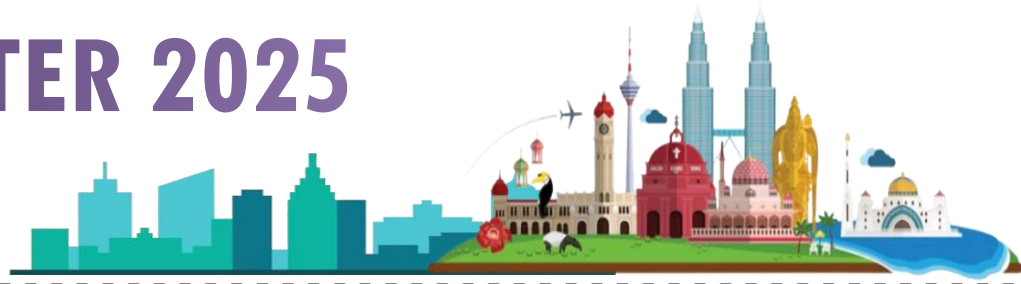


PERFORMANCE OF DOMESTIC TOURISM IN MALAYSIA

FIRST QUARTER 2025



Number of Domestic Visitors

- The number of domestic visitors in the first quarter 2025 registered **69.7** million visitors, increased **4.3** per cent as compared to the previous quarter.
- Comparison against the same quarter of previous year shows a substantial increase by **18.9** per cent.

First Quarter 2025 : 69.7 million visitors

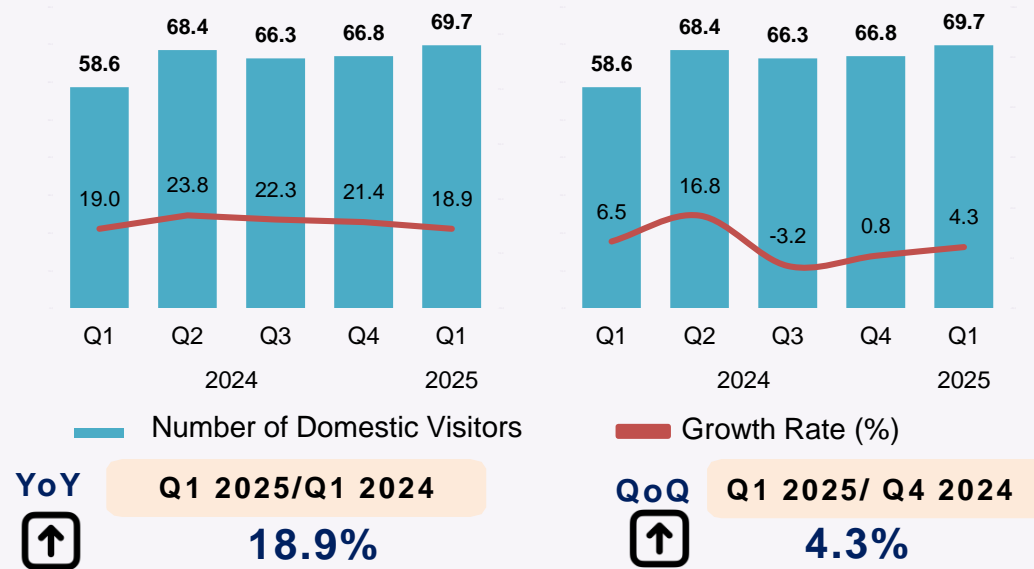
QoQ : 4.3% YoY : 18.9%

Fourth Quarter 2024 : 66.8 million visitors



DOMESTIC VISITORS (MILLION)

Performance of Domestic Visitors



Number of Domestic Tourists

- The number of domestic tourists in the first quarter 2025 registered **25.2** million tourists, increased **2.0** per cent as compared to the previous quarter.
- Comparison against the same quarter of previous year shows a substantial increase by **37.6** per cent.

