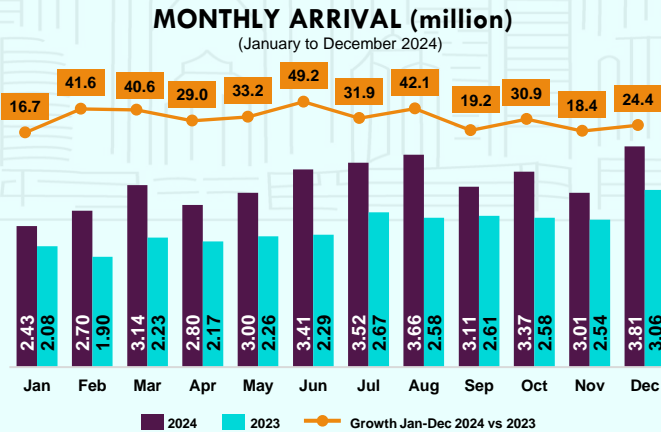
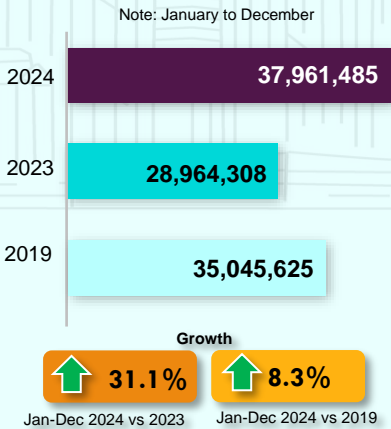


VISITOR PERFORMANCE to Malaysia

JANUARY TO DECEMBER 2024

Malaysia's tourism industry experienced a remarkable recovery from January to December 2024, with visitor arrivals increasing by 8.3%, reaching 37,961,485 compared to the same period in 2019

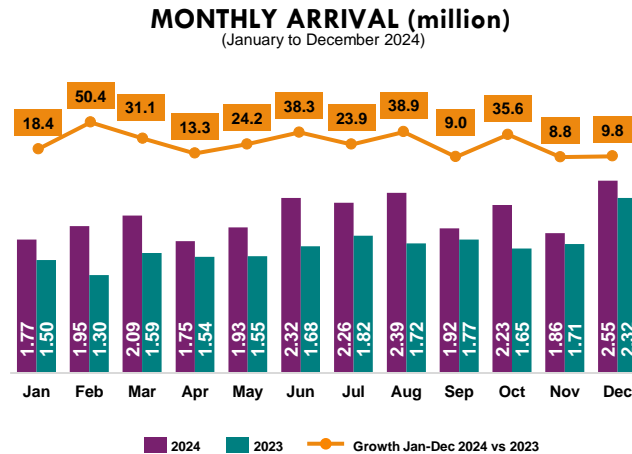
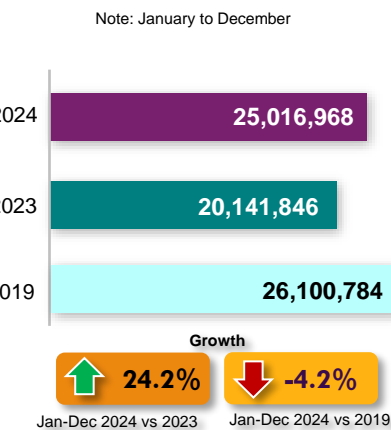
VISITOR ARRIVALS¹ (Tourist + Excursionist)



TOP VISITOR ARRIVALS BY COUNTRIES (January to December 2024)



