



Department of Statistics
M A L A Y S I A

MEDIA STATEMENT
FOR PERFORMANCE OF DOMESTIC TOURISM MALAYSIA
IN FIRST QUARTER 2024 AND ANNUAL 2023

Malaysia's domestic visitor expenditure soared with a 25.3% in Q1 2024.

PUTRAJAYA, 12 JUNE, 2024 – Domestic tourism expenditure for the first quarter of 2024 recorded RM24.1 billion, increased 25.3 per cent year-on-year. The number of domestic visitors in Malaysia experienced a significant surge to record 58.6 million visitors for the first quarter 2024, increased 19.0 per cent as compared to the same quarter of previous year. Meanwhile, for quarter-on-quarter comparison, domestic visitors increased 6.5 per cent as compared to fourth quarter of 2023. This is reported by Department of Statistics Malaysia (DOSM) in today's release of **MALAYSIA'S DOMESTIC TOURISM SURVEY (DTS) 2023 AND DTS BULLETIN'S FOR FIRST QUARTER 2024**. The report also present annual statistics on visitor arrivals, tourism expenditure, travel patterns, and social & demographic characteristics of domestic visitors in 2023.

In a statement today, Dato' Sri Dr. Mohd Uzir Mahidin, Chief Statistician Malaysia said "Annual domestic tourism performance in Malaysia experienced a sharp upturn in 2023 with a total spending of RM84.9 billion, compared to RM64.1 billion in 2022. The significant hike in expenditure was attributed by astounding increase of 34.4 per cent in the number of tourists and 29.7 per cent in excursionists, where tourists spending contribution accounted for the majority at 61.5 per cent (2022: 60.7%). The number of domestic visitors surged 24.6 per cent to reach 213.7 million visitors compared to the 171.6 million recorded in 2022."

Domestic visitors spend the most on shopping with a share of 36.3 per cent (2022: 38.9%), followed by food and beverages at 16.3 per cent (2022: 15.2%), and purchase of automotive fuel at 13.2 per cent (2022: 13.8%). Visiting relatives and friends remained the primary purpose of domestic tourism, accounting for 33.6 per cent

(2022: 33.7%), but it has yet to surpass the pre-pandemic percentage of 42.3 per cent. Shopping remained the second most significant purpose, contributing 32.6 per cent (2022: 29.9%).

The number of domestic trips witnessed a significant increase, with domestic visitors undertaking 241.5 million trips within the country in 2023, representing a notable surge of 16.2 per cent as compared to the previous year. However, the average length of stay (ALOS) decreased to 2.45 nights in 2023 from 2.55 nights in the previous year.

Commenting further on domestic visitor arrivals by state, Selangor emerged as the most visited state in 2023, attracting 27.6 million domestic visitors. This was followed by W.P. Kuala Lumpur and Sarawak, welcoming 22.2 million and 17.9 million domestic visitors, respectively. Notably, the number of domestic tourists visiting Johor witnessed a substantial increase of 42.7 per cent, reaching 8.92 million tourists compared to the previous year at 6.25 million tourists.

The Department of Statistics Malaysia (DOSM) has launched OpenDOSM NextGen as a medium that provides a catalog of data and visualisations to facilitate users' analysis of various data and can be accessed through <https://open.dosm.gov.my>.

DOSM will conduct the Agricultural Census in 2024. Please visit <https://www.myagricensus.gov.my/> for more information. The theme is "Agriculture Census, Key to Agricultural Development."

The Government of Malaysia has declared National Statistics Day (MyStats Day) on October 20th each year. MyStats Day theme is "Statistics is the Essence of Life". DOSM commemorates its 75th Diamond Jubilee in 2024.

