MALAYSIA TOURIST ARRIVAL STATISTICS

Summary

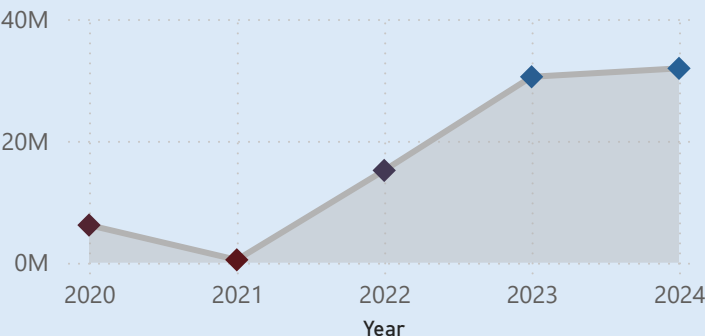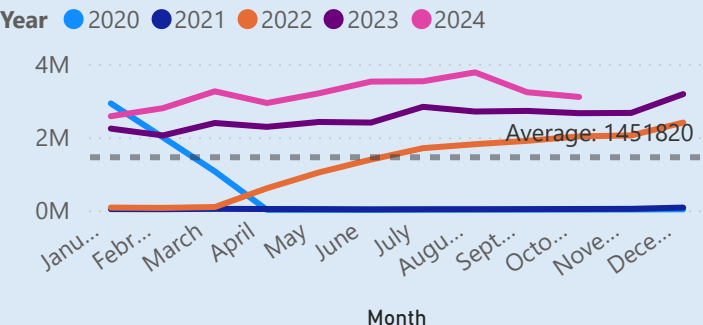### Total Arrivals by Year

Total Arrivals sees a significant spike starting from 2021, resulting in a 425.04% increase between 2020 and 2024. The steepest incline in 2020 is due to Covid 19.
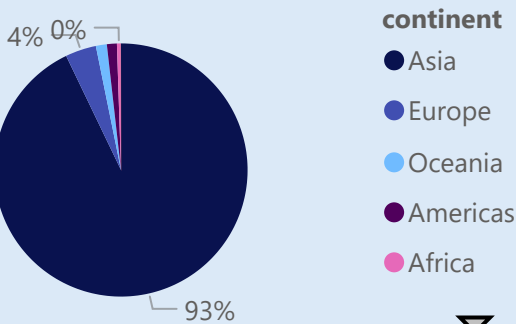

40M
20M
0M
2020 2021 2022 2023 2024
Year

Total Arrivals by Month

It seems that December is the most favourite month for the tourist to travel to Malaysia as statistics in 2021 and 2022 shows that December has the maximum number of arrivals.

Year ● 2020 ● 2021 ● 2022 ● 2023 ● 2024

4M
2M
0M
Average: 1451820
Janu... Febr... March April May June July Augu... Sept... Octo... Nove... Dece...
Month

Most Favourite Month

August 2024

Total Arrival per Month is **8.33M**

Most Preferred State of Entry

Johor

Total Arrival per State of Entry is **47.73M**

Most Frequented Tourist Country

Singapore

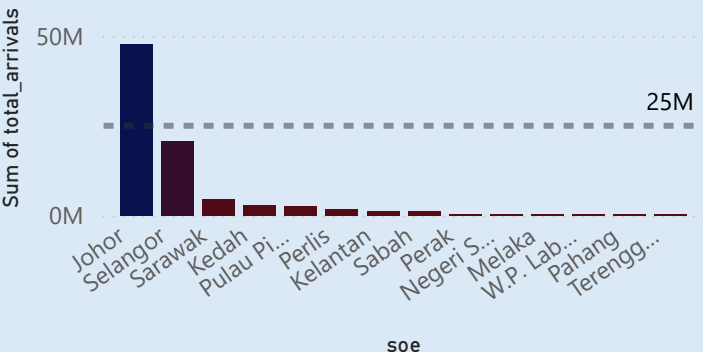Total Arrival by Country is **41.12M**

Total Arrivals by Continents

93% of the travellers are from Asia continent. It is due to Malaysia is also in Asia so it is cheaper and save time to travel to neighborhood country.

4% 0%

continent
● Asia
● Europe
● Oceania
● Americas
● Africa

93%

Total Arrivals by State of Entry

With 46.79M, Johor has the highest total arrivals. While Terengganu has the lowest total arrivals with only 161.

