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MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

DOMESTIC TOURISM SURVEY, 2023



Introduction

This publication presents statistics on performance of domestic tourism Malaysia 2023, which consists of visitor* arrivals, tourism expenditure, travelling pattern and social & demographic profile of domestic visitors. The presented statistics are based on the Domestic Tourism Survey (DTS) conducted in 2023.

Performance Of Domestic Tourism In Malaysia, 2023

The domestic tourism performance in Malaysia experienced a notable recovery 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%). Correspondingly, 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.

In 2023, 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 vehicle fuel purchases at 13.2 per cent (2022: 13.8%).

Travelling Trend Of Domestic Tourism, 2023

In 2023, 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%).

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 average length of stay (ALOS) decreased to 2.45 nights in 2023 from 2.55 nights in the previous year.

The full publication of the Domestic Tourism Survey, 2023 can be downloaded through [eStatistik](#) on the DOSM portal, www.dosm.gov.my.

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