



MINISTRY OF ECONOMY  
DEPARTMENT OF STATISTICS MALAYSIA

TOURISM SATELLITE ACCOUNT 2015

TOURISM SATELLITE ACCOUNT **MALAYSIA 2015**

**Gross Value Added of Tourism Industries**

Mainly contributed by :

- 43.6% **Retail trade**
- 15.7% **Food & beverage**
- 13.3% **Accommodation**



Total Gross Value Added  
of Tourism Industries

**RM166b**

Share to GDP

**14.4%**

**Domestic Tourism Expenditure**

Mainly contributed by :

- 38.3% **Shopping**
- 19.0% **Automotive fuel**
- 15.4% **Food & beverage**



Total Domestic Tourism  
Expenditure

**RM61b**

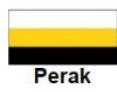
Growth

**9.0%**

**Top 5 travel destinations  
for domestic visitors**



→ **22.1** million



→ **16.0** million



→ **15.7** million



→ **15.4** million

W.P. Kuala Lumpur

**Tourism employment  
in top 5 industries**

Total  
**2.9 million**

**34.1%** **Retail trade**

**31.3%** **Food & beverage**

**17.5%** **Country-specific  
tourism services**

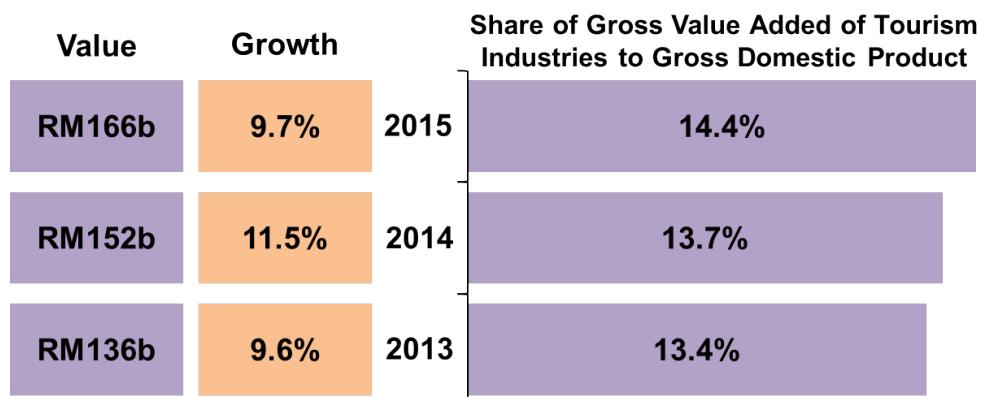
**6.8%** **Accommodation**

**5.5%** **Passenger  
transport**

## TOURISM INDUSTRY CONTRIBUTED 14.4% TO THE ECONOMY

Malaysia's tourism industry remained resilient with the contribution of 14.4 per cent to the economy. In terms of growth, Gross Value Added of Tourism Industries grew at 9.7 per cent propelled by domestic tourism as shown in chart.

### Chart: Gross Value Added of Tourism Industries



## DOMESTIC TOURISM GENERATED RM60.5 BILLION

Domestic tourism expenditure generated an income of RM60.5 billion (Growth: 9.0%) with the total number of 176.9 million domestic visitors. Selangor, Perak, Sabah and Sarawak were the main travel destinations for domestic visitors.

## INBOUND TOURISM EXPENDITURE DECREASED

In 2015, inbound tourism expenditure decreased to RM74.1 billion (2014: RM80.1 billion) due to the lower number of tourist arrivals, 25.7 million compared to 27.4 million in 2014. The arrival of tourists from Singapore, Indonesia, Brunei, Middle East and Europe has dropped compared to year 2014.

## 2.9 MILLION PERSONS EMPLOYED BY TOURISM INDUSTRY

Malaysia's tourism industry employed 2.9 million persons and contributed 20.7 per cent to total employment. Retail trade industry and food & beverage serving services recorded the highest employment in the tourism industry.

### Released By:

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