

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

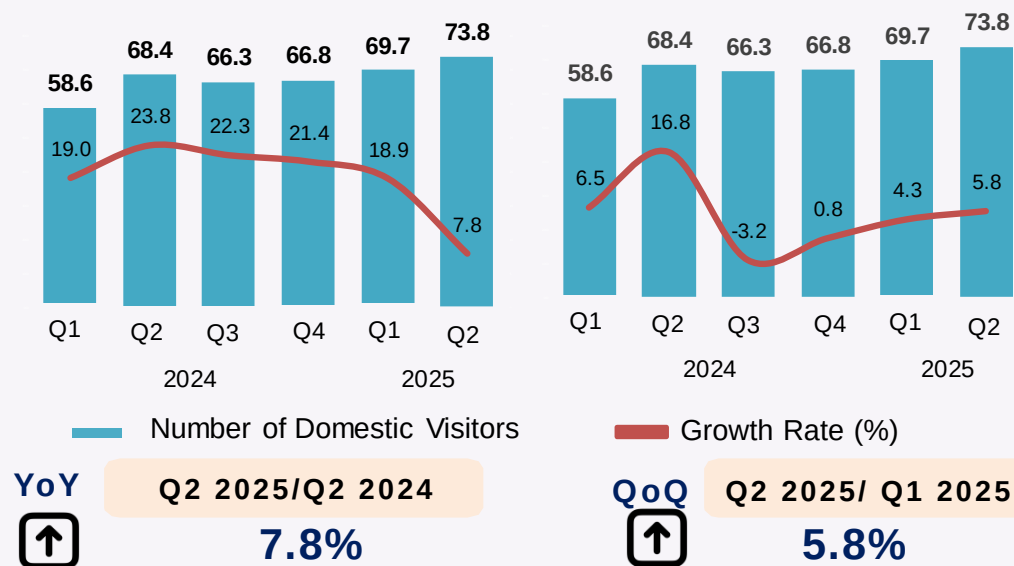
QoQ : 5.8% YoY : 7.8%

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

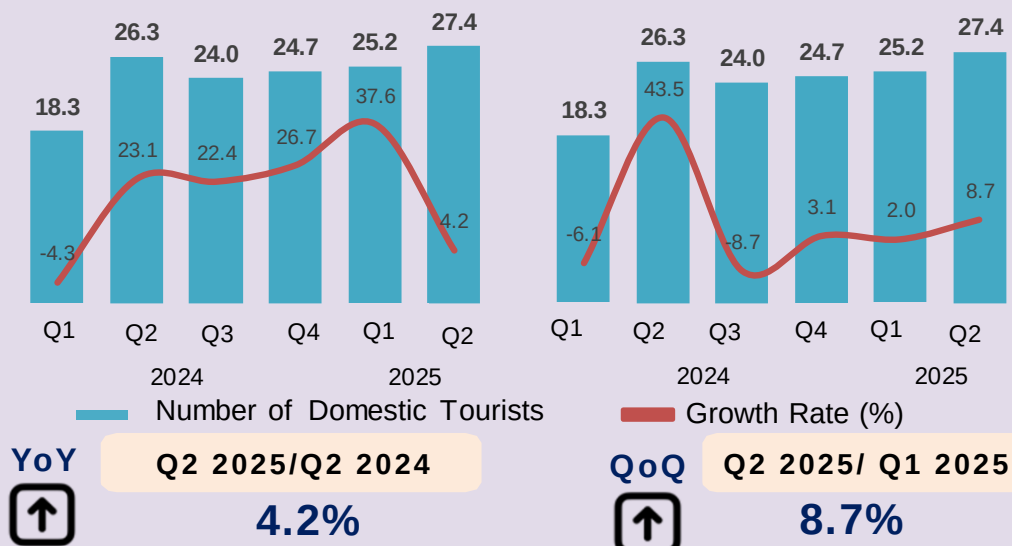
QoQ : 8.7% YoY : 4.2%

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)

