



Domestic Tourism Survey Report 2024 by State

STATISTICS OF DOMESTIC TOURISM BY STATE

A total of 260.1 million domestic visitors were recorded in 2024 with total receipts valued at RM106.7 billion



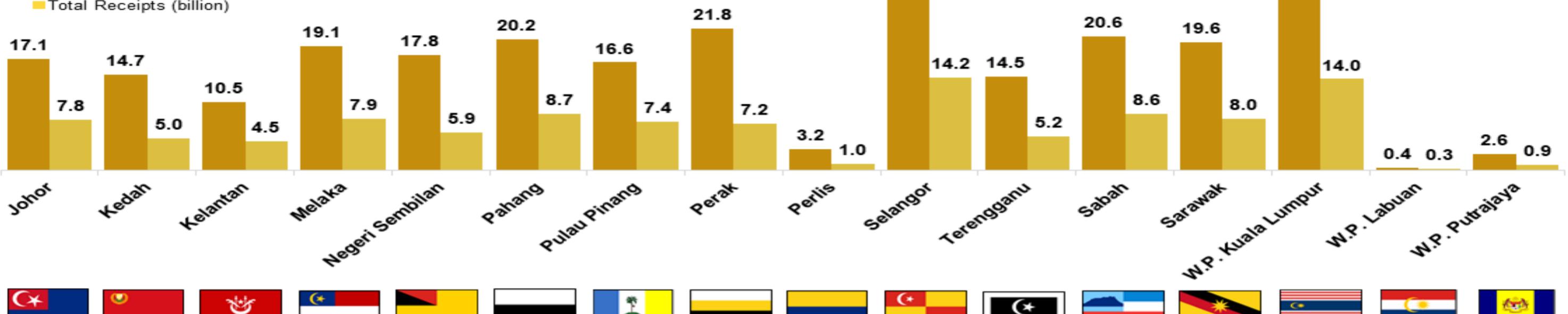
Total Domestic Visitors (260.1 million)



Total Receipts (RM106.7 billion)

