



MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

MEDIA STATEMENT

**PERFORMANCE OF DOMESTIC TOURISM MALAYSIA,
2025**

**Domestic visitor expenditure surged by 13.6 per cent to
RM121.3 billion in 2025**

PUTRAJAYA, 16 JUNE, 2026 – Malaysia's domestic tourism sector recorded a commendable performance in 2025, with total domestic visitor expenditure increasing by 13.6 per cent to reach RM121.3 billion, compared to RM106.7 billion in 2024. These statistics are published in the **DOMESTIC TOURISM SURVEY (DTS) MALAYSIA 2025** report, released today by the Department of Statistics Malaysia (DOSM). The publication presents comprehensive annual statistics covering visitor arrivals, tourism expenditure, travel patterns, as well as the social and demographic profiles of domestic visitors in 2025.

The Chief Statistician of Malaysia, Dato' Sri Dr. Mohd. Uzir Mahidin, stated that the growth in domestic visitor expenditure in 2025 was driven by increases in both tourist and excursionist spending, which recorded growth rates of 14.6 per cent and 12.2 per cent, respectively. Tourist expenditure remained the largest contributor, accounting for 59.5 per cent of total domestic visitor spending.

In line with this positive trend, the number of domestic visitors increased by 11.5 per cent, reaching 290.1 million visitors in 2025 compared to 260.1 million in 2024. The average

length of stay also rose to 2.56 nights from 2.49 nights in the preceding year, reflecting a stronger propensity among travellers to engage in domestic tourism activities and spend longer periods at destinations within the country.

The robust performance of domestic tourism was supported by higher travel demand during major festive and holiday periods, including Chinese New Year, Hari Raya Aidilfitri, Deepavali and Christmas, as well as school holidays. State-level tourism campaigns under the Tahun Melawat Negeri initiatives in selected states further encouraged inter-state travel and destination spending. In addition, the vibrant calendar of cultural and tourism events, including the Kaamatan Festival in Sabah and the Gawai Dayak celebrations in Sarawak, attracted substantial visitor movements and contributed to tourism-related economic activities. The organisation of large-scale concerts, festivals, exhibitions and sporting tournaments also stimulated domestic travel throughout the year. Furthermore, Malaysia's role as host of several ASEAN meetings and related programmes enhanced business and event-related travel, generating additional demand for accommodation, transportation and other tourism services nationwide.

Based on travel pattern perspective, the majority of domestic visitors continued to rely on land transport, which accounted for 97.5 per cent of total domestic travel in 2025. In terms of accommodation, staying with relatives and friends remained the most preferred option, contributing 56.2 per cent of total tourists. Nevertheless, the use of paid accommodation increased to 43.8 per cent, compared to 39.6 per cent in 2024, with hotels being the primary choice at 23.1 per cent.

In terms of travel purpose, visiting relatives and friends remained the leading reason for travel, accounting for 35.6 per cent of total trips, followed by shopping at 24.6 per cent. Correspondingly, shopping constituted the largest expenditure component at 36.9 per cent, followed by food & beverages (16.1 per cent) and vehicle fuel (13.5 per cent).

From a destination perspective, Selangor remained the most visited state in 2025, attracting 36.4 million visitors, followed by the Federal Territory of Kuala Lumpur with

35.1 million visitors and Perak with 23.6 million visitors. The strong performance of these destinations reflects their diversified tourism offerings, well-developed infrastructure, vibrant urban attractions and strategic connectivity, which continued to draw both leisure and business travellers throughout the year.

Overall, Malaysia's domestic tourism sector recorded continuous growth in 2025, supported by increases in visitor numbers, tourism expenditure and average length of stay. The positive performance reflected continuous demand for leisure, cultural, business and event-related travel, as well as growing interest in exploring domestic destinations. These developments contributed to tourism-related economic activities across the country, reinforcing the sector's role in supporting economic growth and local development.

