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MEDIA STATEMENT

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PERFORMANCE OF DOMESTIC TOURISM MALAYSIA IN FIRST QUARTER 2025 AND ANNUAL 2024

Malaysia's domestic visitor expenditure soared by 22.1 per cent to RM29.4 billion in first quarter 2025

PUTRAJAYA, 19 JUNE, 2025 – Domestic tourism expenditure for the first quarter of 2025 recorded RM29.4 billion, increased 22.1 per cent year-on-year. The number of domestic visitors in Malaysia experienced a significant surge to record 69.7 million visitors for the first quarter 2025, increased 18.9 per cent as compared to the same quarter of previous year. Meanwhile, for quarter-on-quarter comparison, domestic visitors increased 4.3 per cent as compared to fourth quarter of 2024. The number of domestic tourists in the first quarter 2025 increased 37.6 per cent compared to the first quarter 2024, recording 25.2 million tourists. These insights were highlighted in the **MALAYSIA'S DOMESTIC TOURISM SURVEY (DTS) 2024 AND BULLETIN OF MALAYSIA'S DOMESTIC TOURISM SURVEY (DTS), FIRST QUARTER 2025**, released today by the Department of Statistics Malaysia (DOSM). The report also present annual statistics on visitor arrivals, tourism expenditure, travel patterns, and social & demographic characteristics of domestic visitors in 2024.

Malaysia's domestic tourism sector recorded substantial growth in 2024, with total expenditure by domestic visitors reaching RM106.7 billion, an increase of 25.6 per cent from RM84.9 billion in 2023. This expansion was underpinned by increased spending from

both tourists and excursionists, who registered growth rates of 20.6 per cent and 33.8 per cent respectively. Tourists continued to contribute the largest share of total expenditure at 59.0 per cent, although this represented a slight decline from 61.5 per cent in the previous year. The average length of stay increased moderately to 2.49 nights in 2024 from 2.45 nights in 2023, indicating a gradual extension in the duration of domestic trips.

Chief Statistician of Malaysia, Dato' Sri Dr. Mohd Uzir Mahidin, stated that the number of domestic visitors rose by 21.7 per cent to 260.1 million in 2024, compared to 213.7 million in 2023. The increase in domestic travel activity was notably supported by seasonal factors in the first quarter, including Chinese New Year celebration, the month of Ramadhan and preparation of Hari Raya Aidilfitri and school holidays, all of which contributed to heightened tourism-related movement and expenditure.

Regarding transportation modes, 97.6 per cent of domestic visitors utilised land transport, while air travel accounted for only 2.1 per cent. In terms of accommodation preferences, 60.4 per cent of tourists stayed with relatives or friends. Meanwhile, the proportion of tourists opting for paid accommodations increased, with hotel stays representing 21.7 per cent of overnight stays and homestay usage rising from 6.7 per cent in 2023 to 8.6 per cent in 2024. Visiting relatives and friends remained the primary purpose of domestic travel, accounting for 34.6 per cent of all trips in 2024, a slight increase from 33.6 per cent in 2023. Conversely, travel motivated by shopping declined to 27.6 per cent from 32.6 per cent the previous year. Despite this decrease, shopping continued to be the largest expenditure category, constituting 37.4 per cent of total domestic tourism spending, followed by food and beverages at 16.2 per cent and purchase of automotive fuel at 12.7 per cent.

At the regional level, Selangor was the most visited state, attracting 34.5 million domestic visitors, followed by the Federal Territory of Kuala Lumpur with 27.0 million, and Perak with 21.8 million visitors. Notably, Perak experienced a substantial increase in tourist arrivals, rising by 36.1 per cent to 10.2 million in 2024 from 7.5 million in 2023. Overall, Malaysia's domestic tourism sector in 2024 demonstrated robust and broad-based growth, driven by increased visitor numbers, higher expenditure, and evolving travel patterns. While

traditional travel purposes such as visiting relatives remain dominant, growing interest in leisure, events, and experiential tourism reflect an increasingly dynamic and diversified market.

