



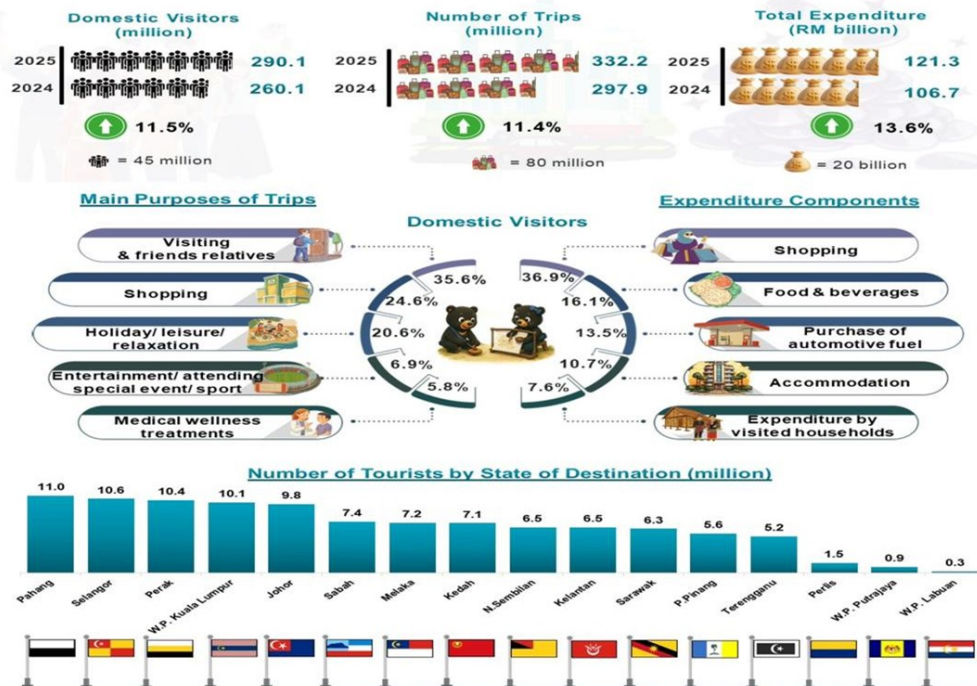
MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

DOMESTIC TOURISM SURVEY, 2025



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DOMESTIC TOURISM MALAYSIA 2025



Source: Domestic Tourism Survey 2025, Department of Statistics Malaysia (DOSM)



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Introduction

This publication presents statistics on performance of domestic tourism Malaysia 2025, 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 2025.

Performance of Domestic Tourism in Malaysia, 2025

Malaysia's domestic tourism sector recorded substantial growth in 2025, with total expenditure by domestic visitors reaching RM121.3 billion, an increase of 13.6 per cent from RM106.7 billion in 2024. This expansion was underpinned by increased spending from both tourists and excursionists, who registered growth rates of 14.6 per cent and 12.2 per cent respectively. Tourists continued to contribute the largest share of total expenditure at 59.5 per cent.

Shopping continued to be the largest expenditure category, constituting 36.9 per cent of total domestic tourism spending, followed by food and beverages at 16.1 per cent and purchase of automotive fuel at 13.5 per cent.

Travelling Trend of Domestic Tourism, 2025

Visiting relatives and friends remained the primary purpose of domestic travel, accounting for 35.6 per cent of all trips in 2025, a slight increase from 34.6 per cent in 2024. Conversely, travel motivated by shopping declined to 24.6 per cent from 27.6 per cent the previous year.

Stated that the number of domestic visitors rose by 11.5 per cent to 290.1 million in 2025, compared to 260.1 million in 2024. Selangor was the most visited state, attracting 36.4 million domestic visitors, followed by the Federal Territory of Kuala Lumpur with 35.1 million, and Perak with 23.6 million visitors. Notably, Federal Territory of Kuala Lumpur experienced a substantial increase in tourist arrivals, rising by 62.1 per cent to 10.1 million in 2025 from 6.2 million in 2024.

The average length of stay increased moderately to 2.56 nights in 2025 from 2.49 nights in 2024, indicating a gradual extension in the duration of domestic trips.

The full publication of the Domestic Tourism Survey, 2025 can be downloaded through eStatistik on the DOSM portal, www.dosm.gov.my.

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