

MEDIA STATEMENT



MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

Block C6 & C7, Complex C,
Federal Government Administrative Centre, Precinct 1,
62514, Federal Territory Putrajaya
Telephone no. : 03 - 8090 4681

PERFORMANCE OF DOMESTIC TOURISM MALAYSIA IN FOURTH QUARTER 2024

Malaysia's domestic tourism recorded its best performance in 2024 with a total expenditure of RM107.2 billion, including RM29.0 billion in the last quarter

PUTRAJAYA, MARCH 24, 2025 – Malaysia's domestic tourism sector experienced impressive growth in the fourth quarter of 2024, with 66.8 million visitors, reflecting a substantial year-on-year increase of 21.4 per cent. 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. These insights were highlighted in the **BULLETIN OF MALAYSIA'S DOMESTIC TOURISM SURVEY (DTS), FOURTH QUARTER 2024**, released today by the Department of Statistics Malaysia (DOSM).

Dato' Sri Dr. Mohd Uzir Mahidin, Chief Statistician of Malaysia, noted that 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.

The growth in domestic tourism was further reflected in the performance of tourism-related industries. Revenue from zoo attractions saw a 15.6 per cent increase year-on-year, highlighting the ongoing appeal of wildlife experiences. Similarly, retail sales of automotive fuel grew by 6.7 per cent, in line with higher domestic travel activity, while domestic airport arrivals rose by 6.1 per cent. Additionally, highway traffic volume increased by 3.8 per cent, signalling higher levels of mobility within the country. These developments were supported by a notable 14.1 per cent increase in the accommodation subsector's revenue, further confirming the strong demand for domestic travel services.

The hotel industry demonstrated resilience, with the occupancy rate for four-star hotels rising by 5.9 per cent, a reflection of the continued demand for higher-end accommodation options. Beach destinations saw a significant 12.1 per cent increase in occupancy rates, indicating a shift toward coastal getaways, while town areas recorded a modest rise of 0.7 per cent, signalling a more balanced distribution of domestic travellers across various destinations.

Malaysia's thriving domestic tourism sector has proven to be a key driver of the nation's economic performance. The rise in visitor numbers, coupled with increasing tourism expenditure, has bolstered various industries that support the sector, reinforcing its vital role in Malaysia's overall economic development.

Dato' Sri Dr. Mohd Uzir Mahidin also highlighted the positive contributions from broader economic activities in the final quarter. The Services sector expanded by 6.2 per cent year-on-year in the fourth quarter, largely driven by growth in Wholesale & Retail Trade and Food & Beverages, sectors that benefited from rising consumer

spending on travel, dining, and related services. The Transportation subsector saw particularly strong growth, with land transport rising by 10.0 per cent and air transport by 9.3 per cent, reflecting the increased movement of both domestic and international visitors.

The growth of Malaysia's domestic tourism is expected to continue, driven by ongoing consumer confidence, robust travel demand, and the incoming festival celebration. As the sector continues to expand, its contribution to Malaysia's economic development remains critical, reinforcing the importance of domestic tourism as a cornerstone of the nation's broader economic strategy.

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

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 20 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