ASEAN-Malaysia 2025 Chairmanship: The Department of Statistics Malaysia (DOSM) will chair the 15th ASEAN Community Statistical System Committee (ACSS15) which aims to strengthen the statistical cooperation towards sustainable regional development.

Malaysia, for the first time, ranked as number one (1) globally in the biennial Open Data Inventory (ODIN) 2024/25 report released by Open Data Watch (ODW), surpassing 198 other countries. This achievement marks a significant leap from its 67th position in the ODIN 2022/23 assessment.

The Government of Malaysia has declared October 20th as National Statistics Day (MyStats Day), with the theme 'Statistics is the Essence of Life'. Meanwhile, the Fourth World Statistics Day will be celebrated on 20th October 2025, with the theme 'Driving Change with Quality Statistics and Data for Everyone'.

OpenDOSM NextGen is a medium that provides data catalogue and visualisations to facilitate users' analysis and can be accessed through <https://open.dosm.gov.my>.

Chart 1: Number of Domestic Visitors by Quarter, 2022 – 2025

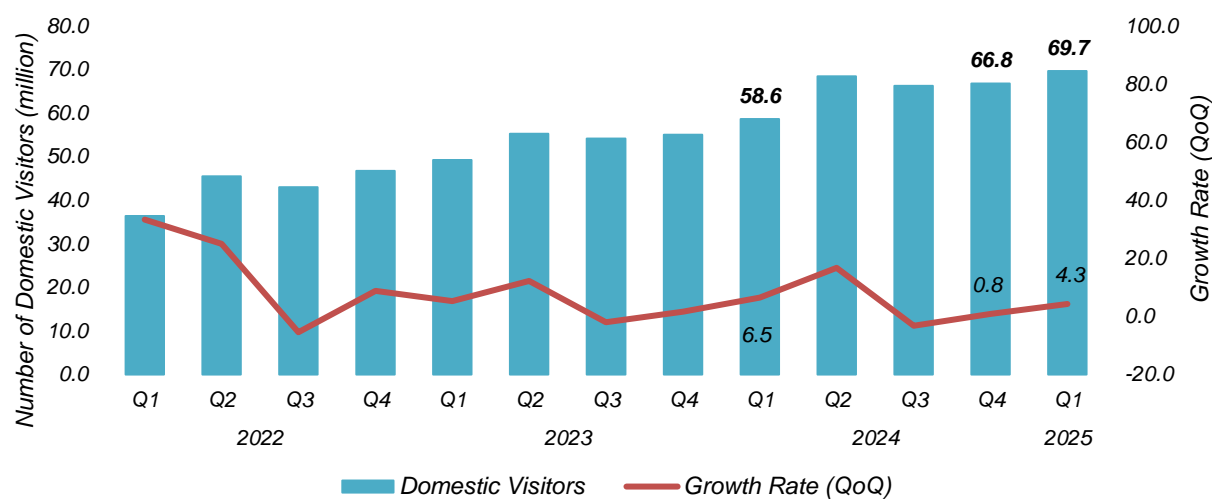


Chart 2: Total Domestic Tourism Expenditure by Quarter, 2022 – 2025

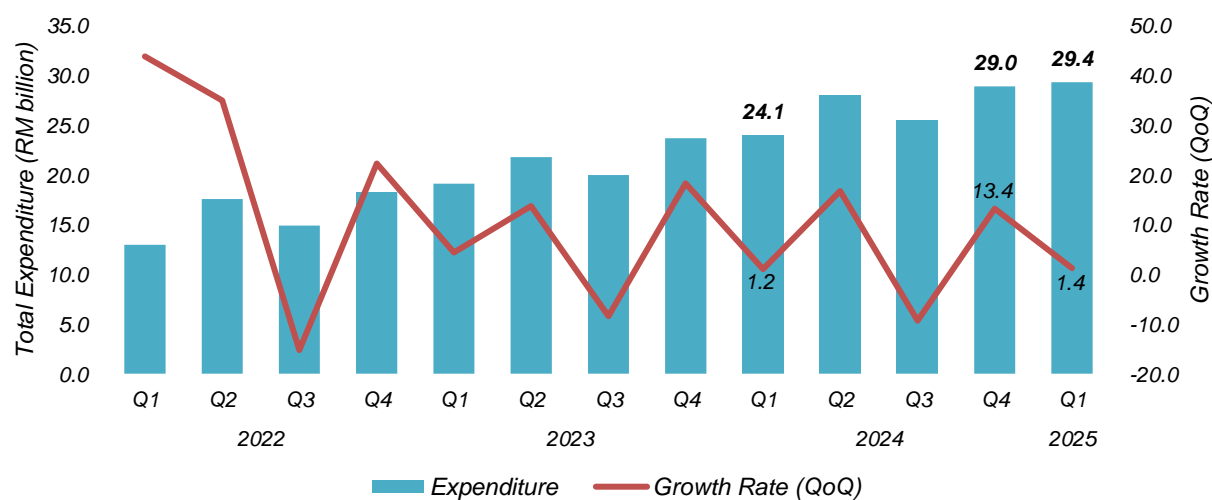


Chart 3: Total Domestic Tourists by Quarter, 2022 – 2025

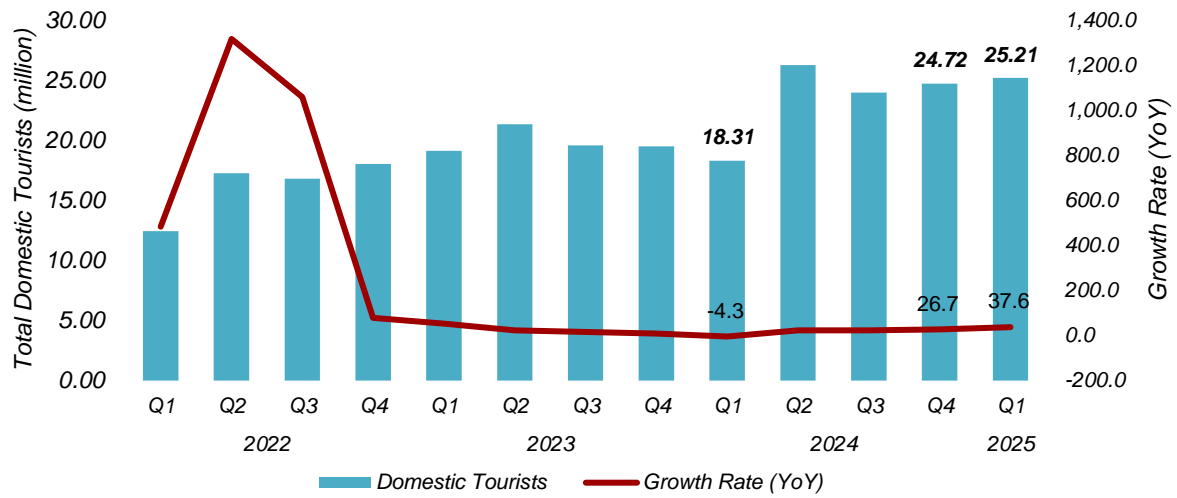


Chart 4: Number of Domestic Visitors in Malaysia, 2017 – 2024

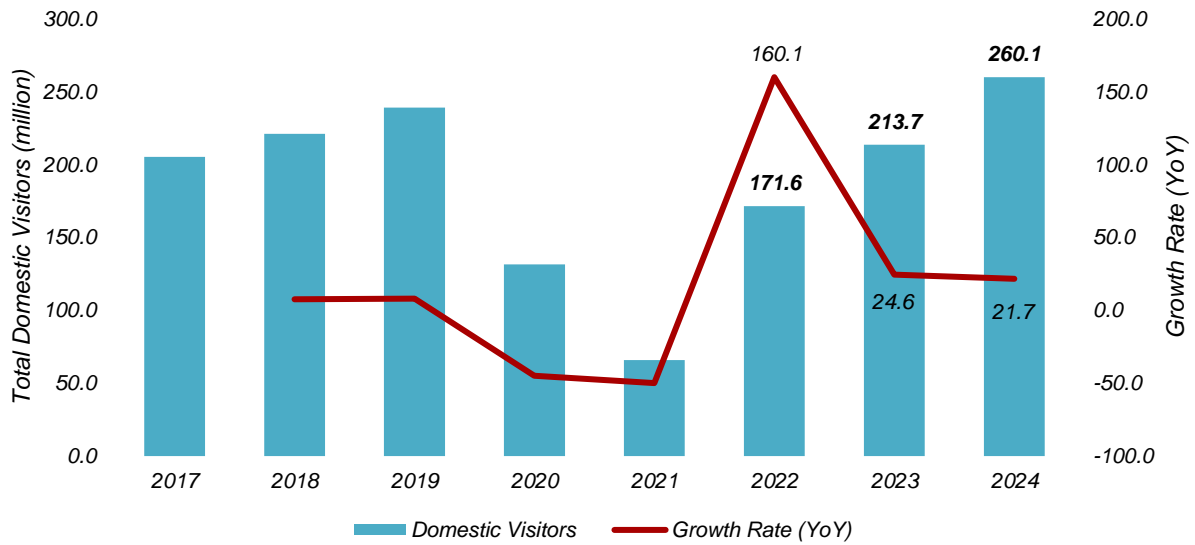


Chart 5: Total Expenditure of Malaysia’s Domestic Visitors, 2017 – 2024

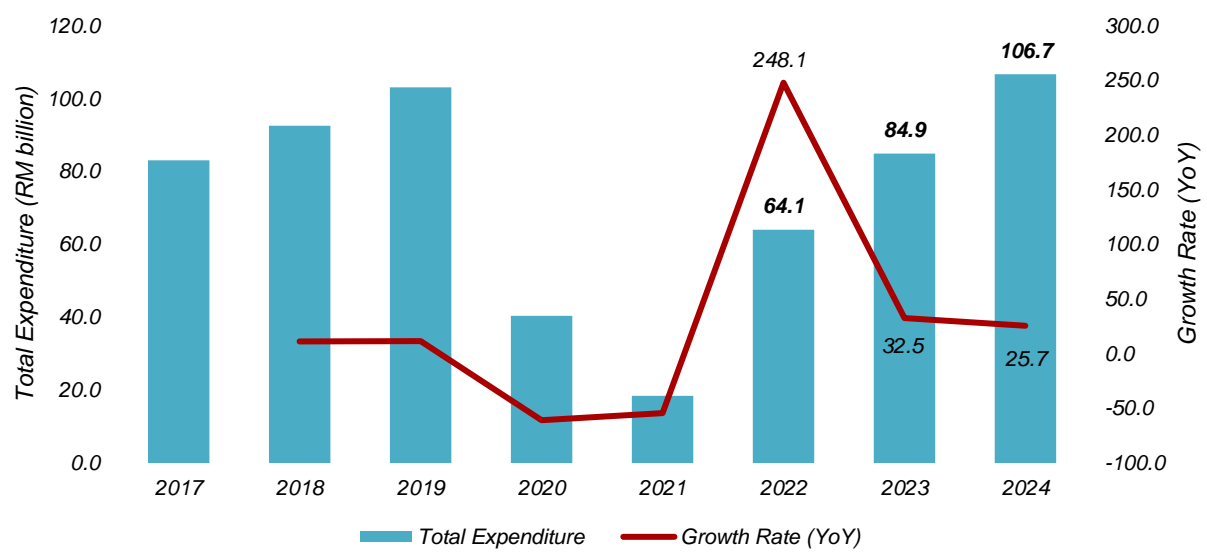


Table 1: Percentage Distribution of Tourists by Type of Accommodation, 2020 - 2024

