka masa pendek	63111, 63112, 63113, 63114, 63120, 63130, 63290	55101, 55102, 55103, 55104, 55105, 55106, 55107, 55108, 55109, 55200, 55900
1.2	Aktiviti hartanah	72111, 72122, 72123, 72130, 72221, 72222, 72223, 72230, 72211, 72213	68101, 68102, 68103, 68201
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, 66011	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		CPC Ver. 2	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, paintball	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

Keterangan bagi CPC Ver. 2		CPC Ver. 2	MCPA 2009 (5 Digit)
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
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 AND 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.

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, interurban	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

Description of ISIC Rev.4			ISIC Rev. 4	MSIC 2008
3.4	Air passenger transport			
	3.4.1	Passenger air transport	5110	51101, 51102, 51103
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		4730	47300
8. Retail trade				
8.1	Retail trade, except of motor vehicles and motorcycles		47	All except for 47300 4791 and 47991

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

TOURISM PRODUCTS

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

Description CPC Ver. 2		CPC Ver. 2	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

<i>Description CPC Ver. 2</i>		<i>CPC Ver. 2</i>	<i>MCPA 2009 (5 Digits)</i>
9. Country-specific tourism characteristic services			
9.1	<i>Finance</i>	71134, 71139, 71592	64922, 66124, 66125
9.2	<i>Insurance/ takaful</i>	71322, 71331, 71332, 71333, 71334, 71335, 71337, 71339	65121, 65122
9.3	<i>Education</i>	92310, 92320, 92330, 92410, 92420, 92510, 92520, 92911, 92912, 92919, 92920	85212, 85222, 85302, 85411, 85412, 85419, 85421, 85429, 85499, 85500
9.4	<i>Health</i>	93111, 93112, 93113, 93119, 93121, 93122, 93123, 93193, 93195, 93197, 93199	86101, 86201, 86202, 86203, 86902, 86903, 86904, 86905, 86909
9.5	<i>Meeting, incentive, convention, exhibition (MICE)</i>	85961, 85962, 85531	82301, 82302
9.6	<i>Activities of sauna, steam baths, massage salons</i>	97230	96091
9.7	<i>Others</i>	38941, 38942, 73250, 73260, 73290, 83811, 83812, 83813, 83814, 83815, 83819, 83820, 85954	74200, 77291, 77293, 77296, 77299, 82199

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