

TOURISM MALAYSIA ®

Malaysia TOURISM STATISTICS IN BRIEF 2024





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Preface

Malaysia Tourism Statistics in Brief 2024 serves as a valuable resource, offering insightful and up-to-date data for tourism stakeholders and the general public. This publication presents essential facts and figures that highlight the performance of Malaysia's tourism sector, providing a comprehensive overview of visitor arrivals, market trends, and economic contributions. The data is meticulously sourced from various reliable channels and compiled in accordance with the requirements of the Ministry of Tourism, Arts & Culture, Malaysia.

In 2024, Malaysia welcomed 37,961,485 foreign visitors, reflecting a 31.1% increase compared to 2023. The total expenditure by foreign visitors surged to RM106.8 billion, marking a 43.7% growth from RM74.3 billion in the previous year.

The top source markets for foreign visitors are led by Singapore, followed by Indonesia, China, Thailand, Brunei, and India. Notably, arrivals from China and India recorded significant growth, largely driven by the implementation of visa exemption facilities for both countries. The following table provides a breakdown of the top six source markets for foreign visitors in 2024:

Market (January - December)	2024	Growth 2024/2023
Singapore	18,855,680	27.2%
Indonesia	4,145,127	19.1%
China	3,725,894	130.9%
Thailand	2,268,182	-1.4%
Brunei	1,732,119	55.2%
India	1,365,387	76.6%

Additionally, Malaysia experienced a 10.9% increase in weekly flight seat capacity, a key factor contributing to the steady growth of the tourism industry. This positive trend reflects the success of strategic and intensive promotional efforts in attracting more foreign visitors, encouraging longer stays and increasing spending. These efforts continue to be key drivers of Malaysia's tourism industry growth and socio-economic development.

Moving forward, Tourism Malaysia remains committed to strengthening its promotional strategies to build momentum for the Visit Malaysia 2026 campaign, reinforcing Malaysia's position as a premier global travel destination.

Tourism Malaysia extends its deepest appreciation to all stakeholders for their invaluable cooperation in providing the data essential for the production of this publication.

DATUK MANOHARAN PERIASAMY

Director General, Tourism Malaysia

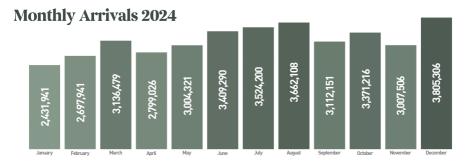


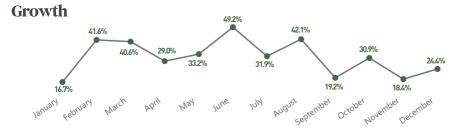
Visitor Arrivals to Malaysia 2024/2023

Visitor Arrivals

2024 37,961,485 2023 28,964,308

Growth **31.1%**





Mode of Transport 2024

Land 66.1% 37,961,485 visitors Sea 3.5% Rail 1.5% Air 28.9%

Points of Entry 2024



Monthly Visitor Arrivals to Malaysia 2024/2023

MONTH	2024	2023	% GROWTH 2024/2023
JANUARY	2,431,941	2,084,411	16.7
FEBRUARY	2,697,941	1,904,725	41.6
MARCH	3,136,479	2,230,860	40.6
APRIL	2,799,026	2,169,139	29.0
MAY	3,004,321	2,255,314	33.2
JUNE	3,409,290	2,285,786	49.2
JULY	3,524,200	2,670,970	31.9
AUGUST	3,662,108	2,578,031	42.1
SEPTEMBER	3,112,151	2,611,063	19.2
OCTOBER	3,371,216	2,575,393	30.9
NOVEMBER	3,007,506	2,540,035	18.4
DECEMBER	3,805,306	3,058,581	24.4
TOTAL	37,961,485	28,964,308	31.1

Visitor Arrivals to Malaysia by Mode of Transport 2024/2023

MODE OF	2024 2023		% GROWTH	% SHARE		
TRANSPORT	2024	2023	2024/2023	2024	2023	
AIR	10,983,585	7,830,165	40.3	28.9	27.0	
LAND	25,080,202	19,360,526	29.5	66.1	66.8	
SEA	1,313,098	1,162,100	13.0	3.5	4.0	
RAIL	584,600	611,517	-4.4	1.5	2.1	
TOTAL	37,961,485	28,964,308	31.1	100.0	100.0	