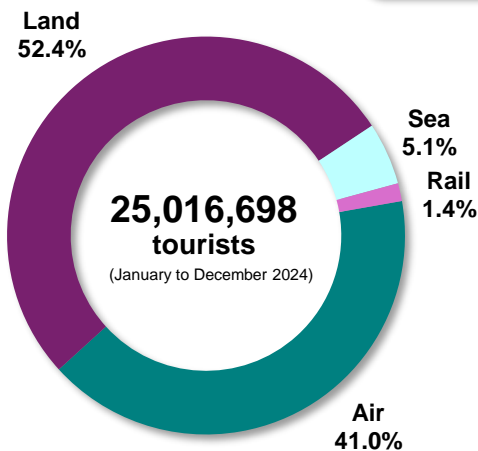
TOURIST ARRIVALS²



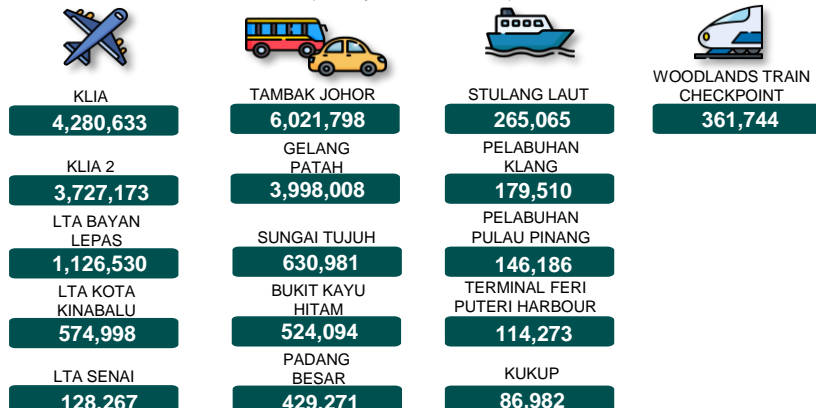
TOP TOURIST ARRIVALS BY COUNTRIES (January to December 2024)



TOURIST BY MODE OF TRANSPORT



POINTS OF ENTRY (January to December 2024)

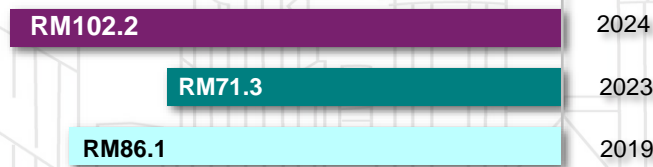


VISITOR PERFORMANCE to Malaysia

JANUARY TO DECEMBER 2024

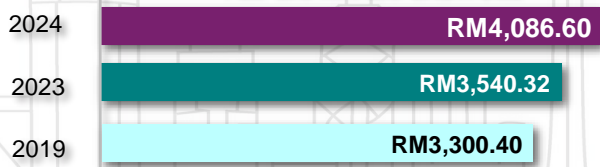
TOURIST RECEIPT & EXPENDITURE

RECEIPTS (billion)



Jan-Dec 2024 vs 2023 **↑ 43.4%** **↑ 18.7%** Jan-Dec 2024 vs 2019

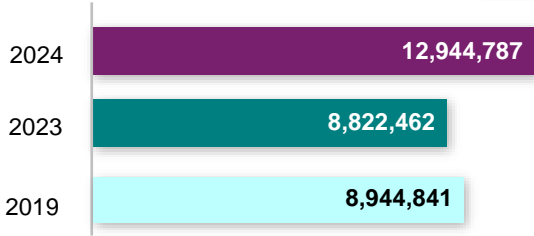
PER CAPITA EXPENDITURE



Jan-Dec 2024 vs 2023 **↑ 15.4%** **↑ 23.8%** Jan-Dec 2024 vs 2019

EXCURSIONIST ARRIVALS³

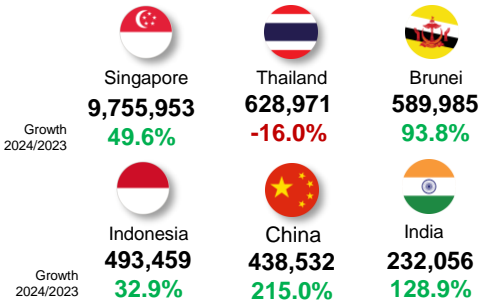
Note: January to December



Jan-Dec 2024 vs 2023 **↑ 46.7%** **↑ 44.7%** Jan-Dec 2024 vs 2019

TOP EXCURSIONIST ARRIVALS BY COUNTRIES

(January to December 2024)

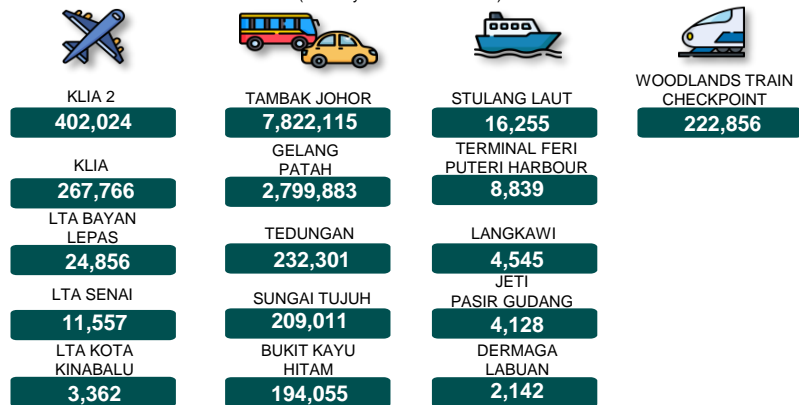


EXCURSIONIST BY MODE OF TRANSPORT



POINTS OF ENTRY

(January to December 2024)



Explanatory note:

¹ **Visitor**- A visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.

² **Tourist (or overnight stay)**- A visitor (inbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay.

³ **Excursionist (or same day visitor)**- A visitor (inbound) is classified as a same-day visitor (or excursionist) if his/her trip does not include an overnight stay.

Source: UN Tourism