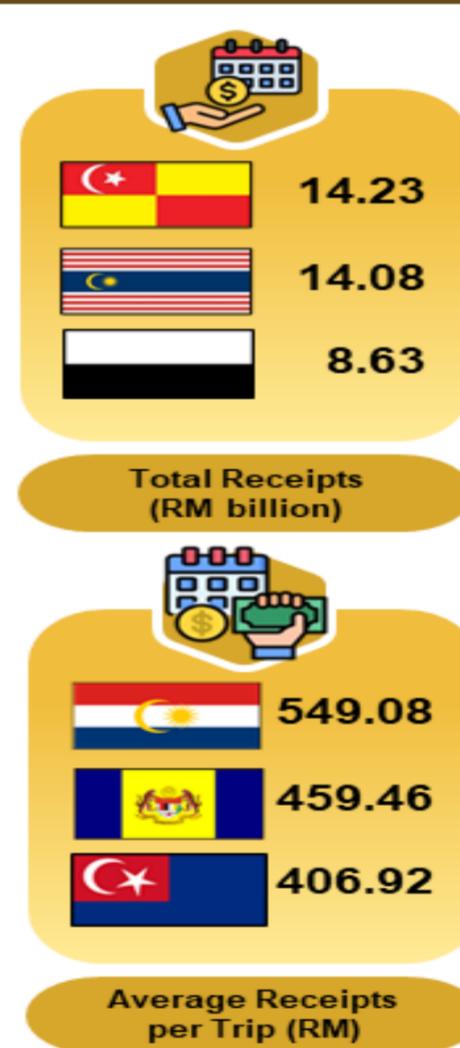
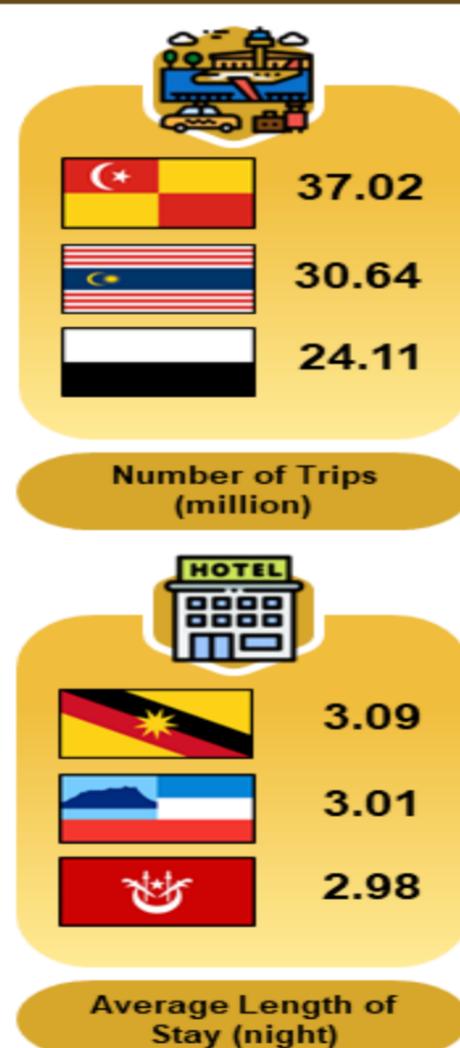
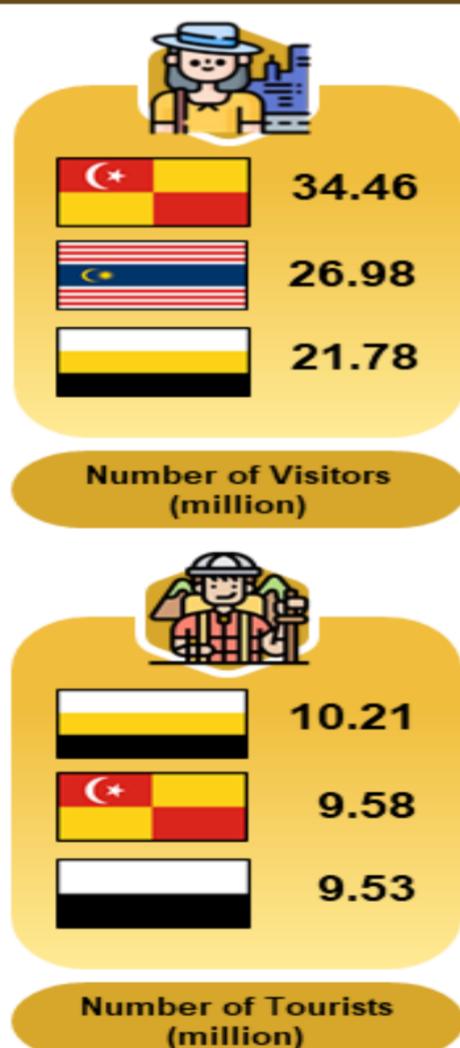
Notes:

- Domestic Visitors (million)
- Total Receipts (billion)