First Quarter 2025 : 25.2 million tourists

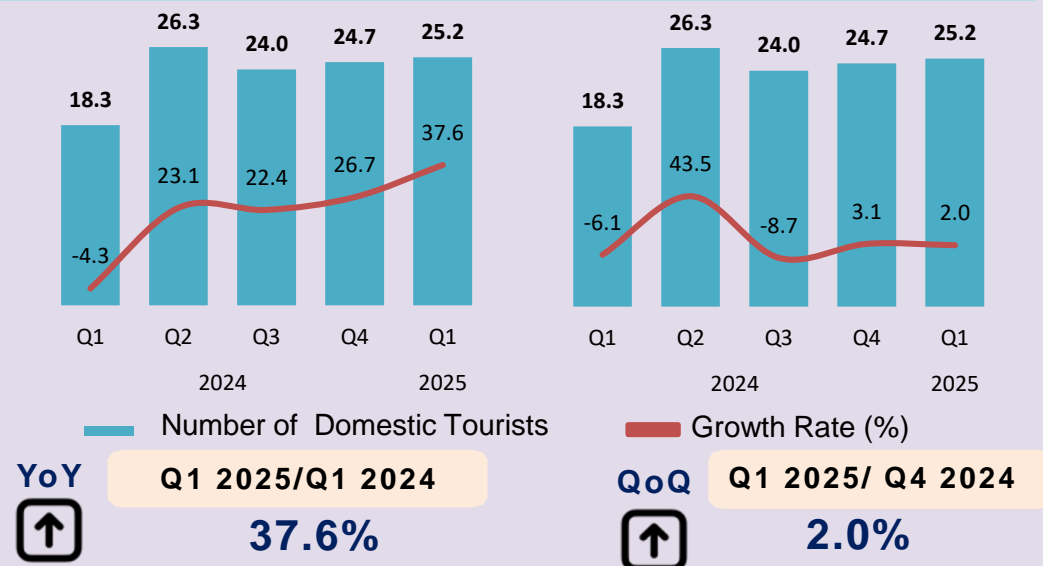
QoQ : 2.0% YoY : 37.6%

Fourth Quarter 2024 : 24.7 million tourists



DOMESTIC TOURISTS (MILLION)

Performance of Domestic Tourists



Total Domestic Tourism Expenditure

- The domestic tourism expenditure for the first quarter recorded **RM29.4** billion, increased **1.4** per cent compared to the last quarter.
- For year-on-year comparison, domestic tourism expenditure rose by **22.1** per cent.

