



KEMENTERIAN EKONOMI
JABATAN PERANGKAAN MALAYSIA

KENYATAAN MEDIA

**PRESTASI PELANCONGAN DOMESTIK DI MALAYSIA,
SUKU TAHUN PERTAMA 2026**

Perbelanjaan pelancongan domestik mencatatkan pertumbuhan dua digit sebanyak 15.8 peratus, mencecah RM34.0 bilion pada suku tahun pertama 2026

PUTRAJAYA, 24 JUN 2026 – Sektor pelancongan domestik Malaysia terus mengekalkan momentum pertumbuhan pada suku pertama 2026 dengan jumlah pelawat domestik merekodkan 74.7 juta orang, meningkat 7.2 peratus tahun ke tahun. Prestasi ini turut menyokong kepada pertumbuhan 0.9 peratus suku ke suku berbanding suku keempat 2025, mencerminkan kestabilan yang berterusan dalam permintaan perjalanan domestik. Statistik ini diterbitkan dalam **BULETIN SURVEI PELANCONGAN DOMESTIK MALAYSIA (DTS), SUKU TAHUN PERTAMA 2026** yang diterbitkan oleh Jabatan Perangkaan Malaysia (DOSM) pada hari ini.

Pertumbuhan ini didorong oleh perjalanan semasa musim perayaan dan cuti umum sepanjang suku tersebut, khususnya Tahun Baharu Cina dan Aidilfitri, yang lazimnya merangsang aktiviti pelancongan domestik termasuk aktiviti mengunjungi saudara-mara serta percutian keluarga. Tempoh perayaan ini menyumbang kepada peningkatan pergerakan pelawat serta pengukuhan aktiviti pelancongan di seluruh negara.

Dato' Sri Dr. Mohd Uzir Mahidin, Ketua Perangkawan Malaysia, mengulas, “Perbelanjaan pelancongan domestik merekodkan RM34.0 bilion dengan pertumbuhan tahun ke tahun sebanyak 15.8 peratus, menunjukkan bukan hanya disumbangkan oleh peningkatan aktiviti perjalanan malahan pertambahan purata perbelanjaan setiap pelawat. Secara suku ke suku, jumlah perbelanjaan meningkat 4.5 peratus, memberi indikasi daya tahan berterusan dalam aktiviti ekonomi berkaitan pelancongan”.

Prestasi positif ini turut disokong oleh pertumbuhan indikator utama, antaranya trafik lebuh raya yang meningkat 1.0 peratus, jualan runcit bahan api meningkat 8.0 peratus dan ketibaan penumpang udara domestik bertambah 9.6 peratus tahun ke tahun, mencerminkan peningkatan mobiliti serta permintaan perjalanan domestik.

Sektor Penginapan turut menunjukkan prestasi yang memberangsangkan apabila hasil sektor tersebut meningkat sebanyak 15.4 peratus, sejajar dengan peningkatan permintaan pelancongan. Kadar penghunian hotel bertaraf empat bintang dan tiga bintang masing-masing meningkat kepada 62.9 peratus (ST1 2025: 62.4%) dan 70.4 peratus (ST1 2025: 69.3%), mencerminkan kecenderungan yang semakin meningkat dalam kalangan pelancong terhadap pilihan penginapan bagi kategori pertengahan. Mengikut lokasi, kadar penghunian hotel di kawasan bandar meningkat kepada 64.1 peratus (ST1 2025: 61.8%), manakala kawasan pesisir pantai merekodkan kadar penghunian sebanyak 59.9 peratus (ST1 2025: 59.3%). Prestasi ini menunjukkan permintaan yang berterusan dan seimbang merentasi destinasi pelancongan utama negara.

Secara keseluruhannya, pelancongan domestik kekal sebagai penyumbang penting kepada ekonomi Malaysia, disokong oleh peningkatan jumlah pelawat, perbelanjaan pelancongan serta aktiviti perjalanan sepanjang suku ini.

