



MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

MEDIA STATEMENT

**PERFORMANCE OF DOMESTIC TOURISM,
FOURTH QUARTER 2025**

Domestic tourism expenditure in Malaysia increased by 12.4 per cent in the fourth quarter of 2025 to RM32.6 billion, resulting in a total annual of RM121.0 billion

PUTRAJAYA, 17TH MARCH 2026 – Malaysia’s domestic tourism sector sustained its growth momentum in the fourth quarter of 2025, underpinned by resilient domestic demand and seasonal travel activities. The number of domestic visitors reached 74.0 million, representing a 10.8 per cent year-on-year increase. On a quarter-on-quarter basis, the number of domestic visitors rose by 2.0 per cent compared to the third quarter of 2025.

In line with higher travel activity, domestic tourism expenditure amounted to RM32.6 billion during the quarter, an increase of 12.4 per cent year-on-year. On a quarter-on-quarter basis, expenditure rose by 9.1 per cent compared to the previous quarter. The findings are reported in the **BULLETIN OF MALAYSIA’S DOMESTIC TOURISM SURVEY (DTS), FOURTH QUARTER 2025**, published today by the Department of Statistics Malaysia (DOSM).

Chief Statistician Malaysia, Dato’ Sri Dr. Mohd Uzir Mahidin, said that the stronger performance of domestic tourism was driven by increased travel activity among Malaysians, particularly during the school holiday period and the year-end festive season. He added that the quarterly performance reflects sustained domestic demand, supported by higher spending on accommodation, food and beverage services, transportation, and retail activities across tourism-related industries.

Indicators from tourism-related industries were consistent with the stronger performance of domestic tourism. Domestic arrivals in airport rose by 17.9 per cent year-on-year, while retail sales of automotive fuel increased by 7.1 per cent, reflecting higher mobility and travel-related consumption during the fourth quarter of 2025.

The Accommodation subsector also recorded solid performance, with revenue expanding by 14.7 per cent year-on-year. Hotel occupancy rates improved across all categories, signalling stronger demand for accommodation services.

Assessing the annual performance of the domestic tourism, the Chief Statistician reported that the sector maintained encouraging growth in 2025. The total number of domestic visitors reached 290.1 million, representing an 11.5 per cent increase compared with 260.1 million visitors in 2024. Domestic tourism expenditure for the year amounted to RM121.0 billion, recording a robust 13.3 per cent year-on-year growth, highlighting the sector's increasing contribution to domestic economic activity.

Overall, Malaysia's domestic tourism sector continues to function as a key pillar of economic growth, supported by rising visitor numbers, higher tourism expenditure, and resilient performance across tourism-related industries. The sustained growth observed in 2025 underscores the sector's important role in strengthening domestic demand, supporting micro, small and medium-sized enterprises, and enhancing overall economic resilience.

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.

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: Number of Domestic Visitors in Malaysia, 2023 - 2025