Top 20 Visitor Arrivals to Malaysia by Country of Nationality 2024/2023

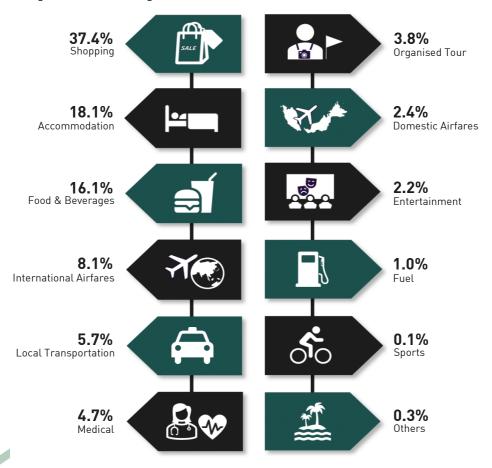
NO.	COUNTRY OF NATIONALITY	2024 2023		% GROWTH 2024/2023
1	SINGAPORE	18,855,680	14,828,553	27.2
2	INDONESIA	4,145,127	3,479,392	19.1
3	CHINA	3,725,894	1,613,312	130.9
4	THAILAND	2,268,182	2,300,158	-1.4
5	BRUNEI	1,732,119	1,116,211	55.2
6	INDIA	1,365,387	773,221	76.6
7	PHILIPPINES	571,533	461,787	23.8
8	SOUTH KOREA	553,165	465,617	18.8
9	AUSTRALIA	447,785	447,785 400,909	
10	CHINESE TAIPEI	423,117	311,437	35.9
11	UNITED KINGDOM	390,035	306,926	27.1
12	JAPAN	367,182	277,559	32.3
13	VIETNAM	366,525	374,181	-2.0
14	UNITED STATES	304,880	257,533	18.4
15	FRANCE	183,872	132,311	39.0
16	GERMANY	170,712	137,977	23.7
17	BANGLADESH	154,596 153,093		1.0
18	MYANMAR	147,133 102,587		43.4
19	RUSSIA	130,998	129,514	1.1
20	PAKISTAN	106,388	111,245	-4.4

Components of Visitor Expenditure 2024/2023

Receipt (RM Mil.)



Expenditure Components Share 2024



Components of Visitor Expenditure 2024/2023

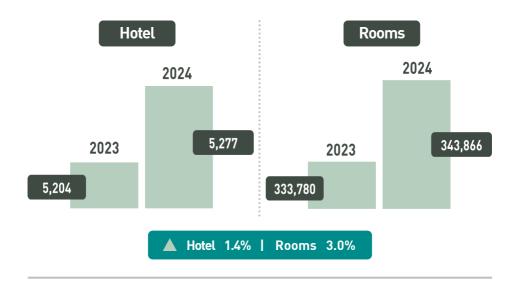
	VALUE (VALUE (RM MIL.)		% SH	PERCI	
ITEMS	2024	2023	% GROWTH	2024	2023	PERCENTAGE POINT (P.P)
SHOPPING	39,895.38	28,848.93	38.3	37.4	38.8	-1.4
ACCOMMODATION	19,322.20	13,406.00	44.1	18.1	18.0	0.1
FOOD & BEVERAGES	17,188.92	11,272.73	52.5	16.1	15.2	0.9
INTERNATIONAL AIRFARES	8 680 88		129.9	8.1	5.1	3.0
LOCAL TRANSPORTATION	6,079.64	4,984.88	22.0	5.7	6.7	-1.0
MEDICAL	5,055.84	3,542.73	42.7	4.7	4.8	-0.1
ORGANISED TOUR	4,089.35	3,137.57	30.3	3.8	4.2	-0.4
DOMESTIC AIRFARES	2,555.85	1,925.33	32.7	2.4	2.6	-0.2
ENTERTAINMENT	2,316.73	2,761.41	-16.1	2.2	3.7	-1.5
FUEL	1,113.50	273.70	306.8	1.0	0.4	0.6
SPORTS	154.89	105.84	46.3	0.1	0.1	0.0
OTHERS	320.92	253.08	26.8	0.3	0.3	0.0