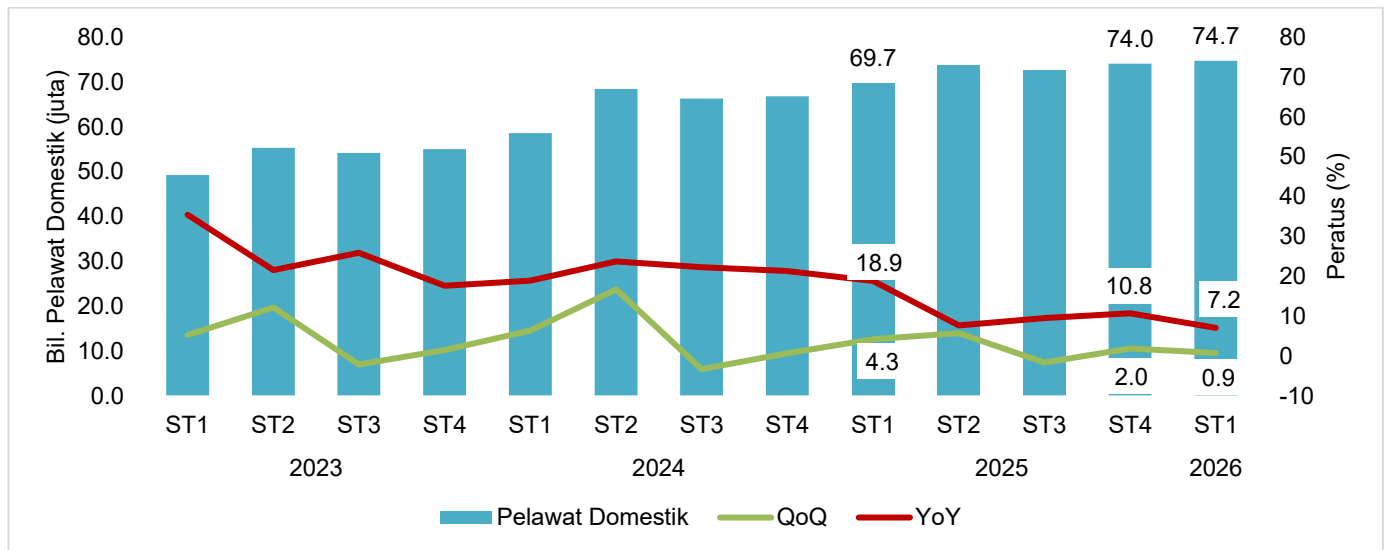
Jabatan Perangkaan Malaysia (DOSM) sedang melaksanakan **Banci Ekonomi 2026 (BE2026)** dengan tema “**Data Nadi Ekonomi Rakyat**”. Pelaksanaan Banci Ekonomi kali keenam ini berlangsung dari **5 Januari hingga 31 Oktober 2026**. BE2026 bertujuan untuk mengumpul data yang menyeluruh dan berstruktur daripada semua pertubuhan

perniagaan berdaftar dan tidak berdaftar di Malaysia, bagi menilai prestasi, struktur serta ciri-ciri ekonomi negara secara komprehensif dan berasaskan bukti.

