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DOMESTIC TOURISM SURVEY (STATES) 2024



Introduction

This report presents the statistics related to domestic tourism for each state in Malaysia. The annual statistics presented in this publication were obtained from the Domestic Tourism Survey, 2024. The principal statistics reported are related to the key indicators of domestic tourism performance such as the number of domestic visitor arrivals, total of trips, total of receipts and average length of stay (ALOS). In addition, statistics related to trends of overnight trip and social & demographic profiles of domestic visitors for each state are also included in this publication.

Domestic Tourism Performance by State 2024

The performance of Malaysia's domestic tourism in 2024 has continued to show exceptionally strong growth with domestic visitor arrivals reaching 260.1 million, increased 21.7 per cent from 213.7 million in the previous year. Besides that, annual domestic tourism performance in Malaysia experienced a sharp upturn in 2024 with a total spending of RM106.7 billion compared to RM84.9 billion in 2023.

In 2024, Selangor registered the highest domestic tourism receipts in 2024 at RM14.2 billion, marking a 28.1 per cent increase from RM11.1 billion in 2023. This was followed by the Federal Territory of Kuala Lumpur, which ranked second with RM14.1 billion, compared to RM11.0 billion in the previous year. Pahang and Sabah also recorded strong growth, with tourism receipts rising to RM8.7 billion (2023: RM6.7 billion) and RM8.6 billion (2023: RM6.7 billion), respectively.

Shopping remained the main contributor to tourism receipts, with a total of RM39.9 billion. The Federal Territory of Kuala Lumpur led with RM6.8 billion, followed by Selangor (RM6.1 billion) and Sarawak (RM3.2 billion). Food and beverages was the second-largest contributor, amounting to RM17.3 billion. Selangor led in this category with RM2.2 billion, followed by the Federal Territory of Kuala Lumpur (RM2.1 billion) and Perak (RM1.5 billion).

In 2024, the main purpose of domestic overnight trips across all states was to visit relatives and friends, except for Melaka, where holiday/ leisure/ relaxation emerged as the primary reason for travel. The national average length of stay (ALOS) increased to 2.49 nights, up from 2.45 nights in 2023. Several states recorded an ALOS above the national average, including Johor (2.57 nights), Kedah (2.77 nights), Kelantan (2.98 nights), Pulau Pinang (2.53 nights), Terengganu (2.50 nights), Sabah (3.01 nights), Sarawak (3.09 nights), and the Federal Territory of Labuan (2.84 nights).

From a social and demographic perspective, 11 states, namely Johor, Melaka, Negeri Sembilan, Pahang, Pulau Pinang, Perak, Selangor, Sarawak, and the Federal Territories of Kuala Lumpur, Labuan, and Putrajaya, primarily received domestic visitors from households earning between RM5,001 and RM10,000 per month. In contrast, Sabah recorded the highest percentage of visitors from households with monthly incomes between RM3,001 and RM5,000. Meanwhile, Kedah, Kelantan, Terengganu, and Perlis registered the highest

proportion of visitors from households earning between RM1,001 and RM3,000 per month.

Detailed information and technical notes are same as in the publication of the Domestic Tourism Survey 2024. This bulletin can be accessed and downloaded through the DOSM portal, www.dosm.gov.my.

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