Top 20 Visitor Receipts by Country of Nationality 2024/2023

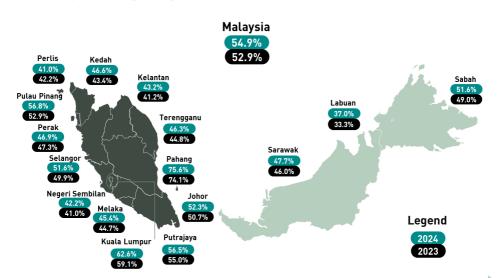
		VISITOR RECEIPTS (RM MILLION)			
N0.	COUNTRY OF NATIONALITY	2024	2023		
1	SINGAPORE	27,941.65	21,575.31		
2	CHINA	20,866.57	8,881.23		
3	INDONESIA	15,323.27	11,875.06		
4	INDIA	6,112.06	3,408.61		
5	THAILAND	3,993.81	3,238.50		
6	BRUNEI	3,235.10	2,099.56		
7	SOUTH KOREA	2,901.45	2,302.97		
8	AUSTRALIA	2,488.20	2,114.36		
9	UNITED KINGDOM	2,450.48	1,880.29		
10	CHINESE TAIPEI	2,334.84	1,624.42		
11	JAPAN	1,934.97	1,382.73		
12	PHILIPPINES	1,804.38	1,370.96		
13	UNITED STATES	1,656.75	1,308.79		
14	VIETNAM	1,306.55	1,299.92		
15	FRANCE	924.86	623.52		
16	GERMANY	887.54	703.01		
17	RUSSIA	628.69	594.55		
18	PAKISTAN	547.04	543.13		
19	CANADA	525.27	409.72		
20	NETHERLANDS	494.52	390.44		

Paid Accommodation Highlights 2024/2023

Hotel and Room Inventory 2024



Average Occupancy Rate (AOR) 2024



Paid Accommodation Highlights 2024/2023

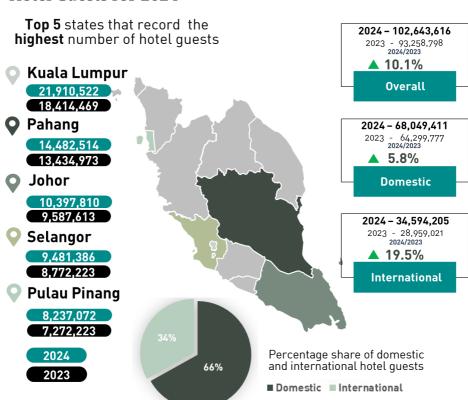
Top 5 Average Occupancy Rate (AOR) by locality for 2024/2023



Top 5 state with highest Average Room Rate (ARR) for 2024/2023



Hotel Guests for 2024



Hotel and Room Supply by State 2024/2023

CTATE	20	24	2023		
STATE	HOTEL	ROOM	HOTEL	ROOM	
JOHOR	552	36,043	548	35,208	
KEDAH & LANGKAWI	328	18,600	330	19,029	
KELANTAN	170	6,362	169	6,269	
KUALA LUMPUR	464	63,973	448	60,872	
LABUAN	50	2,296	49	2,272	
MELAKA	354	20,159	355	19,961	
NEGERI SEMBILAN	166	10,856	161	10,643	
PAHANG	501	34,323	503	33,387	
PERAK	481	19,299	487	19,763	
PERLIS	44	1,489	44	1,444	
PULAU PINANG	376	26,692	364	25,543	
PUTRAJAYA	13	2,580	12	2,508	
SABAH	540	27,208	532	26,706	
SARAWAK	522	27,913	503	26,592	
SELANGOR	460	34,883	444	32,656	
TERENGGANU	256	11,190	255	10,927	
GRAND TOTAL	5,277	343,866	5,204	333,780	

Average Occupancy Rates (AOR) of Hotels by State 2024/2023

STATE	2024 (%)	2023 (%)	DIFFERENCE
KUALA LUMPUR	62.6	59.1	3.5
PUTRAJAYA	56.5	55.0	1.5
SELANGOR	51.6	49.9	1.7
PULAU PINANG	56.8	52.9	3.9
PERAK	46.9	47.3	-0.4
KEDAH	46.6	43.4	3.2
PERLIS	41.0	42.2	-1.2
NEGERI SEMBILAN	42.2	41.0	1.2
MELAKA	45.4	44.7	0.7
JOHOR	52.3	50.7	1.6
PAHANG	75.6	74.1	1.5
TERENGGANU	46.3	44.8	1.5
KELANTAN	43.2	41.2	2.0
SABAH	51.6	49.0	2.6
LABUAN	37.0	33.3	3.7
SARAWAK	47.7	46.0	1.7
MALAYSIA	54.9	52.9	2.0