50M
0M
25M
Johor Selangor Sarawak Kedah Pulau Pi... Perlis Kelantan Sabah Perak Negeri S... Melaka W.P. Lab... Pahang Terengg...
soe

Sum of total_arrivals

Gender Distribution

Both genders have almost equal proportion where Male slightly exceed Female.

Gender ● Male ● Female

44.25% 55.75%

MALAYSIA TOURIST ARRIVAL STATISTICS

Analysis by State of Entry

Filter by State of Entry

Johor	Kedah	Kelantan	Melaka
Negeri Sembil...	Pahang	Perak	Perlis
Pulau Pinang	Sabah	Sarawak	Selangor
Terengganu	W.P. Labuan		

Filter by Year

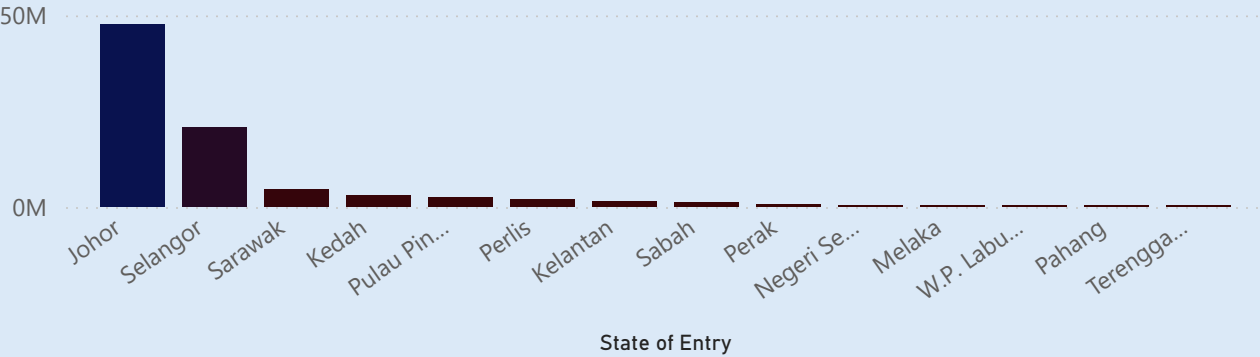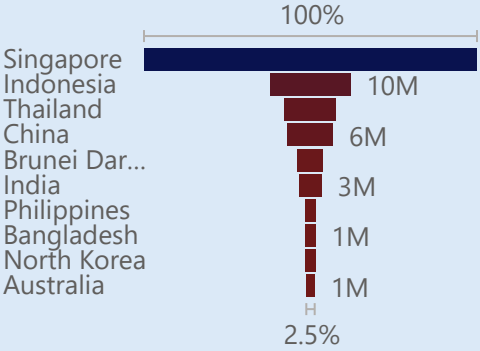| 2020 | 2021 | 2022 | 2023 | 2024 |

Total Arrivals

84.21M

AI Insights:

At 47,730,355, Johor had the highest Sum of total_arrivals and was 17,547,824.63% higher than Terengganu, which had the lowest Sum of total_arrivals at 272.

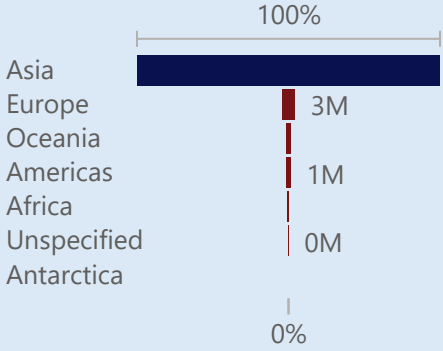Johor accounted for 56.68% of Sum of total_arrivals.

Total Arrivals by State of Entry

50M
0M

Johor, Selangor, Sarawak, Kedah, Pulau Pin..., Perlis, Kelantan, Sabah, Perak, Negeri Se..., Melaka, W.P. Labu..., Pahang, Terengga...