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: Number of Domestic Visitors in Malaysia, 2018 – 2025

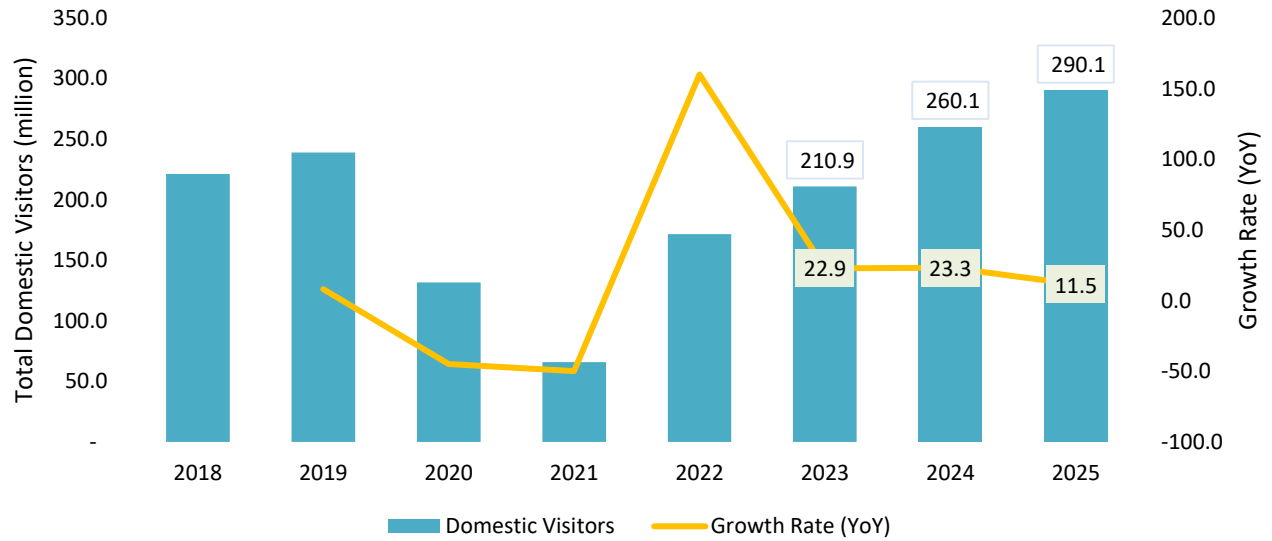


Chart 2: Number of Domestic Visitors by State Visited, 2025

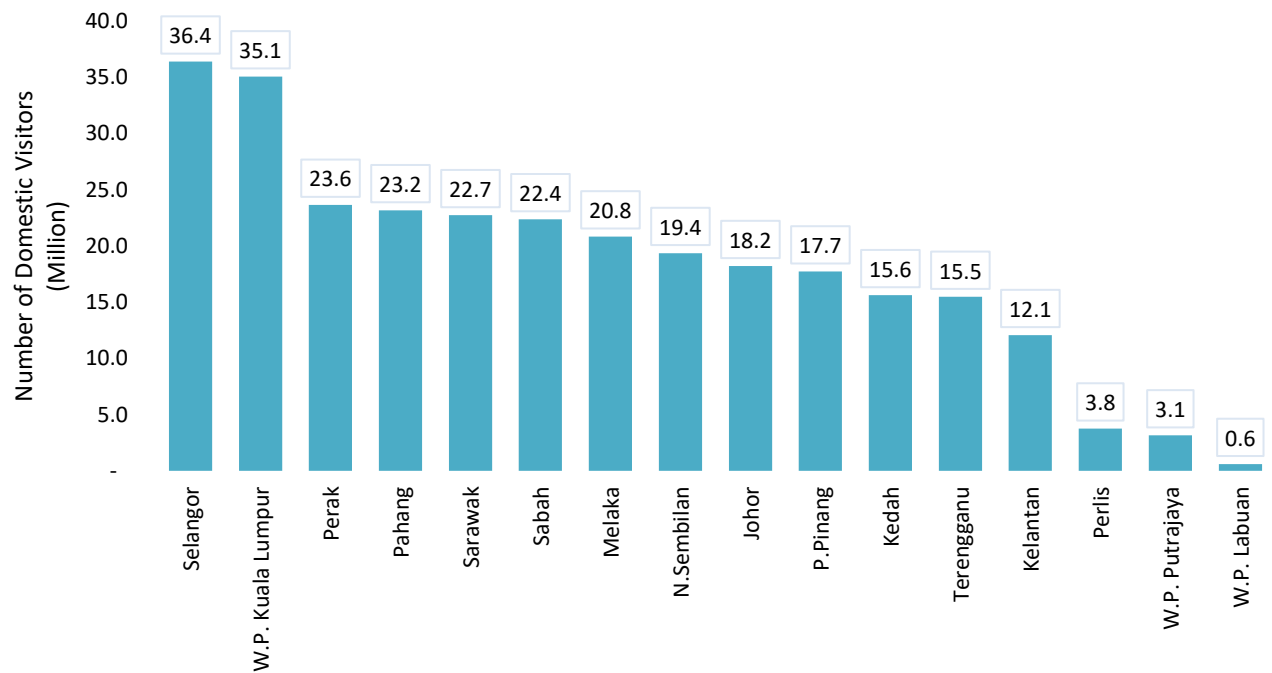


Chart 3: Total Expenditure of Malaysia's Domestic Visitors, 2018 – 2025