First Quarter 2025 : RM29.4 billion

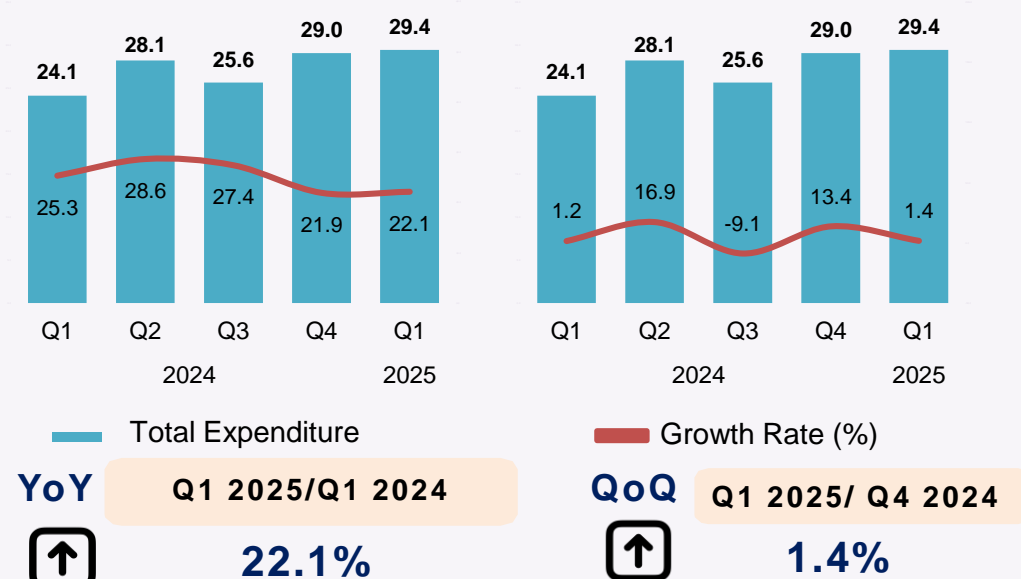
QoQ : 1.4% YoY : 22.1%

Fourth Quarter 2024 : RM29.0 billion



DOMESTIC TOURISM EXPENDITURE (RM BILLION)

