



PERFORMANCE OF DOMESTIC TOURISM IN MALAYSIA

FIRST QUARTER 2025



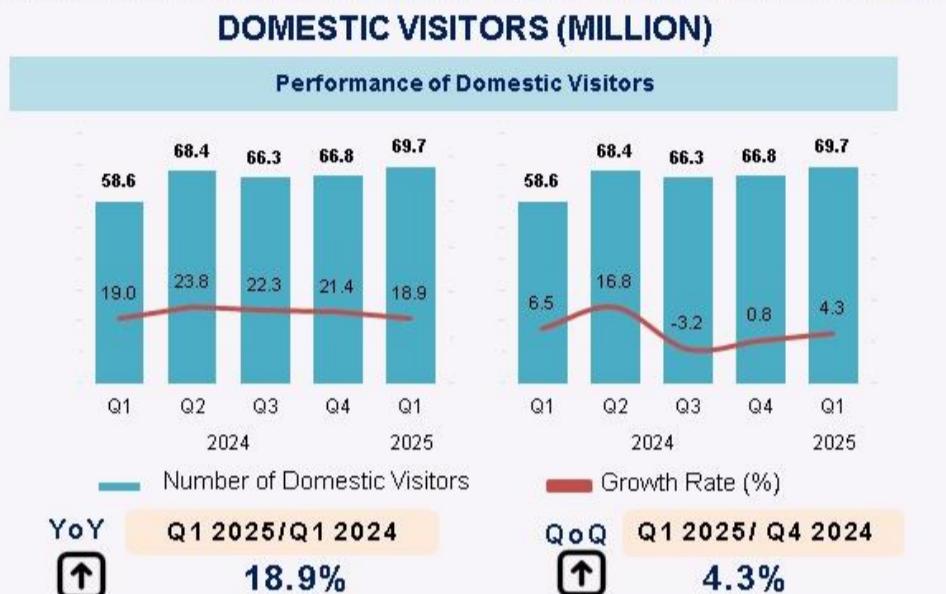
Number of Domestic Visitors

- 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



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



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)



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

