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## **MEDIA STATEMENT**

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### **PERFORMANCE OF DOMESTIC TOURISM MALAYSIA IN SECOND QUARTER 2025 AND ANNUAL 2024 BY STATE**

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***Domestic tourism increased by 7.8 per cent in the second quarter of 2025, reaching a total of 73.8 million visitors.***

**PUTRAJAYA, SEPTEMBER 18, 2025** – Malaysia recorded 73.8 million domestic visitors in the second quarter of 2025, an increase of 7.8 per cent compared to the same period last year. On a quarter-on-quarter basis, domestic visitor numbers rose by 5.8 per cent from the first quarter of 2025. The number of domestic tourists in the second quarter 2025 increased 4.2 per cent compared to the first quarter 2024, recording 27.4 million tourists. Correspondingly, domestic tourism expenditure amounted to RM29.2 billion in the second quarter of 2025, reflecting a modest year-on-year growth of 3.8 per cent. However, it registered a slight quarter-on-quarter decline of 0.6 per cent. This is reported by the Department of Statistics Malaysia (DOSM) in today's release of **MALAYSIA'S DOMESTIC TOURISM SURVEY (DTS) IN SECOND QUARTER 2025 AND ANNUAL 2024 BY STATE**.

*In a statement today, Dato' Sri Dr. Mohd Uzir Mahidin, Chief Statistician Malaysia said, "In terms of domestic tourism performance by state in 2024, Selangor recorded the highest number of domestic visitors at 34.5 million, followed by the Federal Territory of Kuala*

*Lumpur (27.0 million) and Perak (21.8 million). Perak also registered the highest number of tourist arrivals, rising by 36.1 per cent to 10.2 million visitors compared to 7.5 million in the previous year.”*

*In line with the positive growth in domestic visitor arrivals, all states recorded an increase in tourism receipts. 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.*

*Across all states, the largest group of domestic visitors belonged to the 25 to 39 years age group. When analysed by sex, both male and female domestic visitors were predominantly within this age group in every state, except for Selangor and the Federal Territory of Labuan, where male visitors were more concentrated in the 40 to 54 years age group.*

*Malaysia's domestic tourism sector demonstrated steady growth in the second quarter of 2025, with increases in both visitor numbers and tourism expenditure. Selangor, the Federal Territory of Kuala Lumpur, and Perak were key contributors to domestic tourism activity in 2024, leading in both visitor arrivals and tourism receipts. The rise in tourism receipts across all states reflects sustained demand for travel-related goods and services, particularly in shopping and food & beverages activities.*

*The demographic profile indicates that domestic tourism is primarily supported by domestic visitors from middle-income households and aged 25 to 39 years, underscoring the significance of this economically active group. Variations in travel patterns and length of stay across states point to opportunities for targeted tourism development. Overall, the data suggests a stable and evolving domestic tourism market that plays a meaningful role in supporting local economies and enhancing economic diversification.*

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

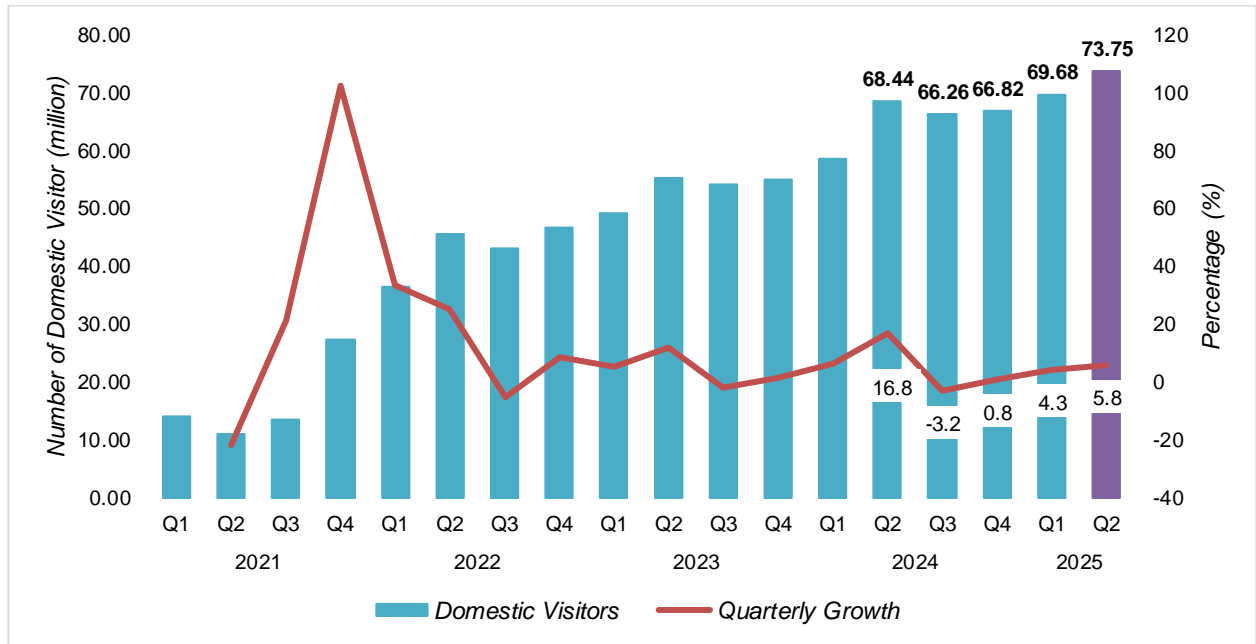
*Malaysia, for the first time, ranked as number one (1) globally in the biennial Open Data Inventory (ODIN) 2024/25 report released by Open Data Watch (ODW), surpassing 197 other countries. This achievement marks a significant leap from its 67th position in the ODIN 2022/23 assessment.*

