

PERFORMANCE OF DOMESTIC TOURISM IN MALAYSIA

SECOND QUARTER 2025

Domestic Visitors

- The number of domestic visitors in the second quarter of 2025 recorded a total of 73.8 million visitors, an increase of **5.8 percent** compared to the previous quarter.
- Comparison against the same quarter of previous year shows a substantial increase by 7.8 per cent.

Second Quarter 2025: 73.8 million visitors

QoQ: 5.8% YoY: 7.8%

First Quarter 2025: 69.7 million visitors

DOMESTIC VISITORS (MILLION)



DOMESTIC TOURISTS (MILLION)

7.8%

Domestic Tourists

- The number of domestic tourists in the second quarter of 2025 recorded a total of 27.4 million tourists, an increase of 8.7 percent compared to the previous quarter.
- Comparison with the same quarter of the previous year shows an increase of **4.2 percent**.

Second Quarter 2025: 27.4 million tourists

QoQ: 8.7% YoY: 4.2%

First Quarter 2025 : 25.2 million tourists

Performance of Domestic Tourists



YoY lacktriangle4.2%



8.7%

Domestic Tourism Expenditure

- Domestic tourism expenditure in the second quarter recorded RM29.2 billion, an increase of 3.8 percent compared to RM28.1 billion in the same quarter of 2024.
- For quarter-on-quarter comparison, domestic tourism expenditure decreased by 0.6 percent.

Second Quarter 2025: RM29.2 billion

QoQ: -0.6% YoY: 3.8%

First Quarter 2025: RM29.4 bilion

Note:

QoQ: Quarter-on-Quarter YoY: Year-on-Year

DOMESTIC TOURISM EXPENDITURE (RM BILLION)

Expenditure on Domestic Tourism

29.0 29.4 Q1 Q2 2024 2025 **Tourism Expenditure**

YoY Q2 2025/Q2 2024

3.8%

lacktriangle



QoQ



Q2 2025/ Q1 2025



-0.6%













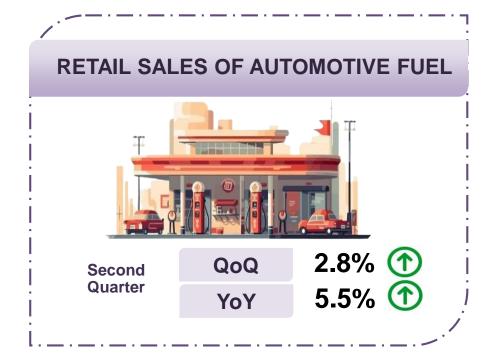




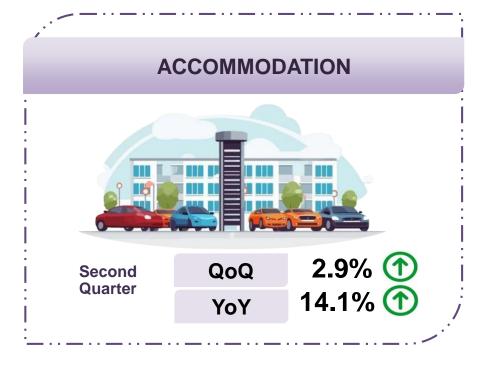
SECOND QUARTER 2025

(Domestic Airport Arrivals, Retail Sales of Automotive Fuel, Theme Park and Accommodation)









Source: i. Department of Statistics Malaysia (DOSM), Quarterly Survey of Services (QSS)

- ii. Department of Statistics Malaysia (DOSM), Wholesale & Retail Trade
- iii. Ministry of Transport Malaysia (MOT), Domestic Airport Arrivals



















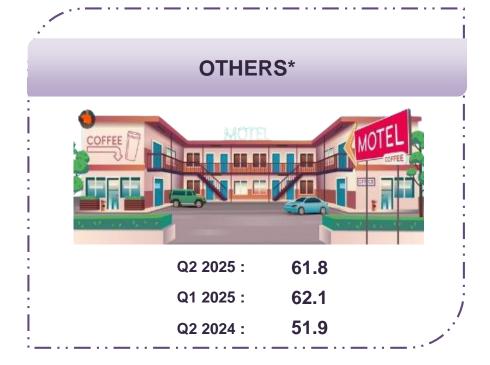
SECOND QUARTER 2025

(Hotel and Other Accommodations by Star Rating)









*Note: This includes hotels with 2 stars and below, chalets/ motels, and no stars. Source: Department of Statistics Malaysia (DOSM), Quarterly Survey of Services (QSS)













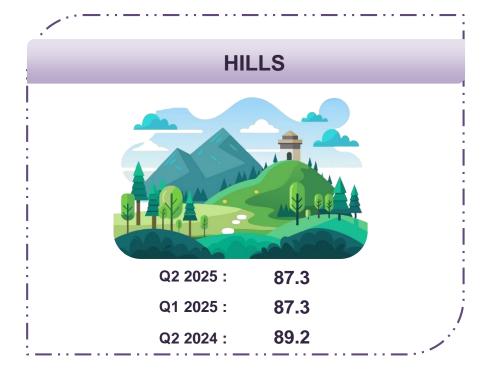




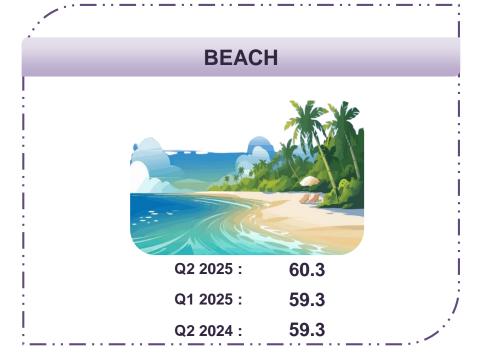


SECOND QUARTER 2025

(Hotel and Other Accommodations by Location)







Source: Department of Statistics Malaysia (DOSM), Quarterly Survey of Services (QSS)