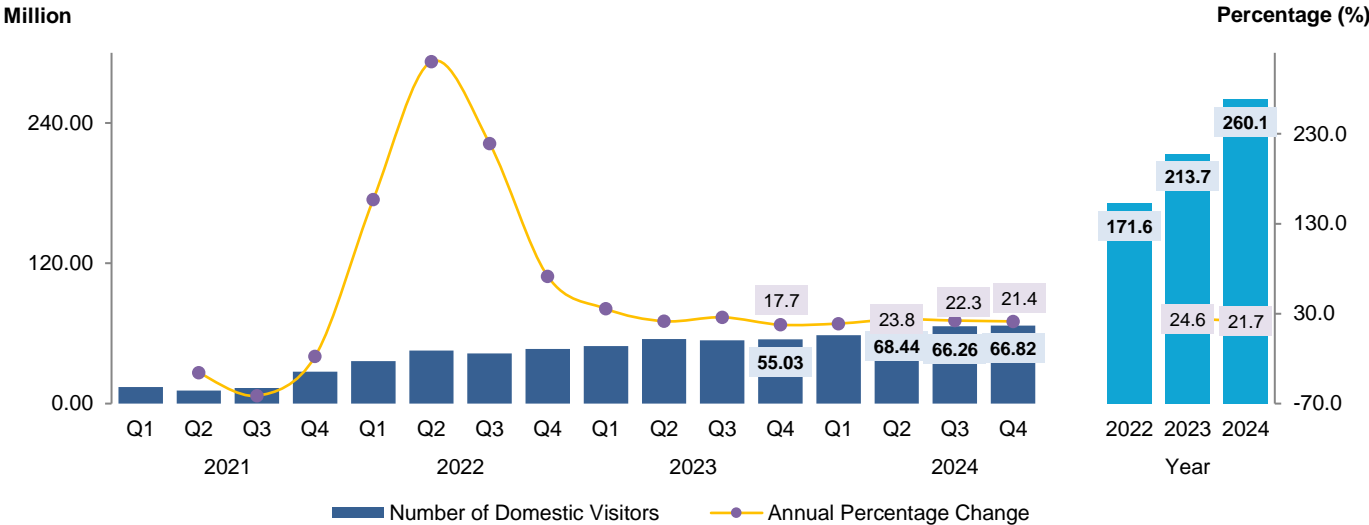


Chart 2: Malaysia's Domestic Tourism Expenditure

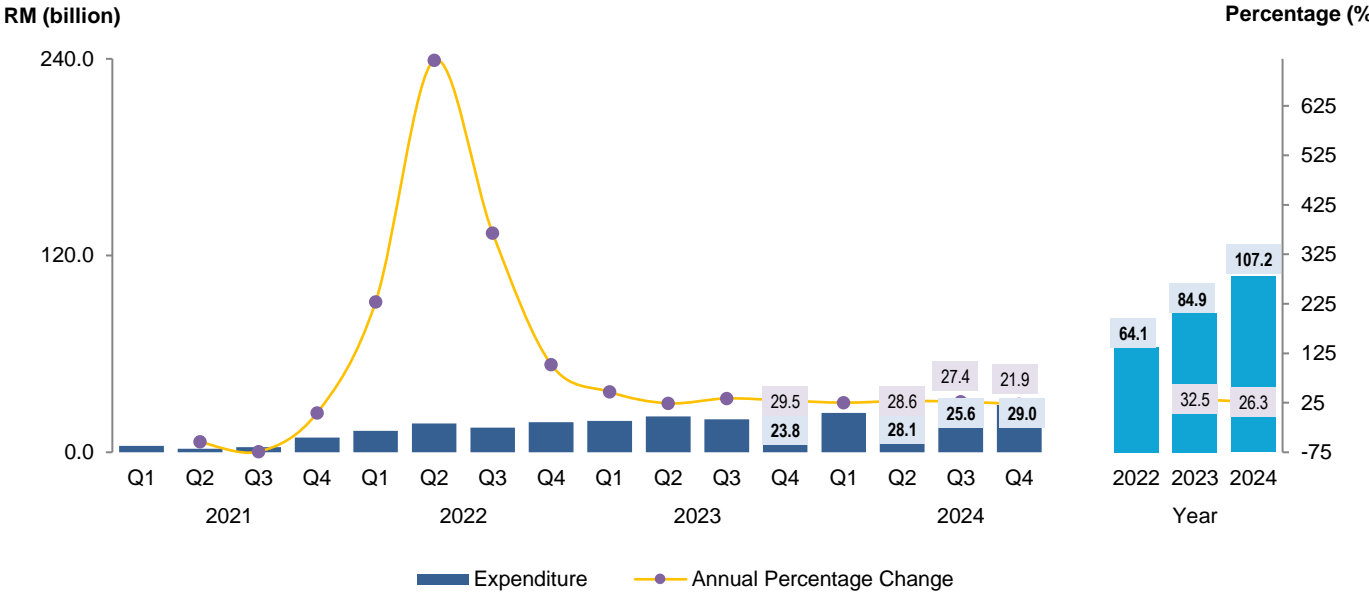


Chart 3: Sales of Automotive Fuel

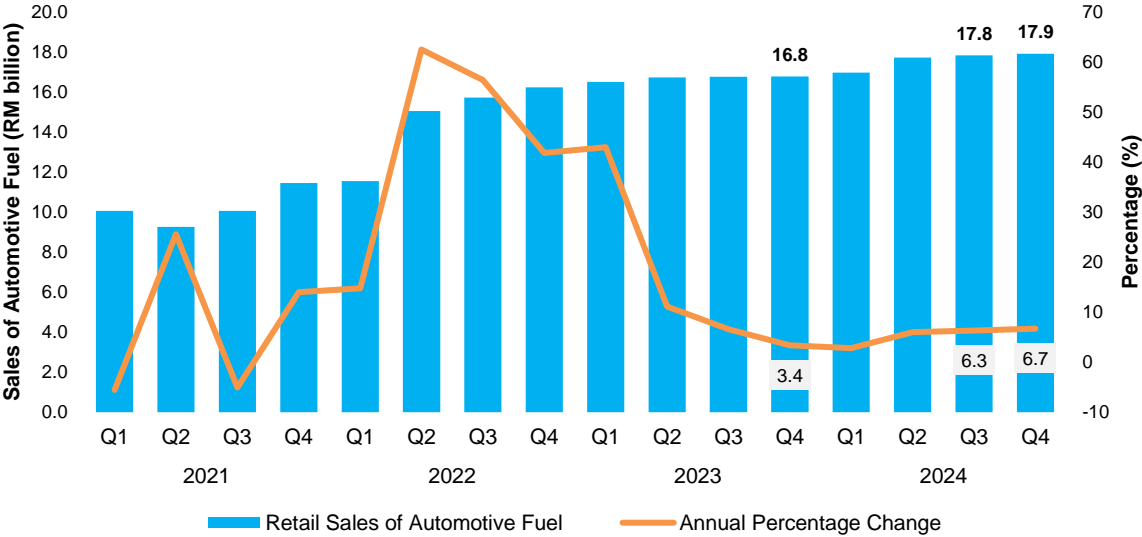


