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MALAYSIA'S DOMESTIC TOURISM SURVEY, FIRST QUARTER 2025



Introduction

This Bulletin of Malaysia's Domestic Tourism Survey (DTS) presents the performance of domestic tourism for first quarter 2025. The bulletin contains the domestic tourism statistics on number of domestic visitors, and total expenditure.

Performance of Domestic Tourism in First Quarter 2025

Domestic tourism in Malaysia recorded 69.7 million visitors in the first quarter 2025, surged 18.9 per cent as compared to the same quarter in 2024. Meanwhile, for quarter-on-quarter comparison, domestic visitors increased 4.3 per cent as compared to fourth quarter of 2024.

The number of domestic tourists in the first quarter of 2025 recorded 25.2 million, reflecting a 2.0 per cent increase compared to the previous quarter. Compared to the same quarter of the previous year, this represents a significant rise of 37.6 per cent.

In terms of domestic tourism expenditure, the first quarter of 2025 registered RM29.4 billion, increased 22.1 per cent year-on-year, and rose 1.4 per cent for quarterly comparison.

Detailed information and technical notes are same as in the publication of the Domestic Tourism Survey 2024. This bulletin can be accessed and downloaded through the DOSM portal, www.dosm.gov.my.

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