Chart 1: Number of Domestic Visitors by Quarter, 2021 – 2024

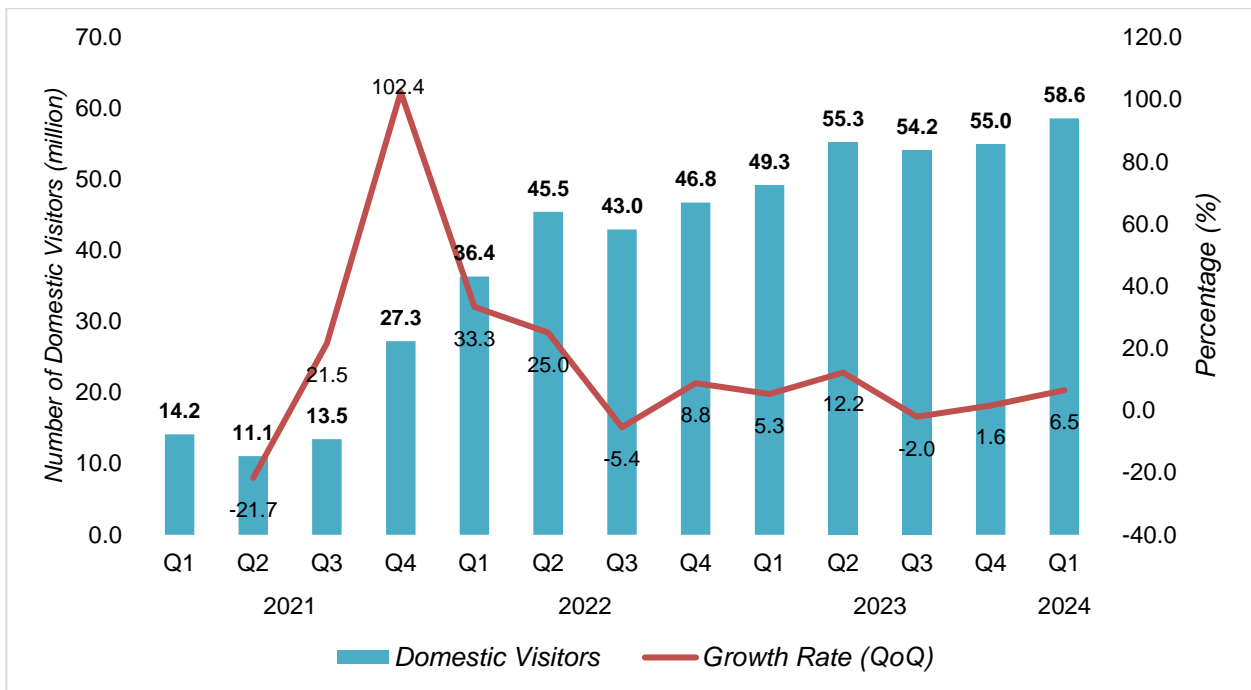


Chart 2: Total Domestic Tourism Expenditure by Quarter, 2021 – 2024

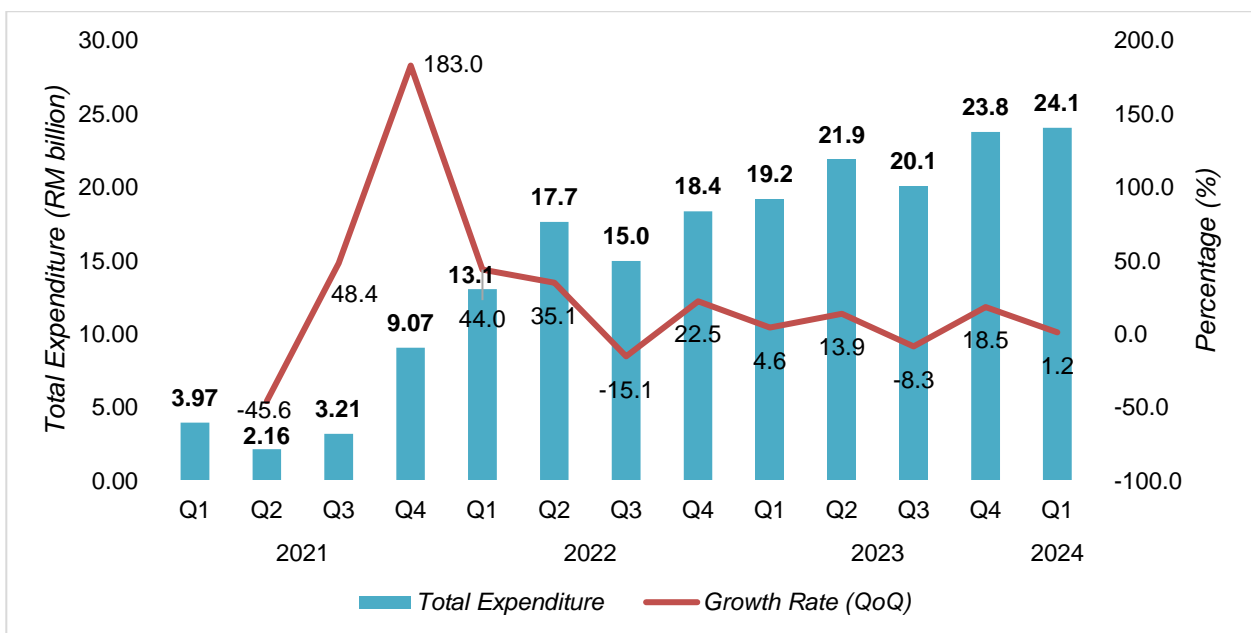


Chart 3: Number of Domestic Visitors in Malaysia, 2012 – 2023

