



MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

MEDIA STATEMENT

PERFORMANCE OF DOMESTIC TOURISM BY STATE 2025

W.P Kuala Lumpur recorded the highest amount of domestic tourism receipts among all states in 2025 with RM16.9 billion.

PUTRAJAYA, 15TH SEPTEMBER 2026 –Malaysia recorded 290.1 million domestic visitors in 2025, representing an increase of 11.5 per cent compared to the previous year. In tandem with this growth, domestic tourism expenditure rose by 13.6 per cent to RM121.3 billion in 2025. This performance was driven by growth across all states in terms of both domestic visitor arrivals and tourism receipts.

Based on the domestic visitor performance by state in 2025, Selangor recorded the highest number of domestic visitors, with 36.4 million visitors, followed by the W.P Kuala Lumpur (35.1 million), and Perak (23.6 million). Meanwhile, Pahang emerged as the state with the highest number of domestic tourists, recording 11.0 million tourist arrivals. Selangor and Perak ranked second and third, respectively, with 10.6 million and 10.4 million tourists.

In line with the growth in domestic visitor arrivals, all states also registered increases in tourism receipts. W.P Kuala Lumpur led with RM16.9 billion in domestic tourism receipts, followed by Selangor (RM15.8 billion), and Pahang (RM9.8 billion). In terms of growth, seven states recorded annual increases exceeding the national rate, namely W.P Kuala Lumpur (+20.1%), Sarawak (+14.9%), Penang (+14.4%), Kelantan (+15.4%), W.P Putrajaya (+31.9%), Perlis (+20.8%), and W.P Labuan (+43.4%).

On the expenditure components, shopping remained the largest contributor to tourism receipts at both the national and state levels, generating RM44.8 billion nationwide. At the state level, W.P Kuala Lumpur recorded the highest shopping expenditure receipts at RM7.9 billion, followed by Selangor (RM6.7 billion), and Sarawak (RM3.6 billion). Meanwhile, food & beverages expenditure amounted to RM19.5 billion nationally. Selangor registered the highest receipts in this component at RM2.5 billion, followed by W.P Kuala Lumpur (RM2.3 billion) and Perak (RM1.6 billion). The third largest expenditure component was fuel purchases, totalling RM16.4 billion, with Selangor recording the highest receipts at RM2.2 billion, followed by W.P Kuala Lumpur (RM1.6 billion) and Pahang (RM1.4 billion).

In 2025, visiting relatives & friends remained the primary purpose of domestic visitor trips in Johor, Kedah, Kelantan, Perlis, Terengganu, Sabah, W.P Labuan dan

W.P Putrajaya. Nevertheless, shopping was the main purpose of travel in Melaka, Negeri Sembilan, Pahang, Penang, Perak, Selangor, Sarawak, and W.P Kuala Lumpur. Meanwhile, the national Average Length of Stay (ALOS) increased from 2.49 nights in 2024 to 2.56 nights in 2025. Several states recorded ALOS above the national average, namely Johor (2.68 nights), Kedah (2.82 nights), Kelantan (2.98 nights), Penang (2.65 nights), Terengganu (2.76 nights), Sabah (3.15 nights), and Sarawak (3.10 nights).

Based on the social and demographic profile of domestic visitors, 11 states and federal territories, namely Johor, Melaka, Negeri Sembilan, Pahang, Penang, Perak, Selangor, Sarawak, W.P Kuala Lumpur, W.P Labuan, and W.P Putrajaya, received the majority of their domestic visitors from households with a monthly income ranging from RM5,001 to RM10,000. In contrast, Sabah received the highest proportion of visitors from households earning RM3,001 to RM5,000 per month. Meanwhile, Kedah, Kelantan, Terengganu, and Perlis recorded the highest shares of domestic visitors from households with monthly incomes between RM1,001 and RM3,000.

Across all states, visitors aged 25 to 39 years were the largest contributor to domestic tourism. In terms of gender distribution, both male and female domestic visitors were predominantly concentrated within the same age group across all states, except for Perlis, where male visitors were more heavily represented in the 40 to 54 years age group.

Overall, 2025 marked another year of robust growth for Malaysia's domestic tourism sector, with increases recorded in visitor arrivals, tourist trips, and tourism receipts across all states.

