MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

TOURISM SATELLITE ACCOUNT 2025

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

GVATI

RM323.0 billion
2024: RM297.6 billion

8.6%
2024: 7.8%

15.9%
2024: 15.4%

Annual percentage change
Share to GDP

GDP: Gross Domestic Product

Main components of GVATI

50.6%
2024: 52.0%
Retail trade

16.4%
2024: 16.0%
Food & beverage serving services

13.1%
2024: 13.1%
Country-specific tourism services

GVATI: Gross Value Added of Tourism Industries

TDGDP

RM138.7 billion
2024: RM126.5 billion

9.6%
2024: 24.0%

6.8%
2024: 6.5%

Annual percentaga change
Share to GDP

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

RM	Growth	Share
124.8 billion 2024: 107.1 billion	**16.5%** 2024: 41.3%	**52.7%** 2024: 52.1%

Main components of inbound tourism expenditure:

35.3%
2024: 36.1%
Shopping

18.6%
2024: 19.4%
Passenger transport services

16.4%
2024: 18.0%
Accommodation services

Domestic Tourism Expenditure

RM	Growth	Share
112.1 billion 2024: RM98.4 billion	**13.8%** 2024: 25.1%	**47.3%** 2024: 47.9%

Main components of domestic tourism expenditure:

40.0%
2024: 40.5%
Shopping

17.4%
2024: 17.6%
Food & beverage serving services

14.6%
2024: 13.7%
Retail sale of automotive fuel

Employment in Tourism Related Industries

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

Total employment
16.6 million persons
2024: 16.4 million persons

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

Employment in the tourism related industries attributed by

37.9%
2024: 37.9%
Retail trade

36.7%
2024: 36.6%
Food & beverage serving services

10.5%
2024: 10.7%
Country-specific tourism services

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