State of Entry

Top 10 Tourist Arrivals by Countries

100%

Singapore
Indonesia — 10M
Thailand
China — 6M
Brunei Dar...
India — 3M
Philippines
Bangladesh — 1M
North Korea
Australia — 1M

2.5%

Ranking of Continents based on Total Arrivals

100%

Asia
Europe — 3M
Oceania
Americas — 1M
Africa
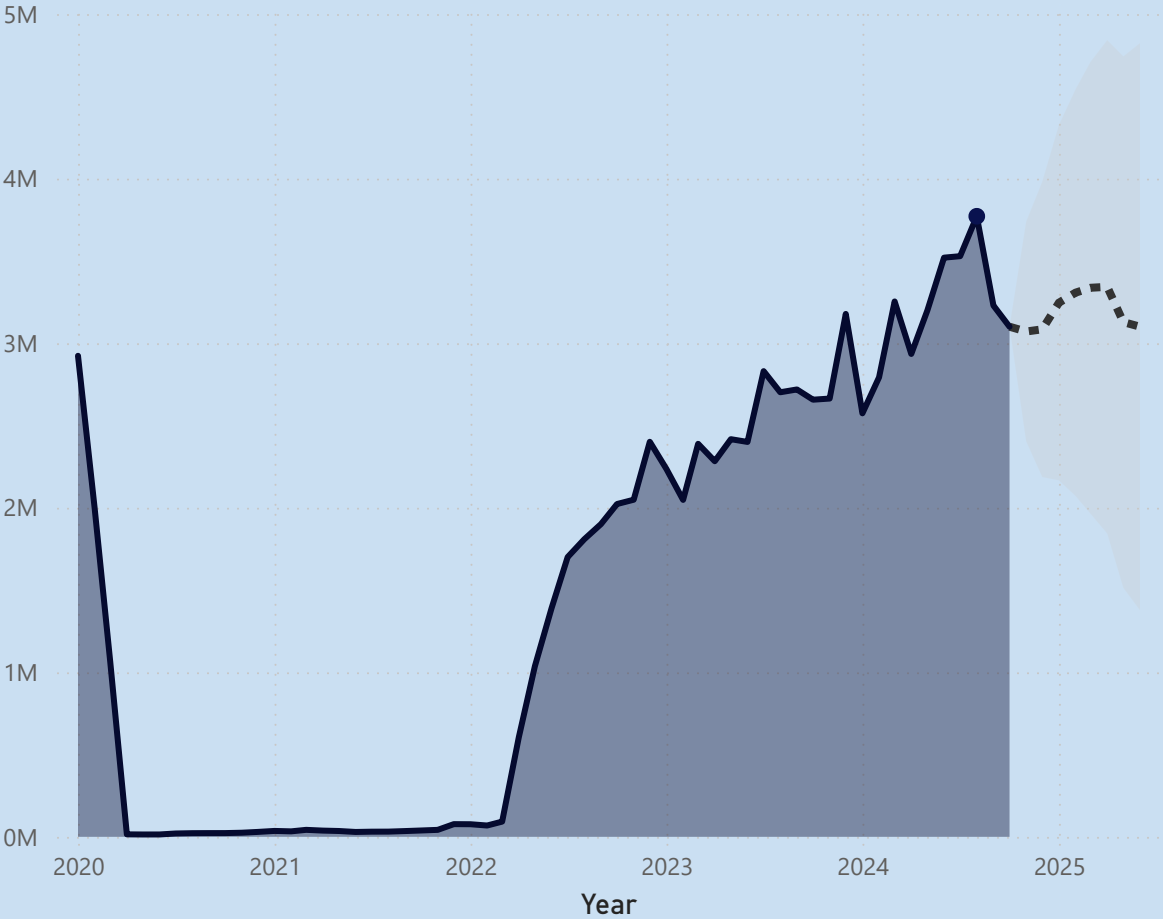Unspecified — 0M
Antarctica

0%

MALAYSIA TOURIST ARRIVAL STATISTICS

Analytics on Total Arrivals

Forecasting of Total Arrivals from October 2024 until June 2025

Based on the prediction, it is estimated that the total arrivals will rise between October 2024 until March 2025, but it will decline afterwards between April to June 2025. The peakest time is on March 2025 with roughly around 3.3M tourists will come to Malaysia.

KPI Growth on Total Tourist Arrival

Instruction: Using the filters, please select the Month and input the numbers of Previous Month to compare the performance.

| January 2020 | February 2020 | March 2020 | April 2020 | May 2020 | June 2020 | > |

Previous Month

6

▲ 72.8%