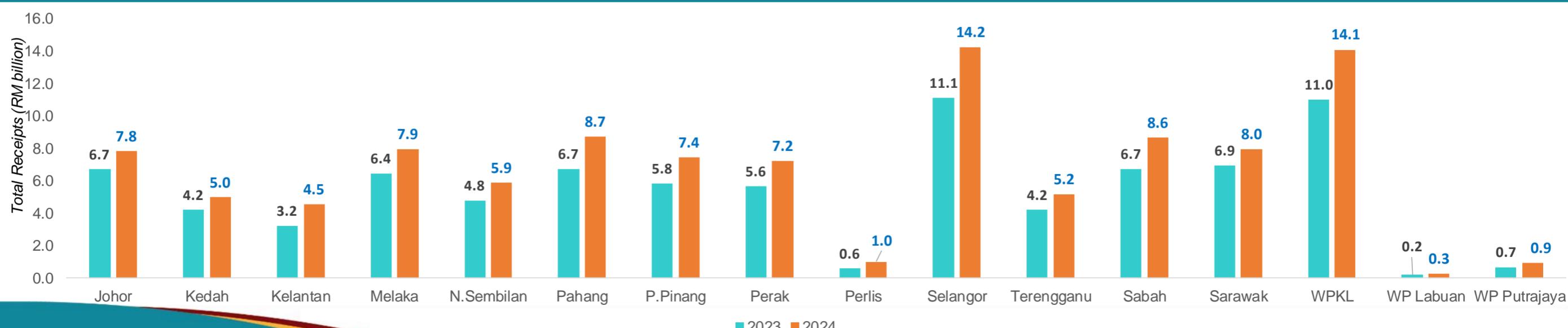
KEY STATISTICS OF DOMESTIC TOURISM

3 MAIN STATES



Source: Domestic Tourism Survey 2024, Department of Statistics Malaysia (DOSM)

Total Domestic Tourism Receipts by State, 2023-2024



Domestic tourism increased by 7.8 per cent in the second quarter of 2025, reaching a total of 73.8 million visitors.

- In terms of domestic tourism performance by state in 2024, Selangor recorded the highest number of domestic visitors at 34.5 million, followed by the Federal Territory of Kuala Lumpur (27.0 million) and Perak (21.8 million). Perak also registered the number of tourist arrivals, rising by 36.1 per cent to 10.2 million visitors compared to 7.5 million in the previous year.
- In line with the positive growth in domestic visitor arrivals, all state registered an increased in tourism receipts, whereby Selangor recorded the highest domestic tourism receipts in 2024 at RM14.2 billion, an increase of 28.1 per cent compared to RM11.1 billion in 2023.
- This was followed by Federal Territory of Kuala Lumpur, ranked second with RM14.1 billion, compared to RM11.0 billion in the previous year. Pahang and Sabah also showed strong growth, with receipts increasing to RM8.7 billion (2023: RM6.7 billion) and RM8.6 billion (2023: RM6.7 billion), respectively.
- Shopping remained the main contributor to tourism receipts, with a total of RM39.91 billion. The Federal Territory of Kuala Lumpur led with RM6.78 billion, followed by Selangor (RM6.10 billion) and Sarawak (RM3.21 billion).
- Meanwhile, food and beverages was the second-largest contributor, amounting to RM17.34 billion. Selangor recorded the highest share at RM2.22 billion, followed by the Federal Territory of Kuala Lumpur (RM2.07 billion) and Perak (RM1.50 billion).
- The main purpose of domestic overnight trips was visiting relatives and friends, with the exception of Melaka, where holiday/ leisure/ relaxation prevailed.
- Meanwhile, the national average length of stay (ALOS) was 2.49 nights, an increase from 2.45 nights in 2023. Several states exceeded this national average, including Johor (2.57 nights), Kedah (2.77 nights), Kelantan (2.98 nights), Pulau Pinang (2.53 nights), Terengganu (2.50 nights), Sabah (3.01 nights), Sarawak (3.09 nights), and the Federal Territory of Labuan (2.84 nights).



Domestic tourism increased by 7.8 per cent in the second quarter of 2025, reaching a total of 73.8 million visitors.

- From the social and demographic perspective, 11 states, including Johor, Melaka, Negeri Sembilan, Pahang, Pulau Pinang, Perak, Selangor, Sarawak, and the Federal Territories of Kuala Lumpur, Labuan, and Putrajaya, primarily hosted visitors from households earning between RM5,001 and RM10,000 per month while Sabah recorded the highest percentage of visitors from households with monthly incomes between RM3,001 and RM5,000. On the other hand, four states, namely Kedah, Kelantan, Terengganu, and Perlis, recorded the highest percentage of visitors from households with monthly incomes between RM1,001 and RM3,000.
- Across all states, the largest group of domestic visitors were from the age group of 25 to 39 years. By sex, both male and female domestic visitors were highest in this age group across every state, except in Selangor and the Federal Territories of Labuan, where male visitors were more concentrated in the age group of 40 to 54 years.

