

PUTRAJAYA (June 16): Malaysia's domestic tourism sector continued its upward trajectory in 2025, with total domestic visitor expenditure rising 13.6% to RM121.3 billion from RM106.7 billion in 2024, according to the Domestic Tourism Survey 2025 released by the Department of Statistics Malaysia (DOSM) on Tuesday.

Chief statistician Datuk Seri Dr Mohd Uzir Mahidin said the increase was driven by higher spending among both tourists and excursionists, which grew 14.6% and 12.2%, respectively.

Tourists remained the largest contributors to domestic tourism spending, accounting for 59.5% of total visitor expenditure.

The stronger spending trend coincided with an increase in domestic travel activity, with the number of domestic visitors rising 11.5% to 290.1 million in 2025 compared with 260.1 million in the previous year.

The average length of stay also edged up to 2.56 nights from 2.49 nights in the

Domestic tourism spending reaches RM121.3 bil in 2025 — DOSM

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preceding year. The increase reflects a stronger propensity among travellers to participate in domestic tourism activities and spend longer periods at destinations within the country," Mohd Uzir said in a statement.

He attributed the sector's strong performance to heightened travel demand during major festive and holiday periods, including Chinese New Year, Hari Raya Aidilfitri, Deepavali, Christmas and school holidays.

State-level tourism campaigns held under various Tahun Melawat Negeri initi-

atives also helped stimulate interstate travel and tourism spending.

In addition, cultural and tourism events such as the Kaamatan Festival in Sabah and Gawai Dayak celebrations in Sarawak contributed to increased visitor movements and tourism-related economic activities.

Large-scale concerts, festivals, exhibitions and sporting tournaments further encouraged domestic travel, while Malaysia's hosting of several Asean meetings and related programmes boosted business and event-related travel nationwide.

In terms of travel patterns, land transport remained the preferred mode of travel, accounting for 97.5% of domestic trips in 2025.

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