



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

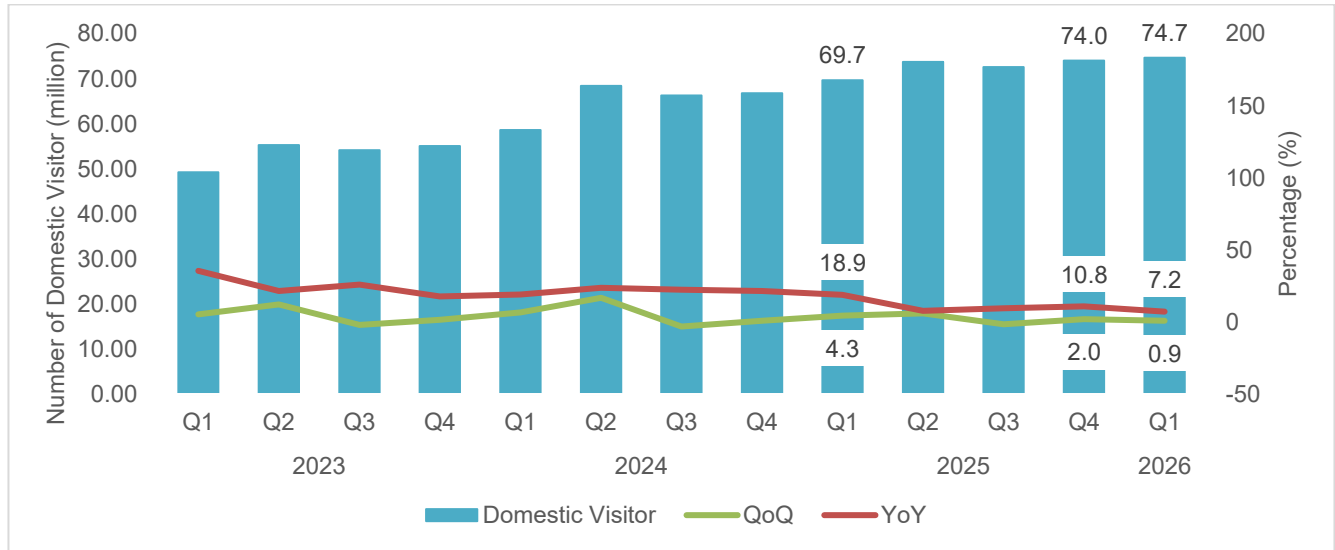
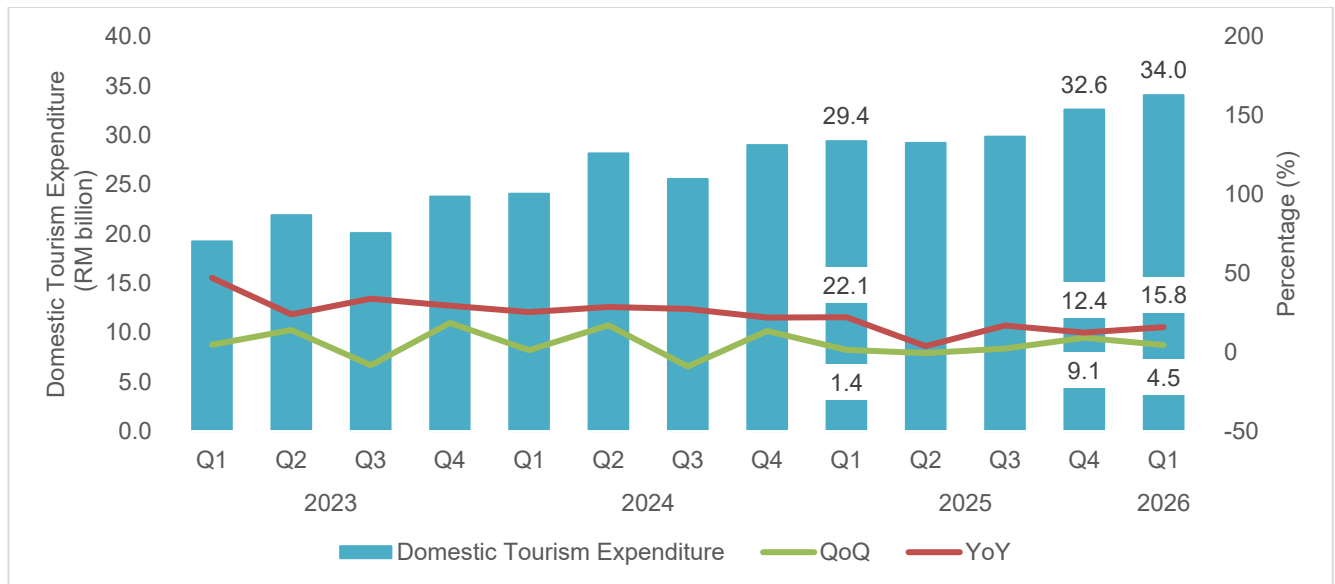


Chart 2: Malaysia's Domestic Tourism Expenditure, 2023-2026



Released by:

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