Chart 4: Revenue of Accommodation Subsector

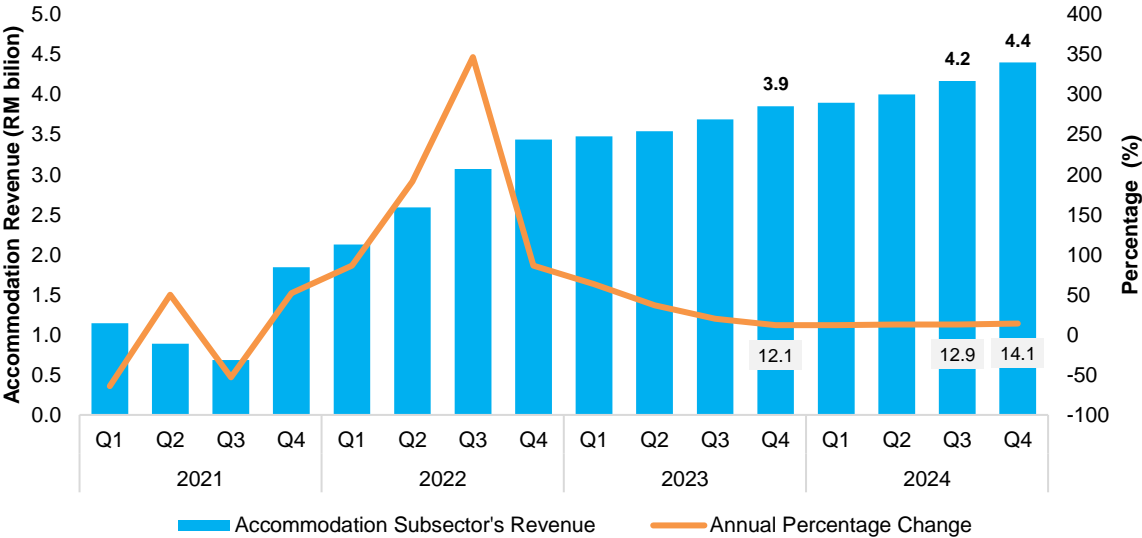


Chart 5: Revenue of Zoo Attractions

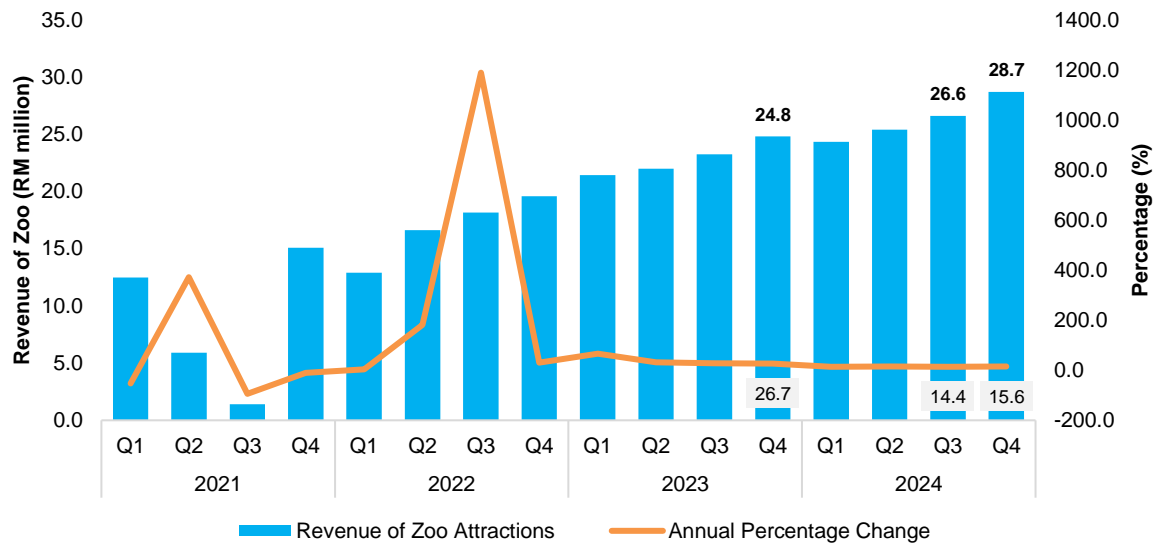