*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*

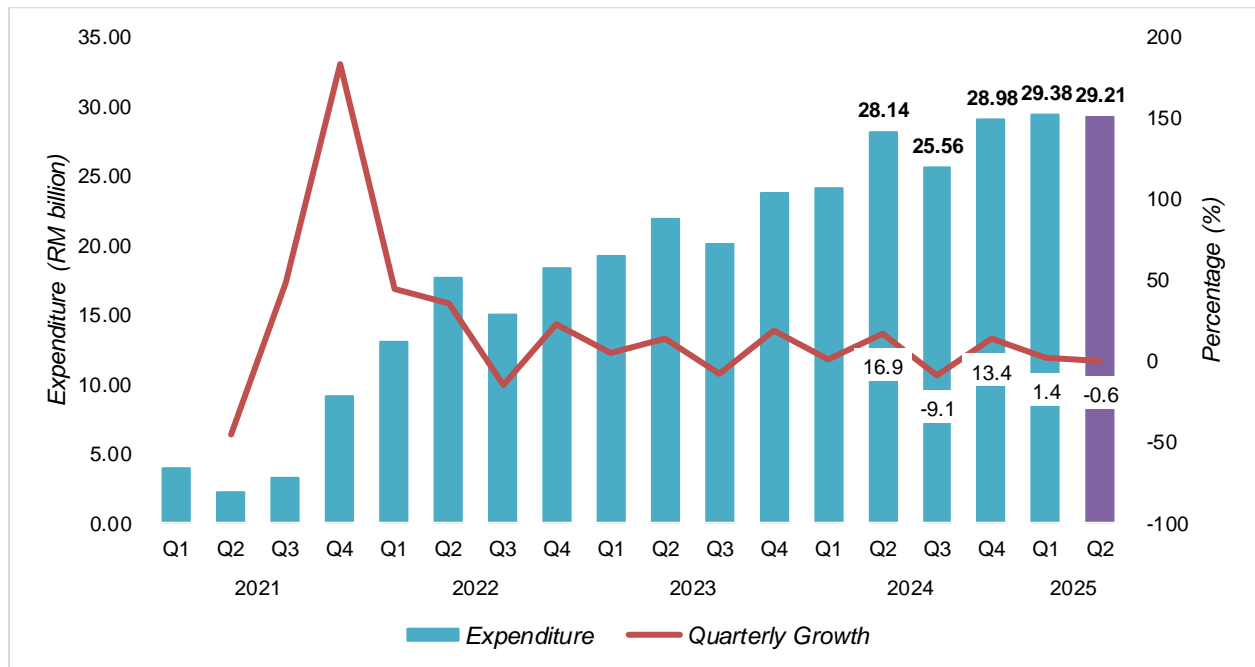
*World Statistics Day will be celebrated on 20th October 2025, with the theme 'Driving Change with Quality Statistics and Data for Everyone'.*

