

# PERFORMANCE OF DOMESTIC TOURISM IN MALAYSIA

## SECOND QUARTER 2025



### Number of 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**

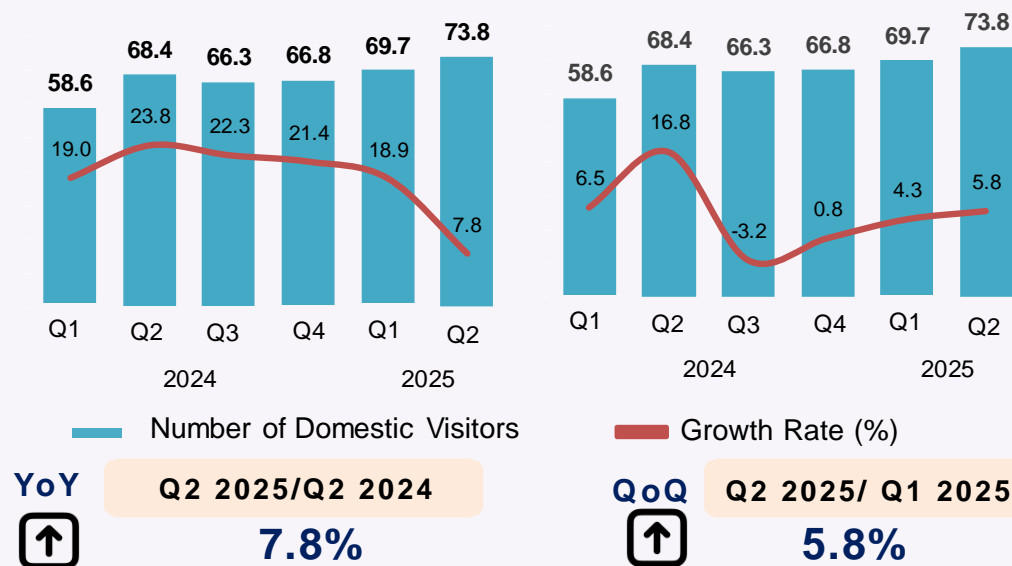
**QoQ : 5.8% YoY : 7.8%**

**First Quarter 2025 : 69.7 million visitors**



### DOMESTIC VISITORS (MILLION)

#### Performance of Domestic Visitors



### Number of 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**

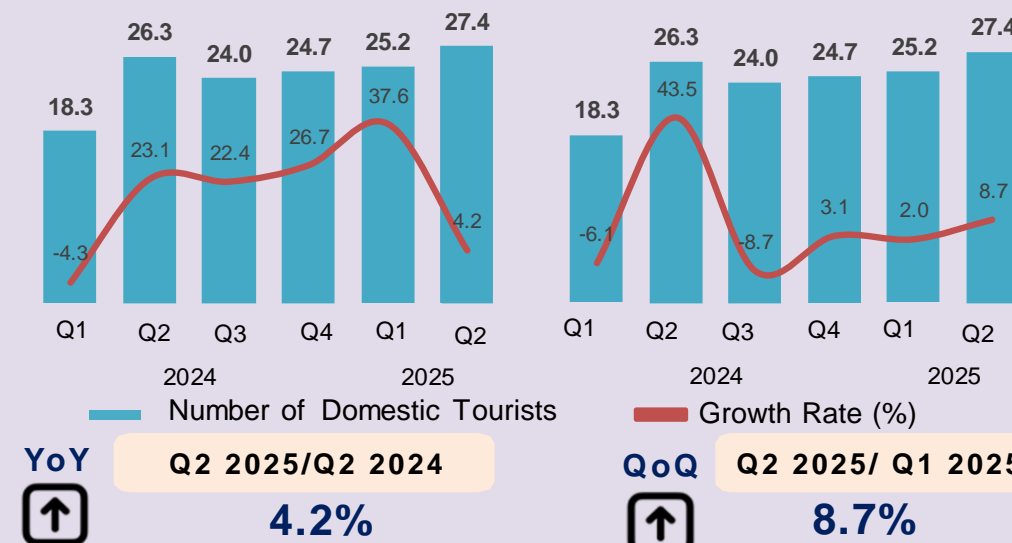
**QoQ : 8.7% YoY : 4.2%**

**First Quarter 2025 : 25.2 million tourists**



### DOMESTIC TOURISTS (MILLION)

#### Performance of Domestic Tourists



### Total Domestic Tourism Expenditure

- Domestic tourism expenditure in the second quarter recorded **RM29.2 billion**, an increase of **3.8 percent** compared to **RM29.4 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**