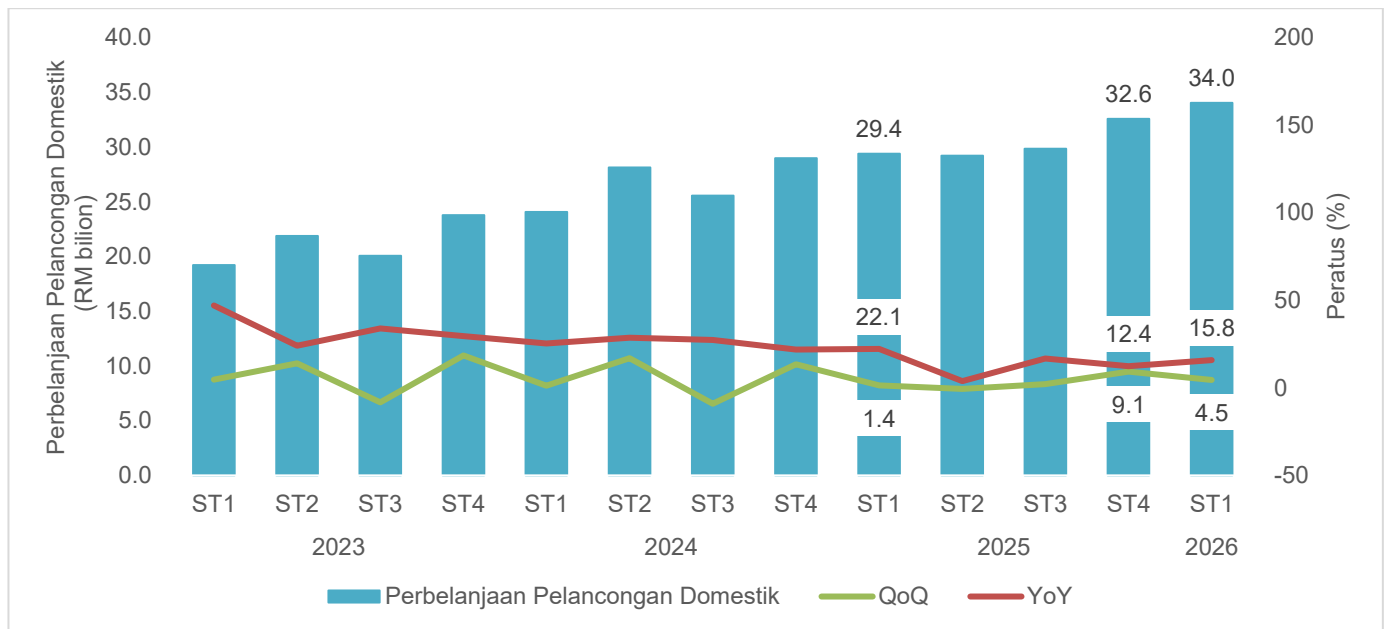
Malaysia buat julung kalinya telah menduduki tangga pertama (1) di peringkat global dalam laporan dwi-tahunan Open Data Inventory (ODIN) 2024/25 yang dikeluarkan oleh Open Data Watch (ODW), mengatasi 197 negara lain. Pencapaian ini merupakan lonjakan ketara daripada kedudukan ke-67 dalam penilaian ODIN 2022/23.

OpenDOSM NextGen adalah medium yang menyediakan katalog data dan visualisasi bagi memudahkan pengguna menganalisis pelbagai data dan boleh diakses melalui portal <https://open.dosm.gov.my>.

Carta 1: Bilangan Pelawat Domestik, 2023-2026



Carta 2: Jumlah Perbelanjaan Pelancongan Domestik, 2023-2026



Dikeluarkan oleh:

PEJABAT KETUA PERANGKAWAN MALAYSIA
JABATAN PERANGKAWAN MALAYSIA
24 JUN 2026



MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

MEDIA STATEMENT

**PERFORMANCE OF DOMESTIC TOURISM MALAYSIA,
FIRST QUARTER 2026**

Domestic tourism expenditure posted a double-digit growth of 15.8 per cent, reaching RM34.0 billion in the first quarter of 2026

PUTRAJAYA, 24 JUNE, 2026 – Malaysia's domestic tourism maintained its growth momentum in the first quarter of 2026, with total domestic visitors reaching 74.7 million, reflecting a year-on-year increase of 7.2 per cent. The performance was further supported by a 0.9 per cent quarter-on-quarter growth compared to the fourth quarter of 2025, indicating continued stability in domestic travel demand. These figures were highlighted in the **BULLETIN OF MALAYSIA'S DOMESTIC TOURISM SURVEY (DTS), FIRST QUARTER 2026** released by the Department of Statistics Malaysia (DOSM) today.

The growth was driven by festive and holiday travel during the quarter, particularly during Chinese New Year and Aidilfitri, which typically stimulate higher domestic travel activity, including visits to relatives and family holidays. These festive periods supported stronger domestic travel demand, contributing to higher visitor movements and broader tourism activity across the country.

Dato' Sri Dr. Mohd Uzir Mahidin, Chief Statistician of Malaysia, commented, "Domestic tourism expenditure recorded a total of RM34.0 billion, representing a 15.8 per cent increase year-on-year, reflecting not only higher travel activity but also an increase in

average spending per visitor. On a quarter-on-quarter basis, expenditure rose by 4.5 per cent, signalling continued resilience in tourism-related economic activities”.