Total of Expenditure on Domestic Tourism



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



FIRST QUARTER 2025

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

DOMESTIC AIRPORT ARRIVALS



First
Quarter

QoQ

17.9% ↑

YoY

28.4% ↑

RETAIL SALES OF AUTOMOTIVE FUEL



First
Quarter

QoQ

1.6% ↑

YoY

7.2% ↑

THEME PARK



First
Quarter

QoQ

-0.9% ↓

YoY

12.1% ↑

ACCOMMODATION



First
Quarter

QoQ

1.2% ↑

YoY

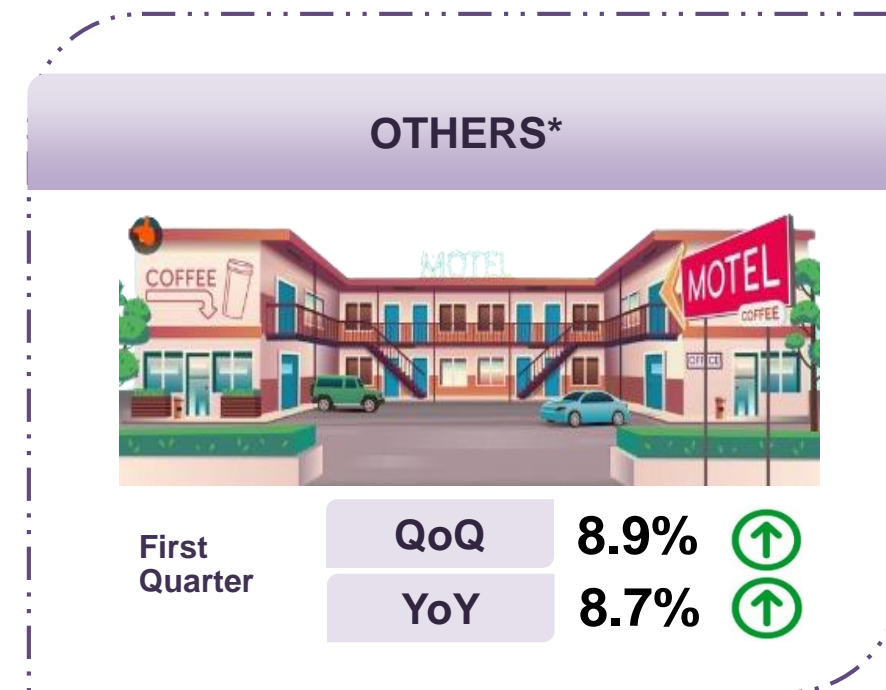
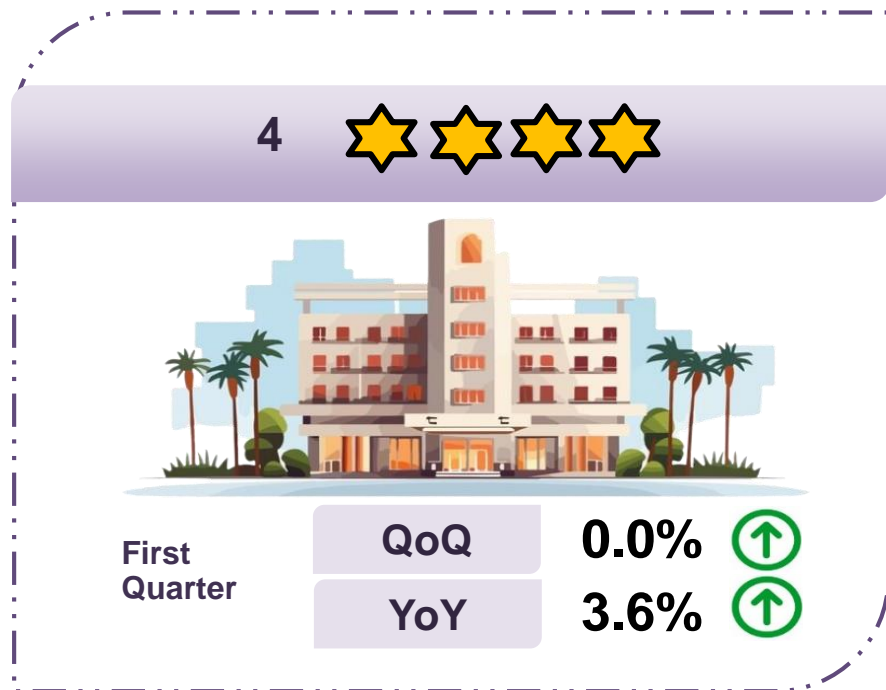
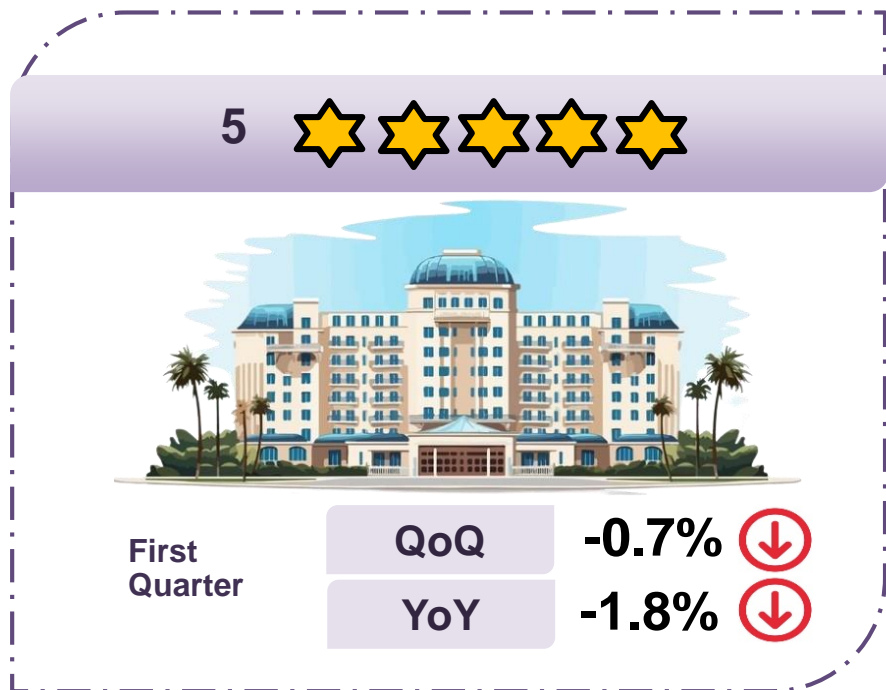
13.8% ↑

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



FIRST 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)





MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

STATS BULLETIN

FIRST QUARTER 2025

(Hotel and Other Accommodations by Location)

HILLS



First
Quarter

QoQ **-1.5%** ↓

YoY **-3.0%** ↓

TOWN



First
Quarter

QoQ **0.3%** ↑

YoY **1.0%** ↑

BEACH



First
Quarter

QoQ **-0.2%** ↓

YoY **1.9%** ↑

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