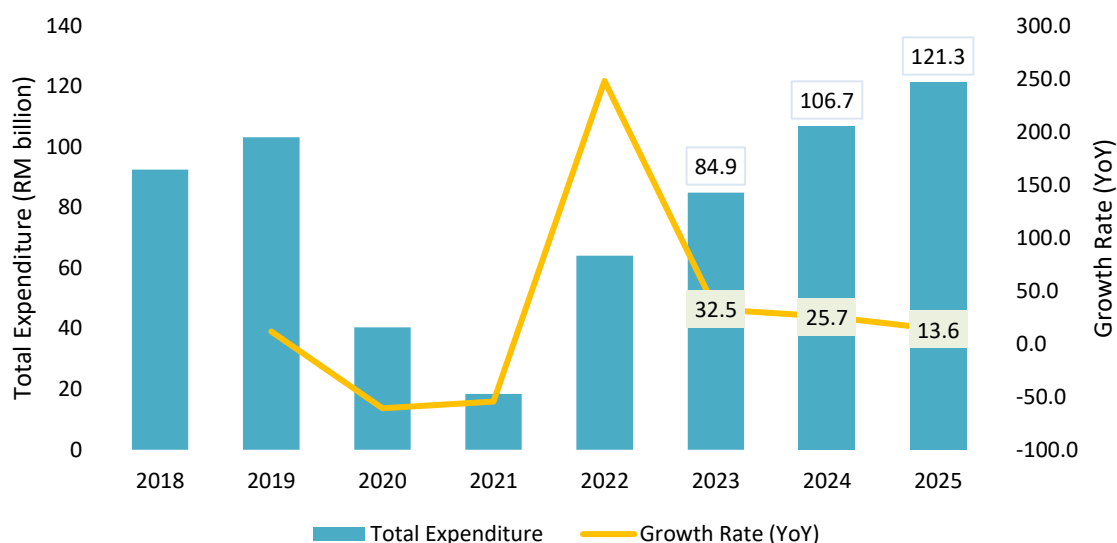
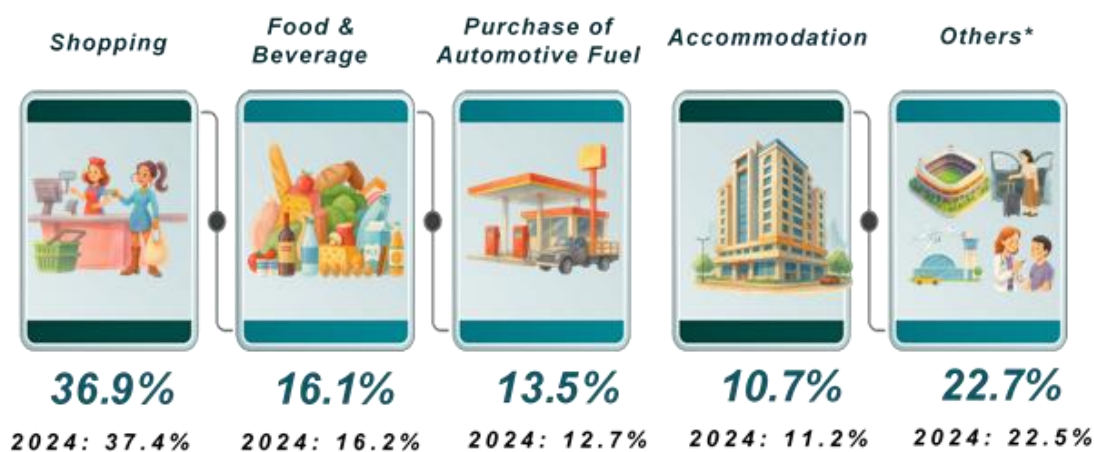


Exhibit 1: Percentage Share of Expenditure Components by Domestic Visitors, 2025



Released by:

THE OFFICE OF CHIEF STATISTICIAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA
16 JUNE 2026