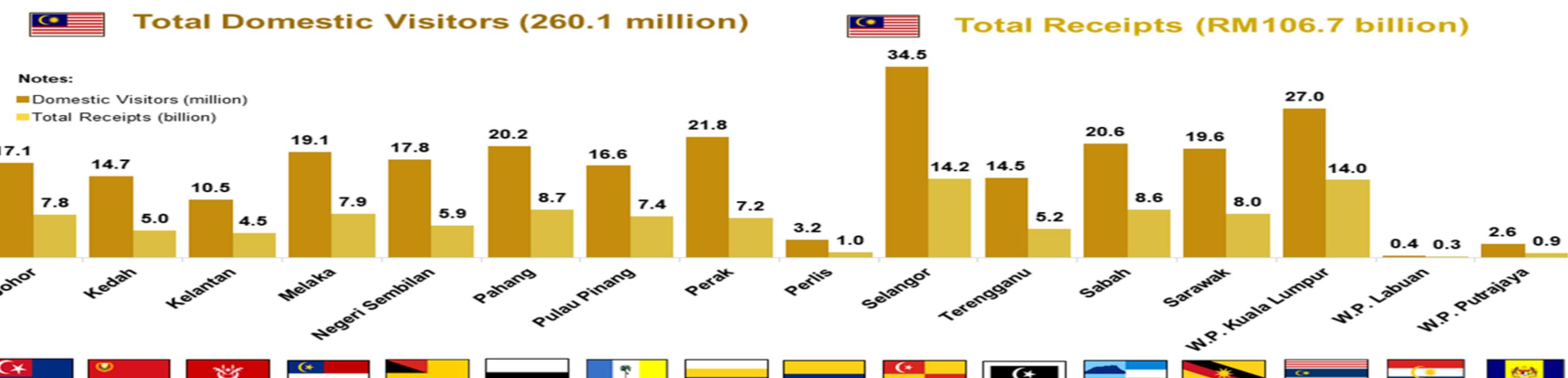




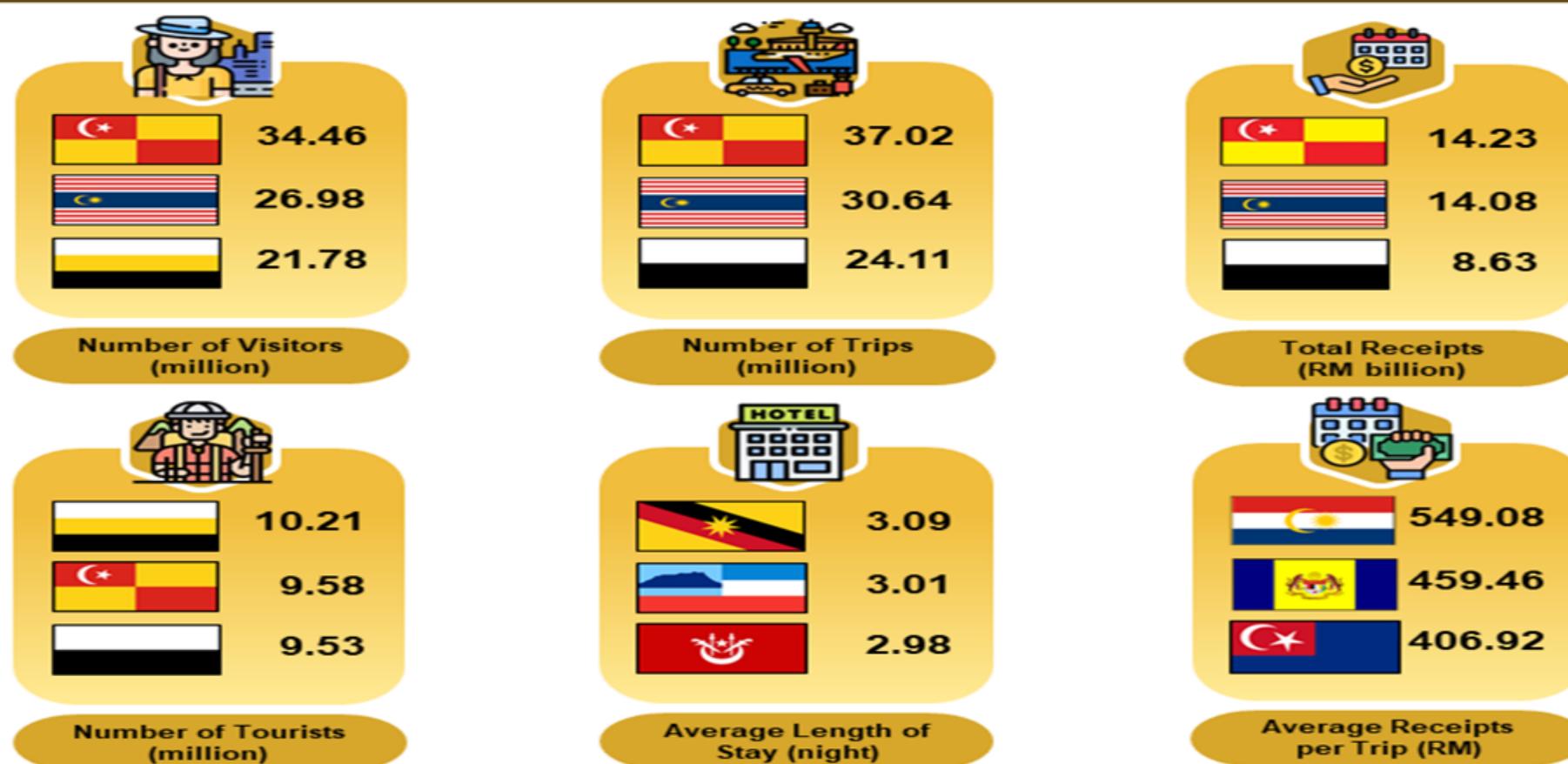
Statistics of Domestic Tourism in Malaysia 2025