Chart 1: Total of domestic visitors by state, 2024 - 2025

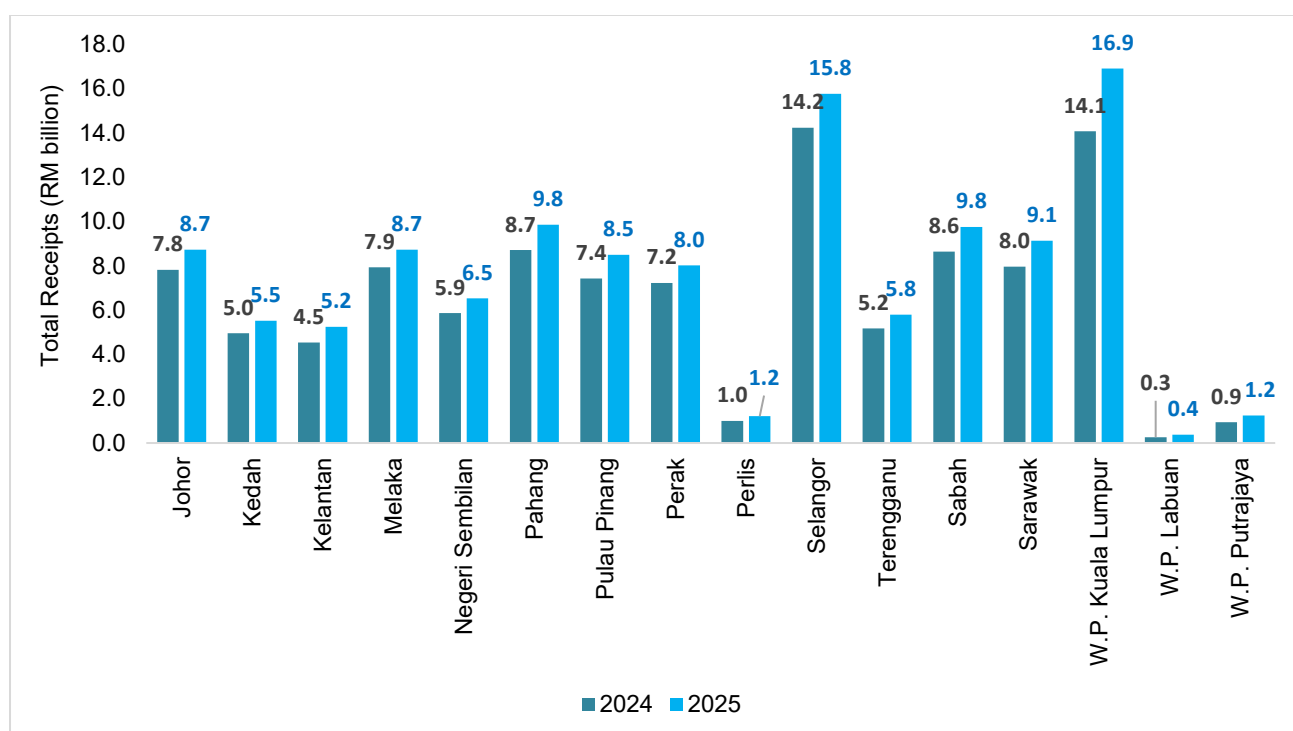
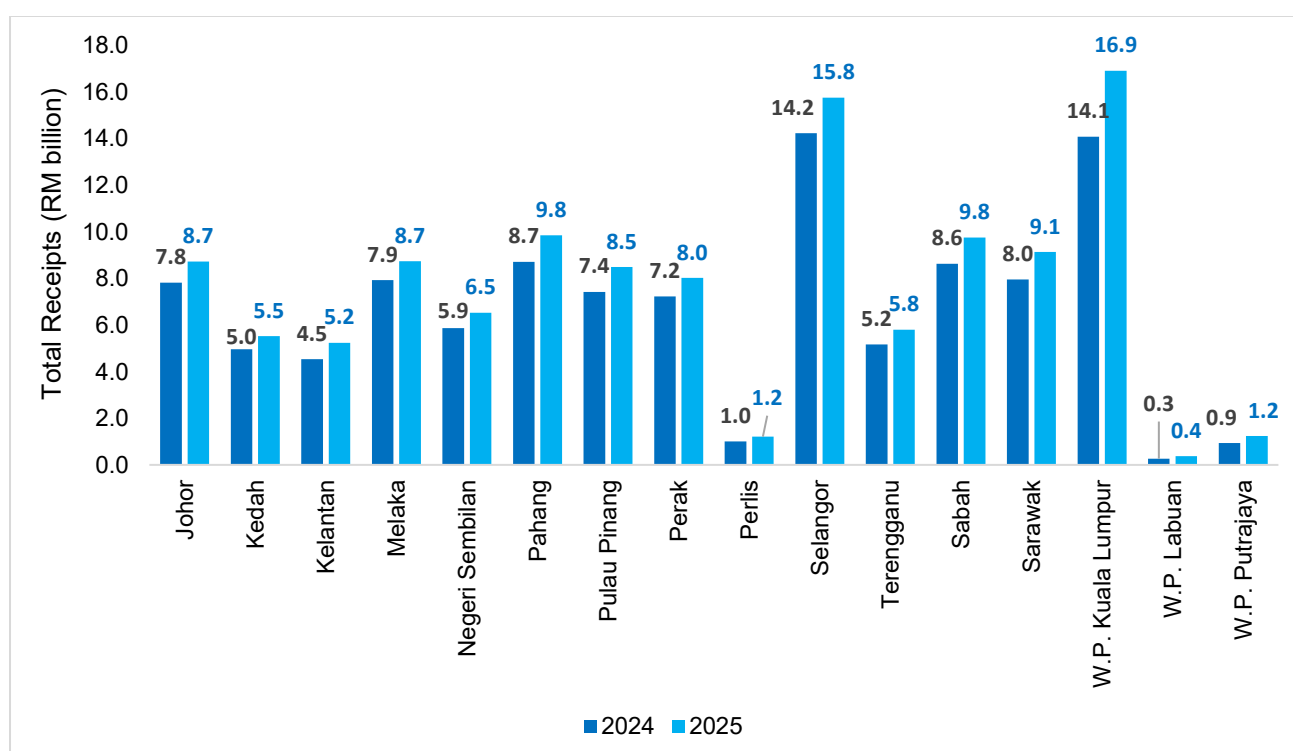


Chart 2: Total of tourism receipts by state, 2024-2025



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