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DOMESTIC TOURISM SURVEY, 2024



Introduction

This publication presents statistics on performance of domestic tourism Malaysia 2024, 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 2024.

Performance of Domestic Tourism In Malaysia, 2024

Malaysia's domestic tourism sector recorded substantial growth in 2024, with total expenditure by domestic visitors reaching RM106.7 billion, an increase of 25.6 per cent from RM84.9 billion in 2023. This expansion was underpinned by increased spending from both tourists and excursionists, who registered growth rates of 20.6 per cent and 33.8 per cent respectively. Tourists continued to contribute the largest share of total expenditure at 59.0 per cent, although this represented a slight decline from 61.5 per cent in the previous year.

Shopping continued to be the largest expenditure category, constituting 37.4 per cent of total domestic tourism spending, followed by food and beverages at 16.2 per cent and purchase of automotive fuel at 12.7 per cent.

Travelling Trend of Domestic Tourism, 2024

Visiting relatives and friends remained the primary purpose of domestic travel, accounting for 34.6 per cent of all trips in 2024, a slight increase from 33.6 per cent in 2023. Conversely, travel motivated by shopping declined to 27.6 per cent from 32.6 per cent the previous year.

Stated that the number of domestic visitors rose by 21.7 per cent to 260.1 million in 2024, compared to 213.7 million in 2023. Selangor was the most visited state, attracting 34.5 million domestic visitors, followed by the Federal Territory of Kuala Lumpur with 27.0 million, and Perak with 21.8 million visitors. Notably, Perak experienced a substantial increase in tourist arrivals, rising by 36.1 per cent to 10.2 million in 2024 from 7.5 million in 2023.

The average length of stay increased moderately to 2.49 nights in 2024 from 2.45 nights in 2023, indicating a gradual extension in the duration of domestic trips.

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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