A total of 260.1 million domestic visitors were recorded in 2024 with total receipts valued at RM106.7 billion



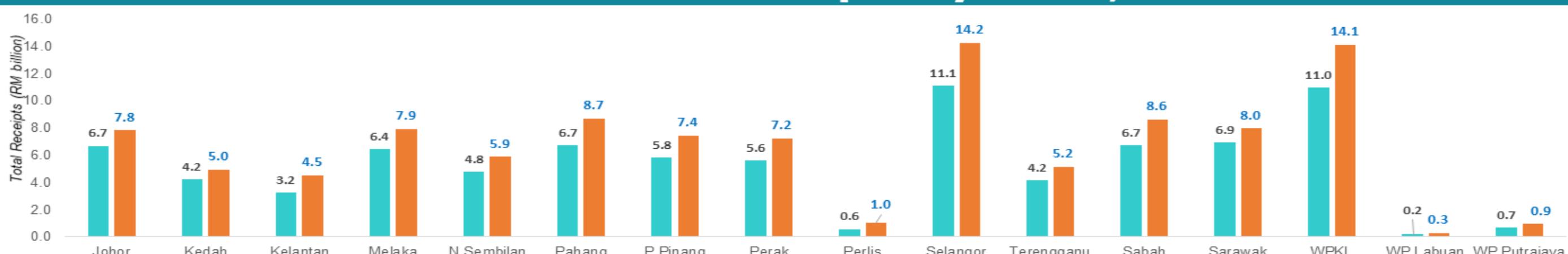
KEY STATISTICS OF DOMESTIC TOURISM

3 MAIN STATES



Source: Domestic Tourism Survey 2024, Department of Statistics Malaysia (DOSM)

Total Domestic Tourism Receipts by State, 2023-2024



Malaysia's Domestic Tourism Expenditure by Quarter, 2021-2025



Domestic tourism increased by 7.8 per cent in the second quarter of 2025, reaching a total of 73.8 million visitors.

- Malaysia recorded 73.8 million domestic visitors in the second quarter of 2025, an increase of 7.8 per cent compared to the same period last year. On a quarter-on-quarter basis, domestic visitor numbers rose by 5.8 per cent from the first quarter of 2025.
- The number of domestic tourists in the second quarter 2025 increased 4.2 per cent compared to the first quarter 2024, recording 27.4 million tourists.
- Correspondingly, domestic tourism expenditure amounted to RM29.2 billion in the second quarter of 2025, reflecting a modest year-on-year growth of 3.8 per cent. However, it registered a slight quarter-on-quarter decline of 0.6 per cent.

