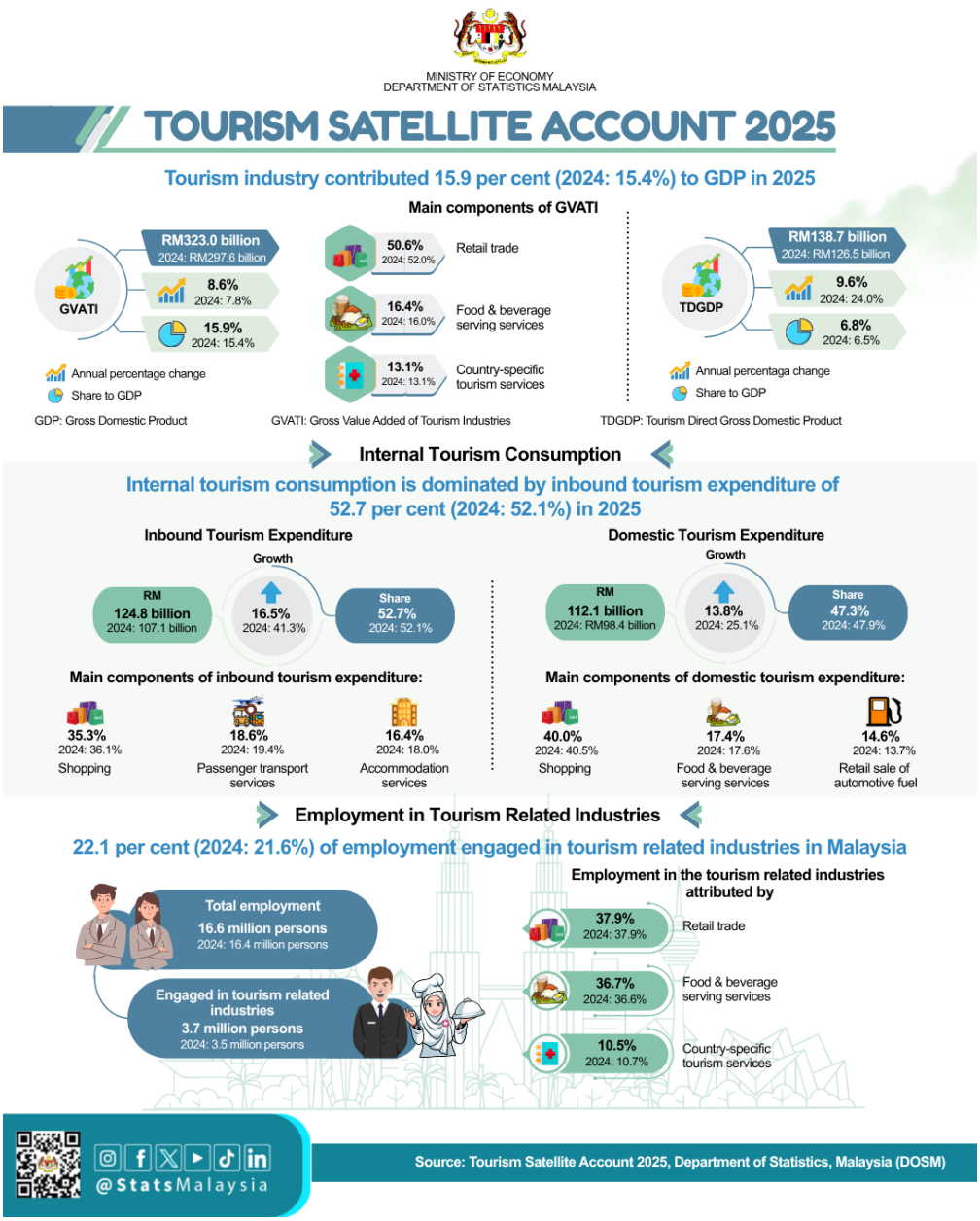
EMBARGO: Only to be published or disseminated at **12:00 hour, Tuesday, 15 September 2026**

MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

TOURISM SATELLITE ACCOUNT, 2025



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

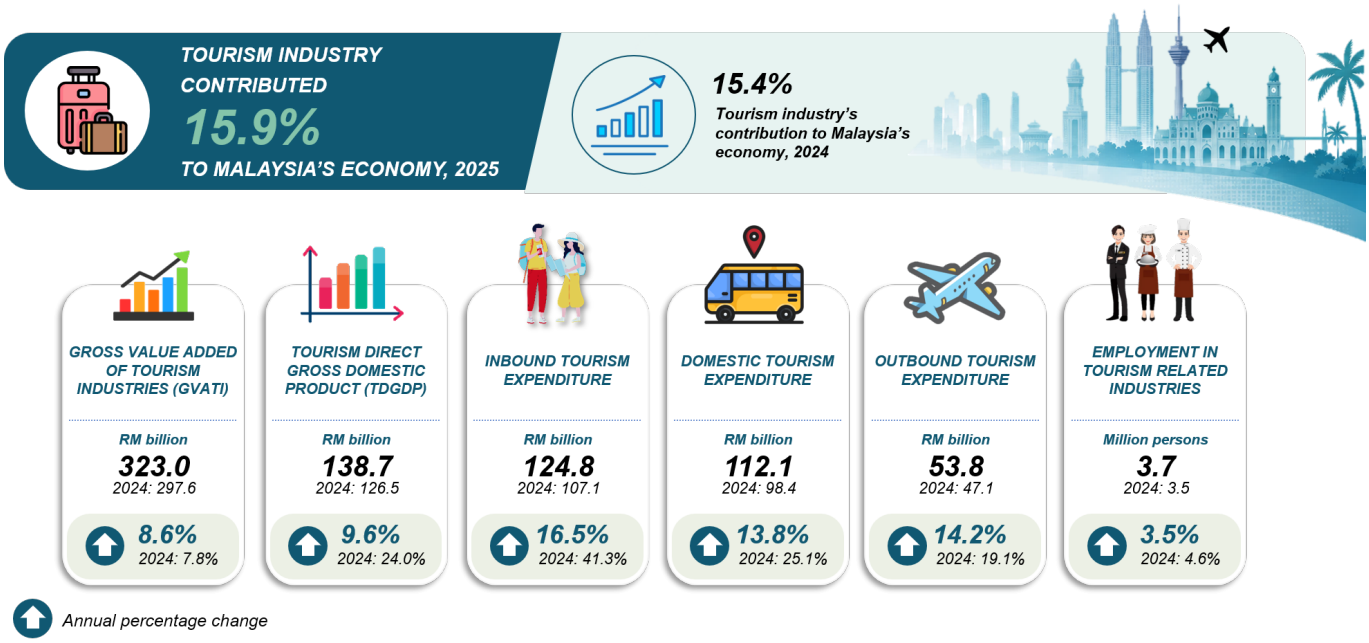
- Tourism industry generated RM323.0 billion of value added in 2025, contributing 15.9 per cent to Malaysia's Gross Domestic Product (GDP). Of the total, Retail trade encompassing 50.6 per cent, followed by Food and beverage (16.4%); and Country-specific tourism characteristic services such as health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

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

- Inbound tourism expenditure surged by 16.5 per cent (2024: 41.3%) to RM124.8 billion. The increase of inbound tourism was led by tourists with the share of 95.6 per cent while excursionists constituted 4.4 per cent.

- In addition, domestic tourism expenditure expanded by 13.8 per cent (2024: 25.1%) to record RM112.1 billion in 2025. The expenditure was largely contributed by tourists which accounted for 58.3 per cent, while excursionists contributed 41.7 per cent.

- Employment in the tourism related industries accounted for 3.7 million persons in 2025, contributing 22.1 per cent to overall employment in Malaysia. In terms of growth, employment of tourism related industries rose 3.5 per cent after registering 4.6 per cent in 2024.



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