*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>.*

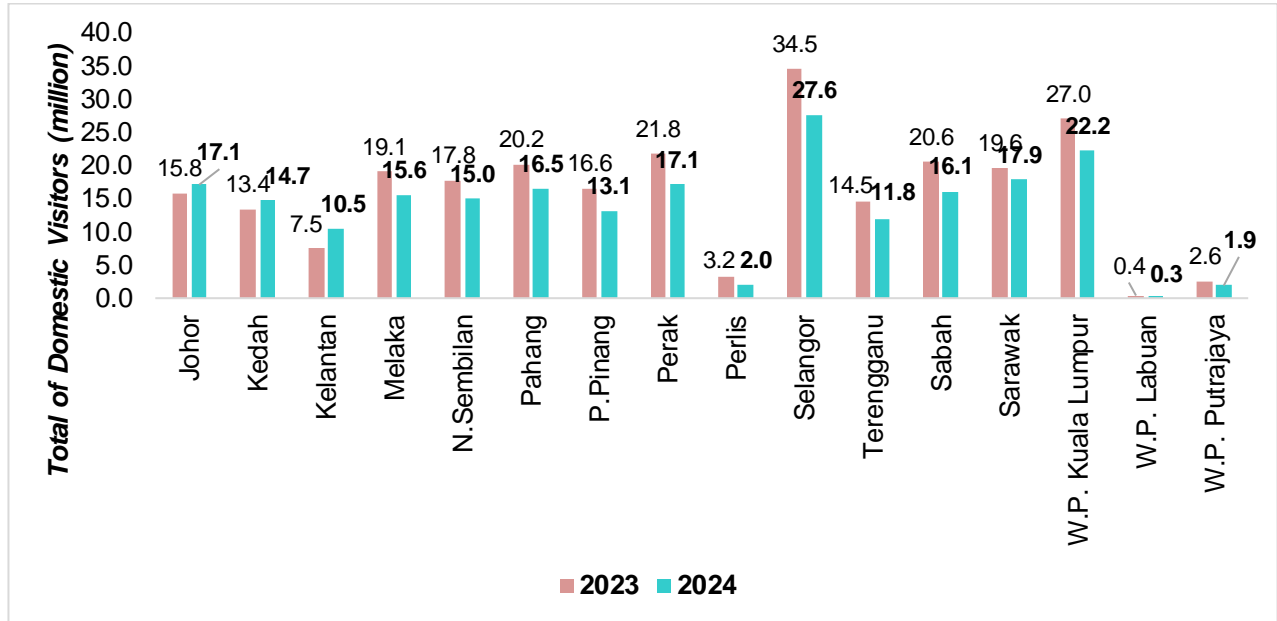
**Chart 1: Number of Domestic Visitors by Quarter, 2021 - 2025**



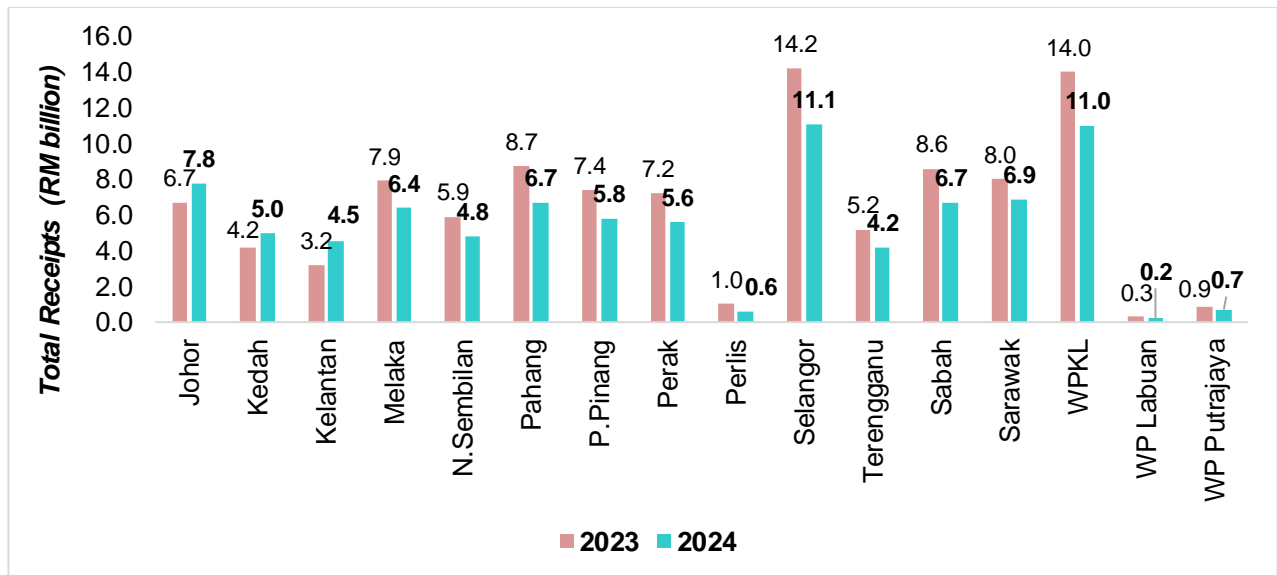
**Chart 2: Total Domestic Tourism Expenditure by Quarter, 2021 – 2025**



**Chart 3: Number of Domestic Visitors by State, 2023 – 2024**



**Chart 4: Domestic Tourism Receipt by State, 2023 – 2024**



Released by:

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