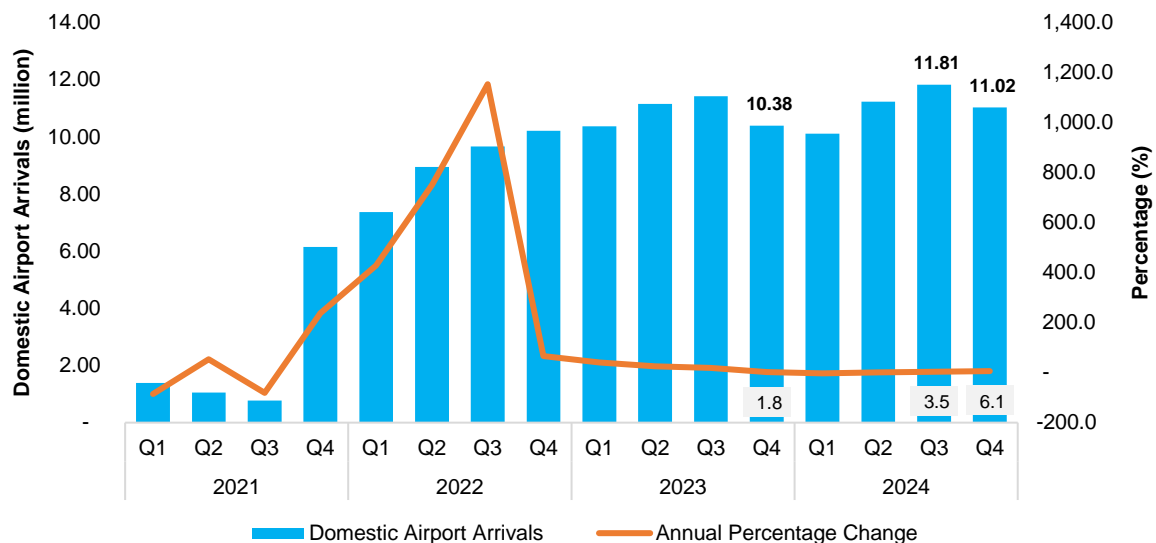


Chart 6: Domestic Airport Arrivals



Released by:

**THE OFFICE OF CHIEF STATISTICIAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA
24 MARCH 2025**