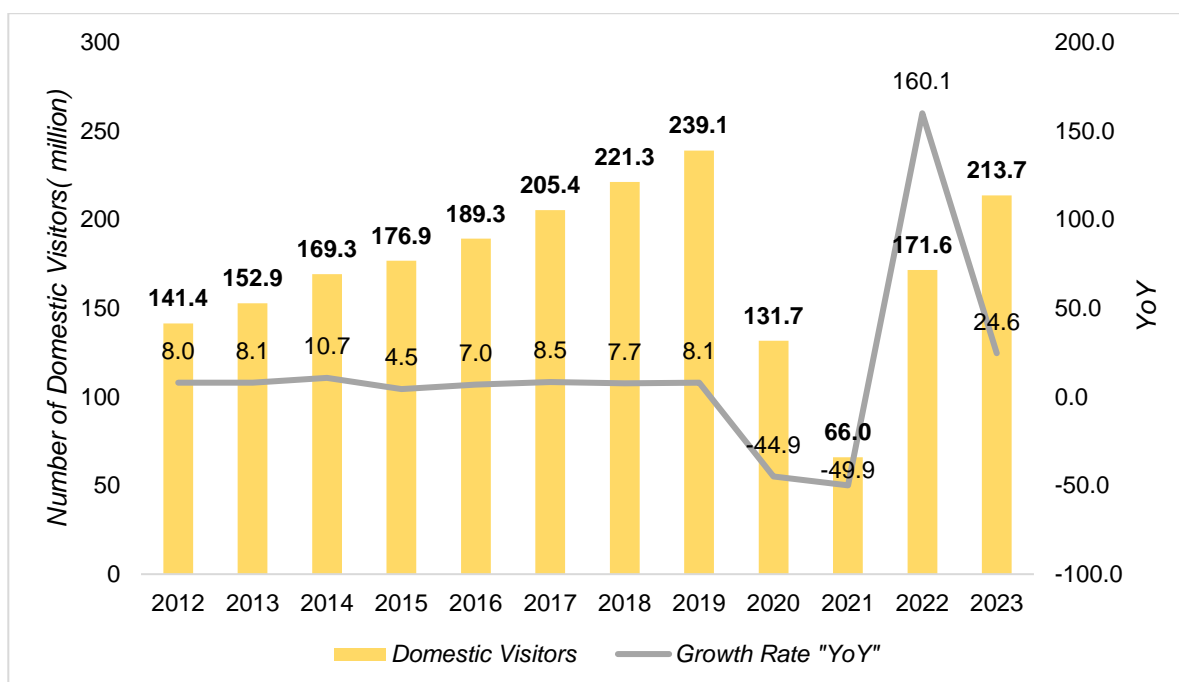
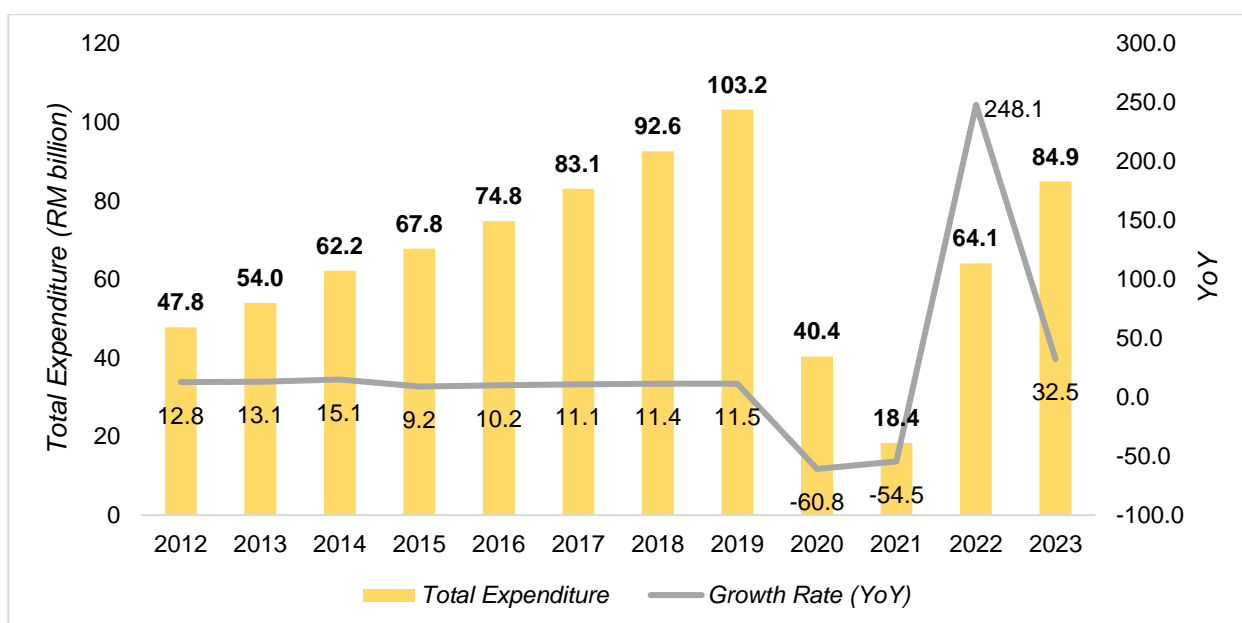


Chart 4: Total Expenditure of Malaysia's Domestic Visitors, 2012 – 2023



Released by:

THE OFFICE OF CHIEF STATISTICIAN MALAYSIA

DEPARTMENT OF STATISTICS MALAYSIA

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