Hotel Guests by State 2024/2023

COUNTRY/	DOMESTIC		% GROWTH	FOREI	GNER	% GROWTH	ТОТ	ΓAL	% GROWTH
REGION	2024	2023	2024/ 2023	2024	2023	2024/ 2023	2024	2023	2024/ 2023
KUALA LUMPUR	9,781,082	9,712,689	0.7	12,129,440	8,701,780	39.4	21,910,522	18,414,469	19.0
PUTRAJAYA	555,827	508,102	9.4	221,593	151,626	46.1	777,420	659,728	17.8
SELANGOR	6,131,477	5,985,054	2.4	3,349,909	2,787,168	20.2	9,481,386	8,772,223	8.1
PULAU PINANG	5,236,584	4.795,567	9.2	3,000,488	2,476,959	21.1	8,237,072	7,272,526	13.3
PERAK	4,186,503	4,274,117	-2.0	970,611	867,665	11.9	5,157,114	5,141,782	0.3
KEDAH	3,237,364	2,761,947	17.2	1,985,063	1,561,751	27.1	5,222,427	4,323,697	20.8
PERLIS	313,443	317,353	-1.2	8,567	6,730	27.3	322,010	324,083	-0.6
NEGERI SEMBILAN	2,071,056	2,097,075	-1.2	459.715	340,372	35.1	2,530,771	2,437,448	3.8
MELAKA	3,392,342	3,363,245	0.9	1,516,524	1,538,630	-1.4	4,908,866	4,901,875	0.1
JOHOR	7,394,268	6,055,964	22.1	3,003,542	3,531,649	-15.0	10,397,810	9,587,613	8.5
PAHANG	11,550,656	10,222,376	13.0	2,931,858	3,212,597	-8.7	14,482,514	13,434,973	7.8
TERENGGANU	2,412,518	2,378,908	1.4	281,579	206,327	36.5	2,694,097	2,585,235	4.2
KELANTAN	1,389,452	1,343,953	3.4	102,252	59,273	72.5	1,491,704	1,403,226	6.3
PENINSULAR MALAYSIA	57,652,572	53,816,349	7.1	29,961,141	25,442,529	17.8	87,613,713	79,258,878	10.5
SABAH	4,257,096	4,489,761	-5.2	3,135,973	2,221,221	41.2	7,393,069	6,710,982	10.2
LABUAN	399.785	591,083	-32.4	51,978	77.075	-32.6	451,763	668,158	-32.4
SARAWAK	5.739.958	5,402,584	6.2	1,445,113	1,218,196	18.6	7,185,071	6,620,780	8.5
TOTAL	68,049,411	64,299,777	5.8	34,594,205	28,959,021	19.5	102,643,616	93,258,798	10.1

Weekly Air Connectivity to Malaysia 2024/2023 (Direct Flight)





