

DOMESTIC TOURISM PERFORMANCE



Introduction

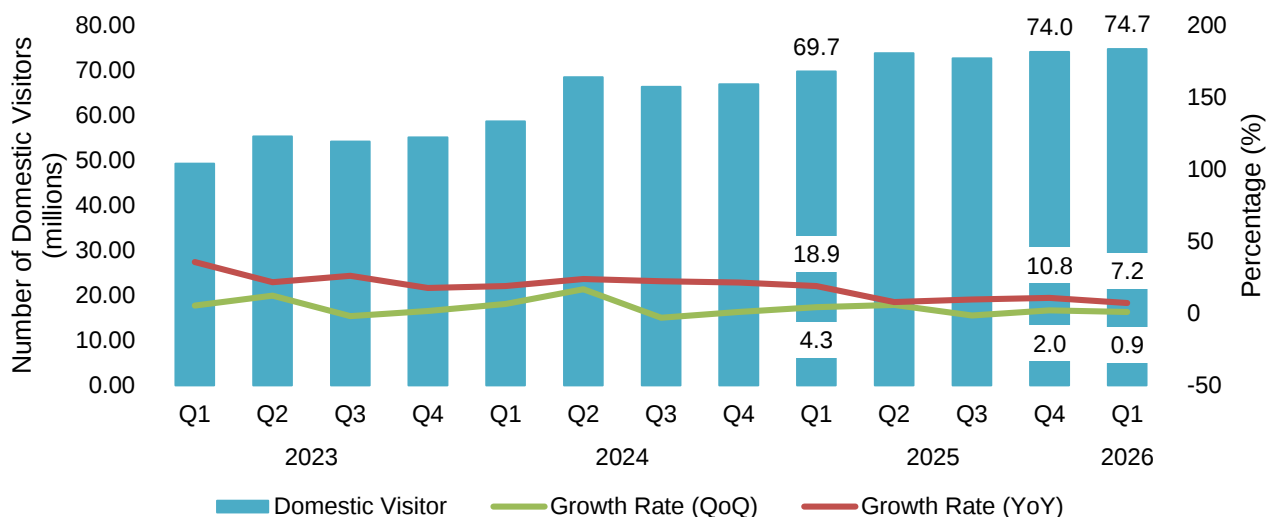
The Domestic Tourism Bulletin for the first quarter of 2026 provides an overview of the number of visitors, tourist arrivals, tourism expenditure, and selected indicators associated with the domestic tourism industry. The statistics presented are based on data collected through the Domestic Tourism Survey conducted during the year 2026

1.0 PERFORMANCE OF DOMESTIC VISITORS

Domestic visitors in the first quarter of 2026 recorded 74.7 million visitors, representing an increase of 7.2 per cent compared to the first quarter of the previous year. Comparison to the previous quarter also shows an increase of 0.9 per cent.



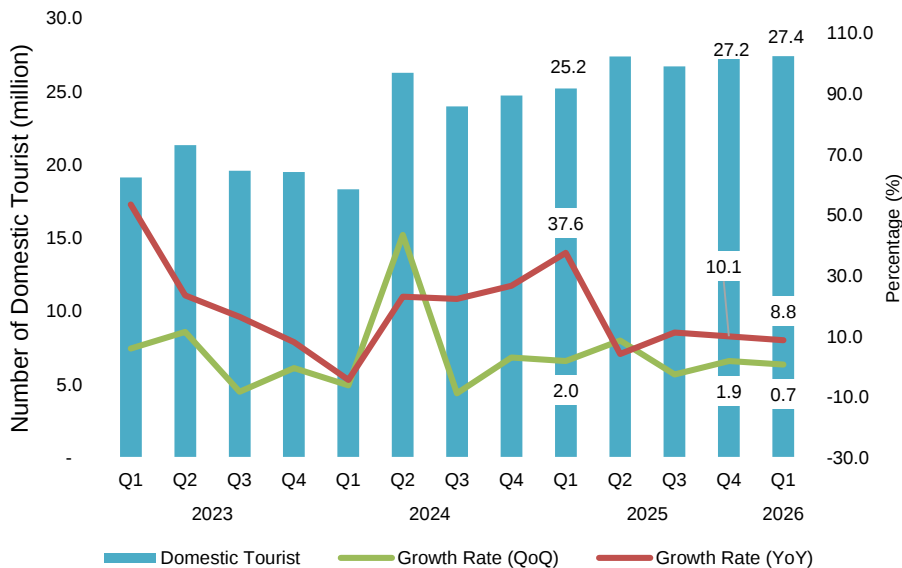
Number of Domestic Visitors by Quarters, 2023-2026



2.0 PERFORMANCE OF DOMESTIC TOURIST

Number of domestic tourist for the first quarter of 2026 were recorded 27.4 million tourists, reflecting a 8.8 per cent increase compared to 25.2 million tourists recorded in the first quarter of 2025. Meanwhile, domestic tourist increased 0.7 per cent as against to the previous quarter.

Number of Domestic Tourist by Quarters, 2023-2026



3.0 EXPENDITURE OF DOMESTIC TOURISM

Domestic tourism expenditure in the first quarter of 2026 recorded **RM34.0 billion**, an increase of **15.8 per cent** compared to the same quarter of the previous year (RM29.4 billion). Meanwhile, domestic tourism expenditure increased 4.5 per cent, compared to the fourth quarter of 2025.

Domestic Tourism Expenditure by Quarters, 2023-2026