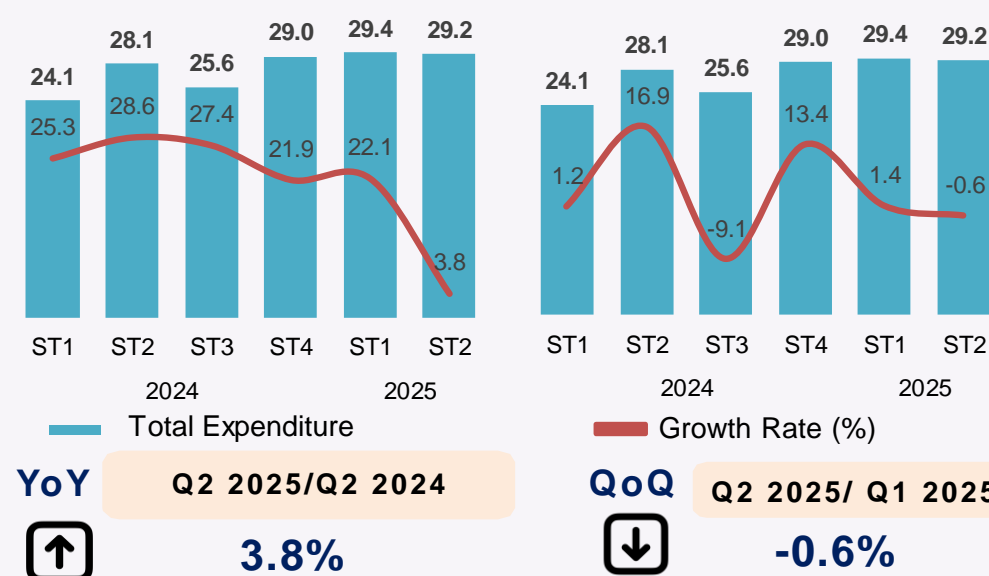
**QoQ : -0.6% YoY : 3.8%**

**First Quarter 2025 : RM29.4 billion**



### DOMESTIC TOURISM EXPENDITURE (RM BILLION)

#### Total of Expenditure on Domestic Tourism



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



## SECOND QUARTER 2025

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

#### DOMESTIC AIRPORT ARRIVALS



Second  
Quarter

QoQ

11.6% ↑

YoY

14.3% ↑

#### RETAIL SALES OF AUTOMOTIVE FUEL



Second  
Quarter

QoQ

2.8% ↑

YoY

5.5% ↑

#### THEME PARK



Second  
Quarter

QoQ

3.6% ↑

YoY

-1.2% ↓

#### ACCOMMODATION



Second  
Quarter

QoQ

2.9% ↑

YoY

14.1% ↑

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)

5 ★★★★★



Q2 2025 : 68.4  
 Q1 2024 : 68.2  
 Q2 2024 : 68.9

4 ★★★★★



Q2 2025 : 62.6  
 Q1 2024 : 62.4  
 Q2 2024 : 66.2

3 ★★★★★



Q2 2025 : 69.8  
 Q1 2024 : 69.8  
 Q2 2024 : 69.6

OTHERS\*



Q2 2025 : 61.8  
 Q1 2024 : 62.1  
 Q2 2024 : 51.9

\*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)

### HILLS



Q2 2025 : 87.3  
 Q1 2025 : 87.3  
 Q2 2024 : 89.2

### TOWN



Q2 2025 : 62.8  
 Q1 2025 : 61.8  
 Q2 2024 : 61.0

### BEACH



Q2 2025 : 60.3  
 Q1 2025 : 59.3  
 Q2 2024 : 59.3

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