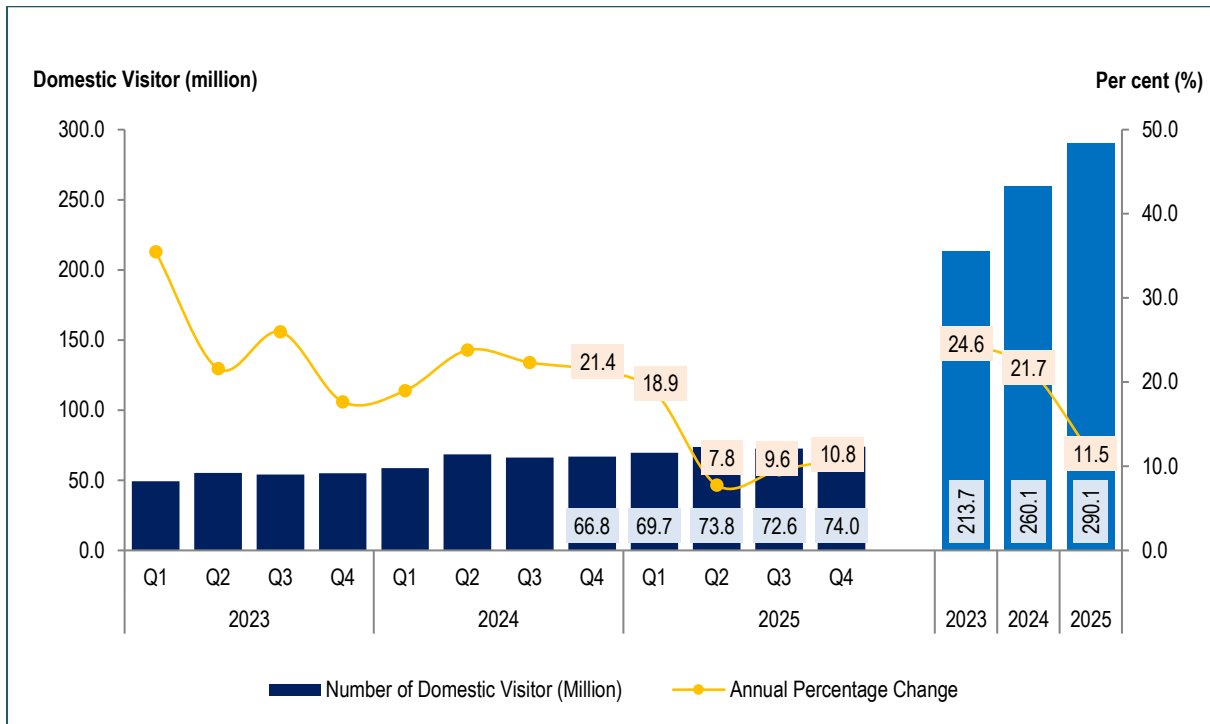
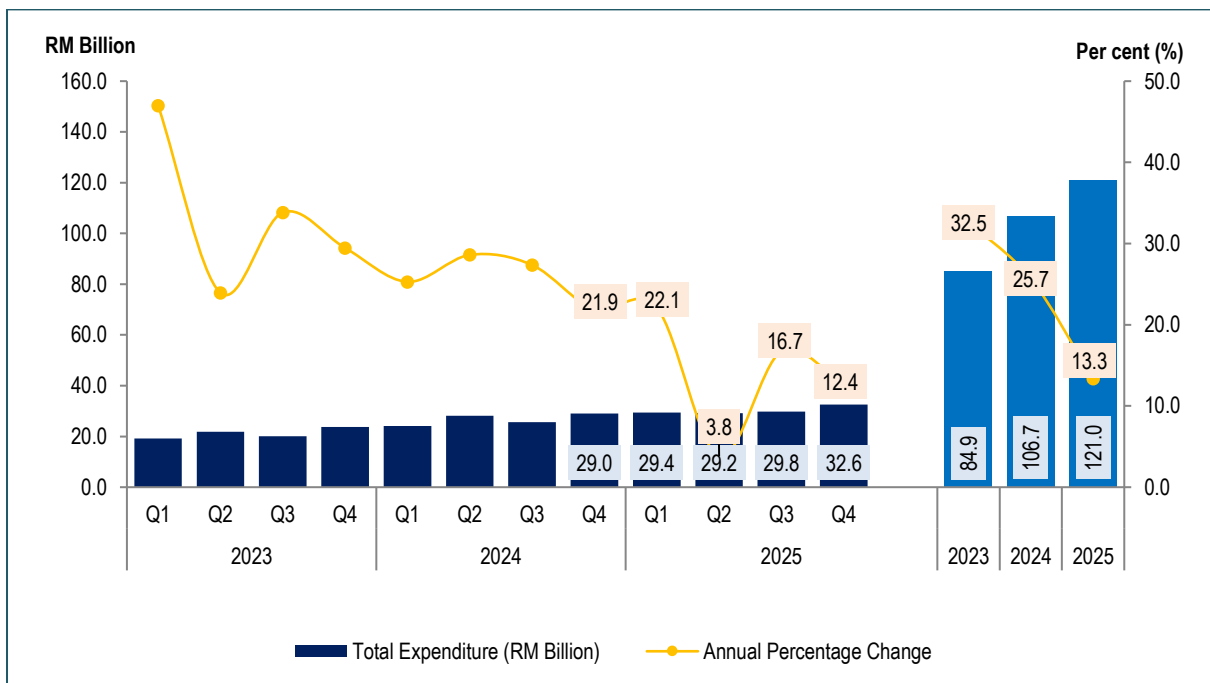


Chart 2: Malaysia's Domestic Tourism Expenditure, 2023 - 2025



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