2024:3,209

2023:2,879





2024 : 645,494

2023:582,069



South East Asia

1,760

2023:1,697



2024 : 316,473

2023:303,871



North East Asia

1 2024 : 774

2023:537

Growth 44.1%

2024 : 168,004

2023:120,665



South Asia

1 2024 : 347

2023:312



2 2024 : 65,327

2023:58,693

11.3%

Central Asia

1 2024 : 11

2023:4

175.0%

2024 : 2,736 2023 : 941

Growth 190.8%

Middle East

1 2024 : 136

2023:141



2024 : 43,216

2023 : 46,095 Growth -6.2%

Europe

1 2024 : 34

2023:33

Growth 3.0%

2024 : 10,400 2023 : 10.145

Growth 2.5%

Africa

1 2024 : 11

2023 : 6
Growth
83.3%

2024 : 3,166

2023:1,760 Growth 79.9%

Southwest Pacific

1 2024 : 136

2023:149
Growth

2024 : 36,172

2023:39,899

Growth
-9.3%

Weekly Flight

Summary of Total International Flights and Seat Capacity 2024/2023

TO MALAYSIA

	MALAYSIA				GROWTH	
DESTINATION REGION	2024		2023		%	% SEATS/
	FREQUENCY/ WEEK	SEATS/WEEK	FREQUENCY/ WEEK	SEATS/WEEK	FREQUENCY/ WEEK	WEEK
SOUTH EAST ASIA	1,760	316,473	1,697	303,871	3.7	4.1
NORTH EAST ASIA	774	168,004	537	120,665	44.1	39.2
SOUTH ASIA	347	65,327	312	58,693	11.2	11.3
CENTRAL ASIA	11	2,736	4	941	175.0	190.8
MIDDLE EAST	136	43,216	141	46,095	-3.5	-6.2
EUROPE	34	10,400	33	10,145	3.0	2.5
AFRICA	11	3,166	6	1,760	83.3	79.9
NORTH AMERICA	-	-	-	-	-	-
SOUTHWEST PACIFIC	136	36,172	149	39,899	-8.7	-9.3
GRAND TOTAL	3,209	645,494	2,879	582,069	11.5	10.9

TO INDONESIA

	INDONESIA				GROWTH	
DESTINATION REGION	2024		2023		%	% SEATS/
	FREQUENCY/ WEEK	SEATS/WEEK	FREQUENCY/ WEEK	SEATS/WEEK	FREQUENCY/ WEEK	WEEK
SOUTH EAST ASIA	1,275	250,718	1,258	241,565	1.4	3.8
NORTH EAST ASIA	333	79,299	250	60,873	33.2	30.3
SOUTH ASIA	33	7,277	26	4,998	26.9	45.6
CENTRAL ASIA	1	246	1	270	0.0	-8.9
MIDDLE EAST	163	61,683	160	62,954	1.9	-2.0
EUROPE	32	10,406	28	9,151	14.3	13.7
AFRICA	1	309	2	618	-50.0	-50.0
NORTH AMERICA	-	-	-	-	-	-
SOUTHWEST PACIFIC	273	58,152	266	54,768	2.6	6.2
GRAND TOTAL	2,111	468,090	1,991	435,197	6.0	7.6

Source: Malaysia Airports Holdings Berhad (MAHB)

Summary of Total International Flights and Seat Capacity 2024/2023

TO SINGAPORE

	SINGAPORE				GROWTH	
DESTINATION REGION	2024		2023		%	% SEATS/
	FREQUENCY/ WEEK	SEATS/WEEK	FREQUENCY/ WEEK	SEATS/WEEK	FREQUENCY/ WEEK	WEEK
SOUTH EAST ASIA	1,647	336,183	1,548	314,386	6.4	6.9
NORTH EAST ASIA	913	235,443	744	201,376	22.7	16.9
SOUTH ASIA	375	85,579	348	78,673	7.8	8.8
CENTRAL ASIA	-	-	-	-	-	-
MIDDLE EAST	77	27,530	67	23,564	14.9	16.8
EUROPE	201	63,717	194	58,672	3.6	8.6
AFRICA	21	5,467	18	4,751	16.7	15.1
NORTH AMERICA	80	19,111	72	16,494	11.1	15.9
SOUTHWEST PACIFIC	306	92,620	286	88,331	7.0	4.9
GRAND TOTAL	3,620	865,650	3,277	786,247	10.5	10.1

TO THAILAND

	THAILAND				GROWTH	
DESTINATION REGION	2024		2023		%	% SEATS/
	FREQUENCY/ WEEK	SEATS/WEEK	FREQUENCY/ WEEK	SEATS/WEEK	FREQUENCY/ WEEK	WEEK
SOUTH EAST ASIA	1,453	276,736	1,286	243,102	13.0	13.8
NORTH EAST ASIA	1,969	418,450	1,457	327,218	35.1	27.9
SOUTH ASIA	471	93,177	354	70,828	33.1	31.6
CENTRAL ASIA	51	11,473	24	4,601	112.5	149.4
MIDDLE EAST	276	90,463	245	80,253	12.7	12.7
EUROPE	358	111,791	282	90,247	27.0	23.9
AFRICA	15	4,546	14	3,670	7.1	23.9
NORTH AMERICA	5	1,490	4	1,192	25.0	25.0
SOUTHWEST PACIFIC	72	22,853	42	13,559	71.4	68.5
GRAND TOTAL	4,670	1,030,979	3,708	834,670	25.9	23.5

Source: Malaysia Airports Holdings Berhad (MAHB)

Terminologies

Visitor

A visitor is a traveller 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.

Tourist (or Overnight Visitor)

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

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.