<i>Type of Accommodation</i>	<i>Percentage (%)</i>				
	<i>2020</i>	<i>2021</i>	<i>2022</i>	<i>2023</i>	<i>2024</i>
<i>Total</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>
<i>Relatives'& friends' house</i>	<i>65.1</i>	<i>58.6</i>	<i>67.9</i>	<i>61.3</i>	<i>60.4</i>
<i>Hotel</i>	<i>24.1</i>	<i>29.5</i>	<i>21.2</i>	<i>22.3</i>	<i>21.7</i>
<i>Chalet</i>	<i>0.8</i>	<i>3.1</i>	<i>1.9</i>	<i>3.1</i>	<i>2.0</i>
<i>Apartment</i>	<i>2.3</i>	<i>2.6</i>	<i>3.3</i>	<i>3.9</i>	<i>4.7</i>
<i>Homestay/ Vacation homes</i>	<i>3.8</i>	<i>4.5</i>	<i>3.4</i>	<i>6.7</i>	<i>8.6</i>
<i>Rest house</i>	<i>3.9</i>	<i>1.7</i>	<i>2.3</i>	<i>2.7</i>	<i>2.6</i>

Table 2: Percentage Distribution of Domestic Visitors by Mode of Transport, 2020 - 2024

	<i>2020</i>	<i>2021</i>	<i>2022</i>	<i>2023</i>	<i>2024</i>
<i>Mode of Transport</i>	<i>Visitors</i>	<i>Visitors</i>	<i>Visitors</i>	<i>Visitors</i>	<i>Visitors</i>
	<i>(%)</i>	<i>(%)</i>	<i>(%)</i>	<i>(%)</i>	<i>(%)</i>
<i>Total</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>	<i>100.0</i>
<i>Air</i>	<i>1.0</i>	<i>1.1</i>	<i>1.7</i>	<i>1.8</i>	<i>2.1</i>
<i>Water</i>	<i>0.4</i>	<i>0.3</i>	<i>0.3</i>	<i>0.3</i>	<i>0.3</i>
<i>Land</i>	<i>98.6</i>	<i>98.6</i>	<i>98.0</i>	<i>97.9</i>	<i>97.6</i>
<i>Private vehicle</i>	<i>95.2</i>	<i>97.2</i>	<i>96.7</i>	<i>91.7</i>	<i>90.9</i>
<i>Taxi</i>	<i>2.0</i>	<i>1.3</i>	<i>1.8</i>	<i>4.6</i>	<i>4.1</i>
<i>Bus</i>	<i>2.4</i>	<i>1.1</i>	<i>0.8</i>	<i>3.2</i>	<i>3.9</i>
<i>Train</i>	<i>0.4</i>	<i>0.4</i>	<i>0.7</i>	<i>0.5</i>	<i>1.1</i>

Table 5: Domestic Tourism Trips by Main Purpose of Visit, 2020 - 2024

Purpose	2020	2021	2022	2023	2024
	Percentage Share (%)				
Visiting relatives & friends	32.0	24.2	33.7	33.6	34.6
Shopping	42.3	36.4	29.9	32.6	27.6
Holiday/ leisure/ relaxation	16.9	15.5	16.4	17.9	14.6
Incentive travel/ others	1.4	5.4	8.9	5.4	10.7
Entertainment/ attending special event/ sports	1.7	6.6	5.0	4.8	5.7
Medical treatment/ wellness	4.2	10.3	4.4	3.9	4.5
Religious worship/ visit places of worship	0.6	0.4	0.9	1.1	1.5
Official business/ business/ education	0.9	1.2	0.8	0.7	0.8
Total	100.0	100.0	100.0	100.0	100.0

Released by:

**THE OFFICE OF CHIEF STATISTICIAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA
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