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MALAYSIA'S DOMESTIC TOURISM SURVEY, FOURTH QUARTER 2024



Introduction

This Bulletin of Malaysia's Domestic Tourism Survey (DTS) presents the performance of Domestic Tourism Malaysia for Fourth Quarter 2024. The bulletin contains the domestic tourism statistics on visitors, expenditure and performance of tourism related industries.

Performance of Domestic Tourism in Fourth Quarter 2024

Malaysia's domestic tourism experienced robust growth in the fourth quarter of 2024, recording 66.8 million visitors, a 21.4 per cent increase compared to the same period in the previous year. On a quarter-on-quarter basis, the number of domestic visitors saw a modest rise of 0.8 per cent.

Domestic tourism expenditure also surged by 21.9 per cent, totalling RM29.0 billion in the same period, while quarter-on-quarter, tourism expenditure recorded a notable 13.4 per cent increase, further underscoring the sector's robust growth trajectory.

The strong performance of Malaysia's domestic tourism in 2024 continued into the final quarter, bringing the total number of visitors for the year to 260.1 million, a 21.7 per cent increase compared to 2023. In tandem with the rise in visitor numbers, domestic tourism expenditure reached RM107.2 billion, reflecting a solid year-on-year growth of 26.3 per cent.

Detailed information and technical notes are same as in the publication of the Domestic Tourism Survey 2023 by state. This bulletin can be accessed and downloaded through the DOSM portal, www.dosm.gov.my.

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