Tourist + Excursionist = Visitor

Formulas

Average Per Capita			
Expenditure per person per trip	=	Total Visitor Expenditure	
		Number of Visitors	_
Average Per Diem			
Expenditure per person per trip	=	Average Per Capita	
		Average Length of Stay	-
Average Length of Stay			
Average duration of stay per trip	=	Actual Duration of Stay	
		Total Number of Arrivals	_
Average Hotel Occupancy Rate			
AOR of Hotel	=	Total Room Nights Sold	- x 100
		Total No. of Room x	X 100
		No. of Days for the month	

Methodology

VISITOR ARRIVALS

Source: Immigration Department of Malaysia

DEPARTING VISITOR SURVEY

Face-to-face interviews were conducted with 50,000 international tourists as they were departing from:

- Kuala Lumpur International Airport, Sepang
- Kuala Lumpur International Airport 2, Sepang
- · Bayan Lepas International Airport, Penang
- · Langkawi International Airport, Kedah
- Kuching International Airport, Sarawak
- Kota Kinabalu International Airport, Sabah
- Bangunan Sultan Iskandar, Johor
- Terminal Bas Kuching Sentral
- · Pagoh Rest Area, North South Highway, Johor
- Sg. Tujuh Immigration Complex, Miri, Sarawak
- ICQS Melaka
- Port of Stulang Laut, Johor
- Labuan Jetty, Labuan

Disproportionate random sampling was employed: i.e. respondents were selected based on country of nationality and mode of transport. Smaller markets were sampled disproportionately higher for more reliable and accurate cross tabulations. In view of the disproportionate random sample, the survey data was weighted.

HOTEL SURVEY

The **stratified multi-stage sampling** method in the hotel survey was employed to ensure a representative selection by dividing the population (hotels and serviced apartments) into strata based on state, locality and hotel star rating before conducting random sampling within each stratum. Hotels with at least 10 rooms were included as the sample.

Abbreviation

Mil. - Million

RM - Ringgit Malaysia

AOR - Average Occupancy Rate

LTA - Lapangan Terbang Antarabangsa

IMM - Immigration Malaysia

Appreciation

- Ministry of Tourism, Arts and Culture, Malaysia (MOTAC)
- Ministry of Finance, Malaysia
- Ministry of Economy, Malaysia
- Bank Negara Malaysia
- Department of Statistics, Malaysia
- Immigration Department of Malaysia
- Royal Malaysian Customs Department
- Malaysia Airports Holdings Berhad (MAHB)
- Malaysian Association of Hotels (MAH)
- Malaysia Budget Hotel Association (MyBHA)

Useful Websites

Air Asia

Association of Private Hospitals of Malaysia

Bank Negara Malaysia

Association of Bumiputera Tourism Operators of Malaysia

Department of Statistics, Malaysia Immigration Department of Malaysia

Malaysia Airlines

Malaysia Airports Holdings Berhad

Malaysia Association of Hotels

Malaysia Association of Hotel Owners

Malaysia Association of Tour & Travel Agents

Malaysia Budget Hotel Association

Malaysia Healthcare Travel Council

Malaysia Inbound Tourism Association

Malaysia Tourist Guide Council

Ministry of Tourism, Arts and Culture

Valuation and Property Services Department

Minsitry of Education

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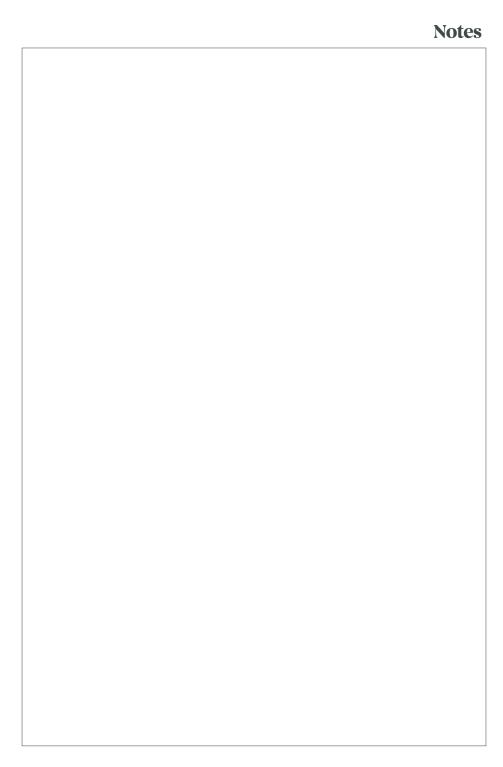
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