



MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

ECONOMIC CENSUS 2016 : TOURISM STATISTICS



Department of Statistics, Malaysia
<https://www.dosm.gov.my>

ECONOMY CENSUS 2016



<https://www.facebook.com/StatsMalaysia>

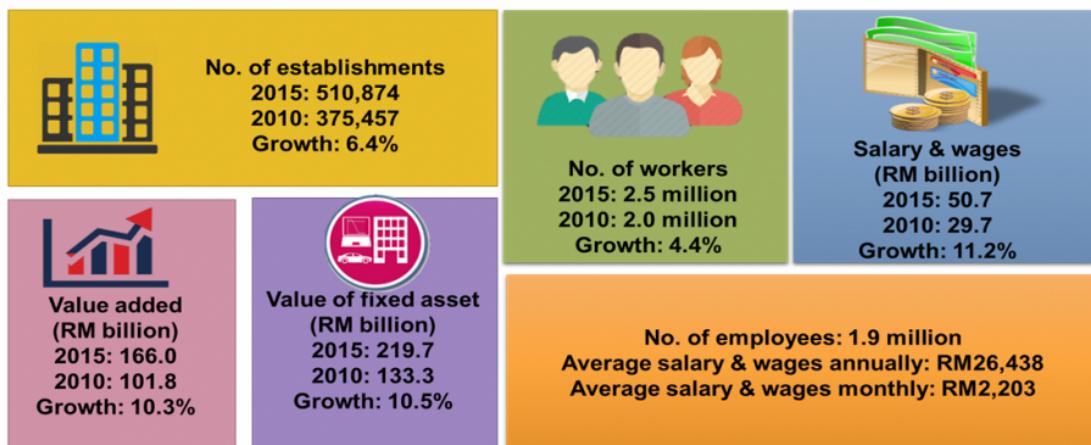


<https://twitter.com/StatsMalaysia>

MAIN FINDINGS TOURISM STATISTICS



Main statistics



Main industries*



Main states*



VALUE ADDED OF TOURISM INDUSTRY VALUED AT RM166.0 BILLION

A total of 510,874 establishments were operating with annual growth at 6.4 per cent in 2015. Value added increased 10.3 per cent per year to RM166.0 billion in 2015 from RM101.8 billion in 2010. The number of employees in this industry rose by 4.4 per cent, 2.5 million persons as compared to 2.0 million persons in 2010.



Note: % refers to annual growth rate

SELANGOR AND KUALA LUMPUR CONTRIBUTED 61.1% TO TOURISM INDUSTRY

The major states that contribute to the tourism industry are Selangor, W.P. Kuala Lumpur, Johor, Penang, Perak and Sarawak. Selangor recorded the highest value added RM51.0 billion or 30.7 per cent, followed by W.P. Kuala Lumpur RM50.5 billion (30.4%), Johor RM11.4 billion (6.9%), Penang RM9.0 billion (5.4%), Perak RM6.7 billion (4.0%) and Sarawak RM6.7 billion (4.0%).



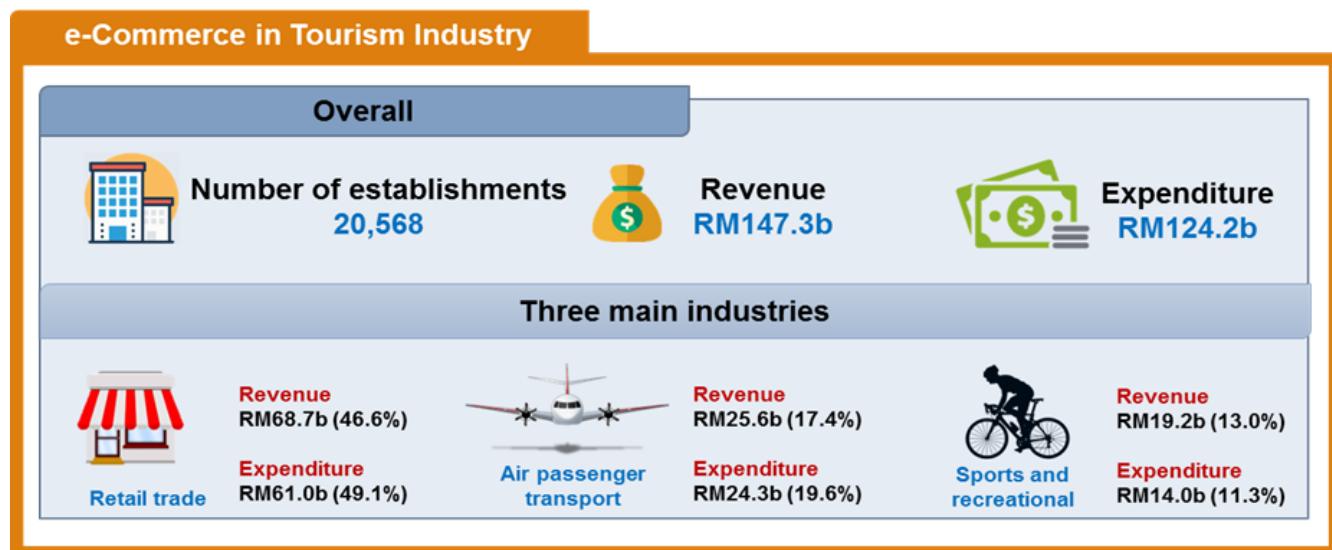
Notes: Value added

% refers to annual average growth rate

W.P.: Federal Territory

TOURISM INDUSTRY E-COMMERCE GENERATED REVENUE OF RM147.3 BILLION

Activities of e-Commerce for tourism industry generated revenue of RM147.3 billion. In terms of contribution, retail trade (shopping) services accounted for the highest percentage of 46.6 per cent followed by air passenger transport services (17.4%) and sports and recreation services (13.0%).



Released By:

THE OFFICE OF CHIEF STATISTICIAN MALAYSIA
DEPARTMENT OF STATISTICS, MALAYSIA
#myHariBulan# #myBulan# #myTahun#

Contact person:

Ho Mei Kei
Public Relation Officer
Strategic Communication & International Division
Department of Statistics, Malaysia
Tel : +603-8885 7942
Fax : +603-8888 9248
Email : mkho[at]stats.gov.my

Contact person:

Baharudin Mohamad
Public Relation Officer
Strategic Communication and International Division
Department of Statistics Malaysia
Tel : +603-8090 4681
Fax : +603-8888 9248
Email : baharudin[at]dosm.gov.my

Copyright ©2026 Department of Statistics Malaysia Official Portal. All Rights Reserved.