

# MALAYSIA

## Travel Data & Tourism Statistics

Annual Report 2024

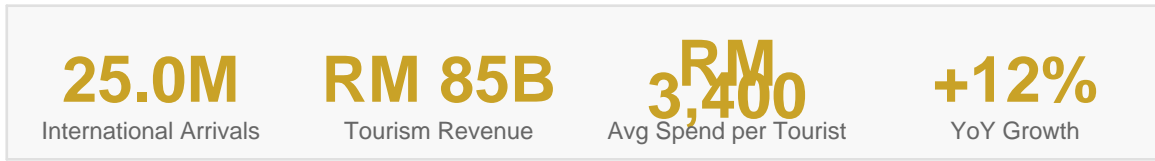
International Arrivals · Revenue Trends · Source Markets · Seasonal Patterns

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## Key Statistics 2024



Malaysia welcomed 25 million international visitors in 2024, recovering to pre-pandemic levels. Tourism revenue reached RM 85 billion, contributing approximately 14% to Malaysia's GDP. The average spend per tourist has risen steadily to RM 3,400, reflecting longer stays and higher-value experiences.

## **International Tourist Arrivals (2015–2024)**

The sharp dip in 2020–2021 reflects global travel restrictions, followed by a strong rebound from 2022 onward. Malaysia has now fully recovered to pre-pandemic arrival levels.

## **Tourism Revenue (2015–2024)**

Tourism revenue has surpassed the 2019 peak of RM 86.1 billion. The sector is one of Malaysia's largest economic engines.

## Top 10 Source Countries (2023)

Singapore dominates as the primary source market, accounting for over 40% of all arrivals. Indonesia and Thailand follow as the next largest ASEAN markets. China's recovery has been slower but is accelerating.

## Seasonal Tourism Pattern

December and August are peak months, driven by year-end holidays and summer travel. The monsoon season shifts demand to the west coast and Borneo, creating a balanced annual flow.

## Visitor Distribution by State (2023)

Kuala Lumpur and Selangor together capture over 40% of all visitors, followed by Penang and Johor. Sabah and Sarawak are growing rapidly as nature and adventure tourism gains popularity.

## Average Spend per International Tourist

The average spend per tourist has risen steadily, reaching RM 3,400 in 2024. This reflects longer stays, higher-value experiences, and increased spending on accommodation, dining, and activities post-pandemic.

## Data Sources & Methodology

All data is compiled from official sources including Tourism Malaysia (MOTAC), Department of Statistics Malaysia, Immigration Department arrival records, and state tourism board reports. Figures for 2024 are based on preliminary data through Q3. Historical data is adjusted for reporting methodology changes. For questions, corrections, or data licensing inquiries, contact us at [contact@visitmalaysia.guide](mailto:contact@visitmalaysia.guide).

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