The positive performance was underpinned by growth in key high-frequency indicators, with highway traffic increasing by 1.0 per cent year-on-year, retail fuel sales rising by 8.0 per cent and domestic air passenger arrivals expanding by 9.6 per cent, reflecting stronger domestic mobility and travel demand.

The Accommodation sector also demonstrated positive performance, with revenue increasing by 15.4 per cent, in line with rising tourism demand. Occupancy rates for four-star and three-star hotels increased to 62.9 per cent (Q1 2025: 62.4%) and 70.4 per cent (Q1 2025: 69.3%), respectively, indicating a growing preference for mid-range accommodation options among travellers. By location, hotel occupancy rates in urban areas increased to 64.1 per cent (Q1 2025: 61.8%), while coastal areas registered a 59.9 per cent (Q1 2025: 59.3%), highlighting sustained and balanced demand across key tourism destinations.

Overall, domestic tourism remained a key contributor to Malaysia’s economy, supported by higher visitor arrivals, increased tourism expenditure and stronger travel activity during the quarter.

The Department of Statistics Malaysia (DOSM) is conducting the **Economic Census 2026 (BE2026)**, with themed “**Data Nadi Ekonomi Rakyat**”. The sixth Economic Census, will be carried out from **5th January to 31st October 2026**. BE2026 aims to collect comprehensive and structured data from all registered and unregistered business establishments in Malaysia to assess the nation’s economic performance, structure and characteristics in an evidence-based manner.

Malaysia has, for the first time, successfully secured the **top position** globally in the biennial **Open Data Inventory (ODIN) 2024/25** report released by Open Data Watch

(ODW), surpassing 197 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: Performance of Domestic Visitors in Malaysia, 2023-2026

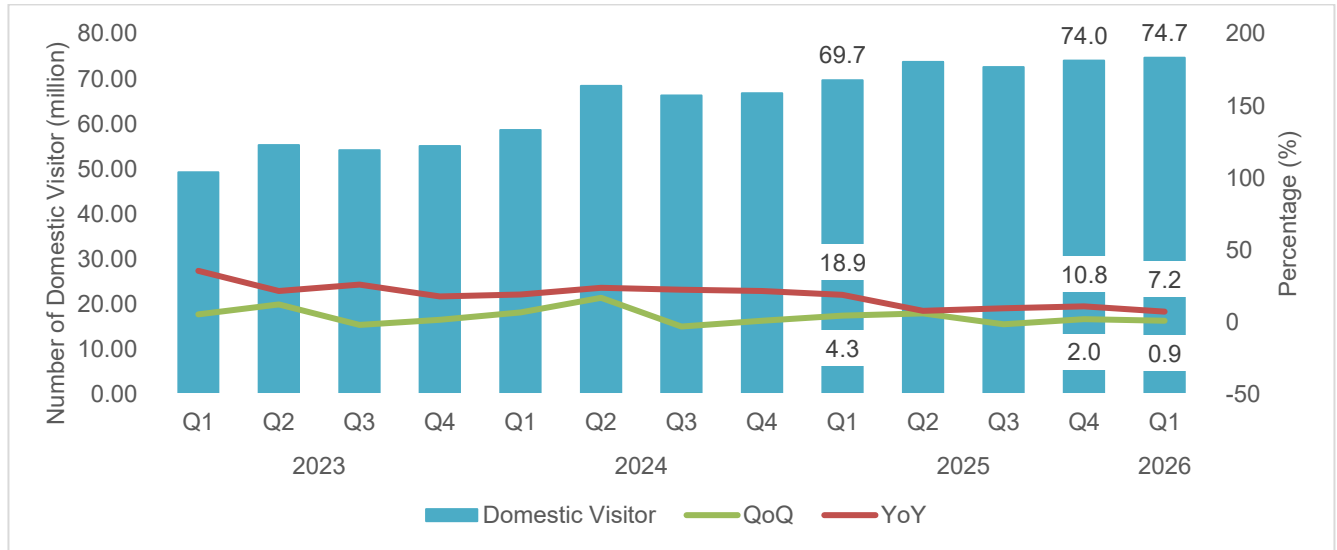


Chart 2: Malaysia's Domestic Tourism Expenditure, 2023-2026



Released by:

THE OFFICE OF CHIEF STATISTICIAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA
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