

# PERFORMANCE OF DOMESTIC TOURISM IN MALAYSIA



## THIRD QUARTER 2024



### Number of Domestic Visitors in Malaysia

- The number of domestic visitors in the third quarter 2024 registered **66.26 million visitors**, decreased **3.2 per cent** as compared to the previous quarter.
- Meanwhile, comparison against the same quarter of previous year shows a significant increase by **22.3 per cent**.

Third Quarter 2024 : 66.3 million visitors

QoQ: -3.2%

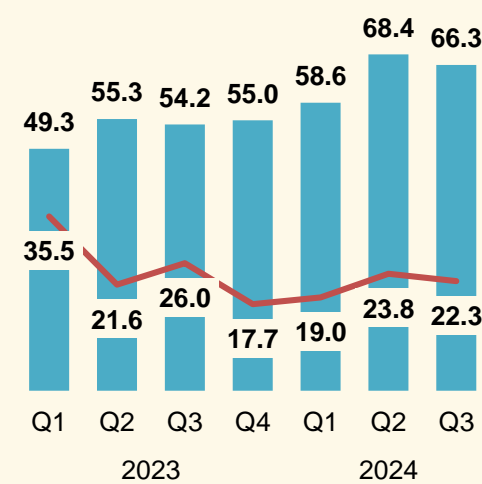
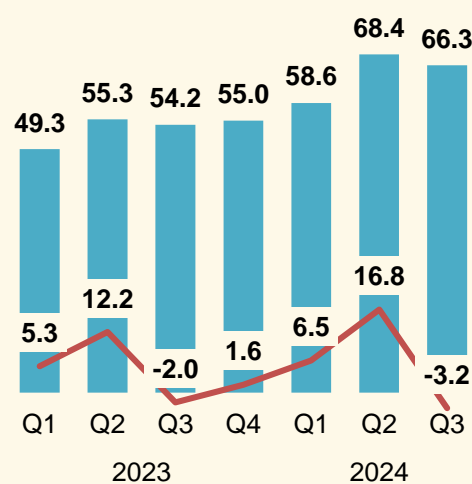
YoY : 22.3%

Second Quarter 2024 : 68.4 million visitors

### DOMESTIC VISITORS (MILLION)

#### Quarterly Growth (%)

#### Annual Growth (%)



Number of Domestic Visitors (million)

Growth Rate (%)

QoQ Q3 2024/Q2 2024



-3.2%

YoY 2024/2023



22.3%



### Total Domestic Tourism Expenditure in Malaysia

- On domestic tourism expenditure for the third quarter, it recorded **RM25.56 billion**, decreased **9.1 per cent** compared to the last quarter.
- For year-on-year comparison, domestic tourism expenditure rose by **27.4 per cent**.

Third Quarter 2024 : RM25.6 billion

QoQ: -9.1%

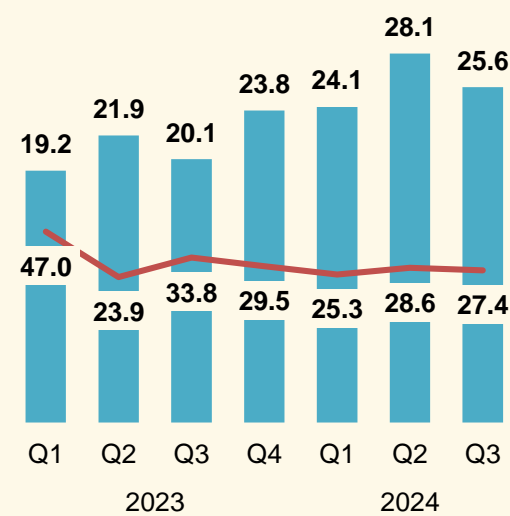
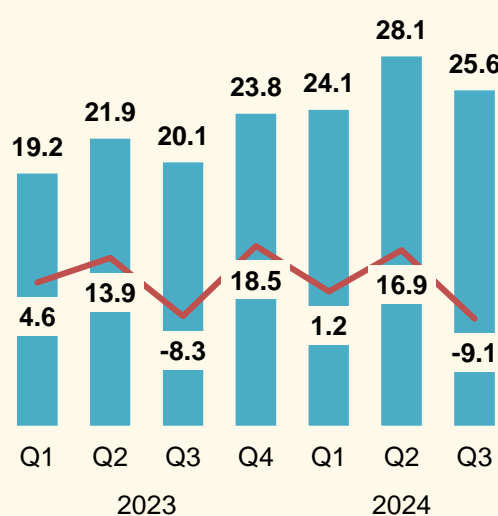
YoY: 27.4%

Second Quarter 2024 : RM28.1 billion

### DOMESTIC TOURISM EXPENDITURE (RM BILLION)

#### Quarterly Growth (%)

#### Annual Growth (%)



Total Expenditure (RM billion)

Growth Rate (%)

QoQ Q3 2024/Q2 2024



-9.1%

YoY 2024/2023



27.4%



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



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# THIRD QUARTER 2024

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

### DOMESTIC AIRPORT ARRIVALS



Third Quarter

|     |      |   |
|-----|------|---|
| QoQ | 5.3% | ↑ |
| YoY | 3.5% | ↑ |

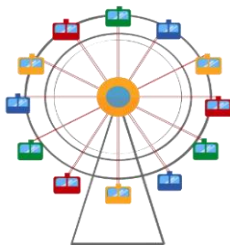
### RETAIL SALES OF AUTOMOTIVE FUEL



Third Quarter

|     |      |   |
|-----|------|---|
| QoQ | 0.6% | ↑ |
| YoY | 6.3% | ↑ |

### THEME PARK



Third Quarter

|     |       |   |
|-----|-------|---|
| QoQ | 8.3%  | ↑ |
| YoY | -7.2% | ↓ |

### ACCOMMODATION



Third Quarter

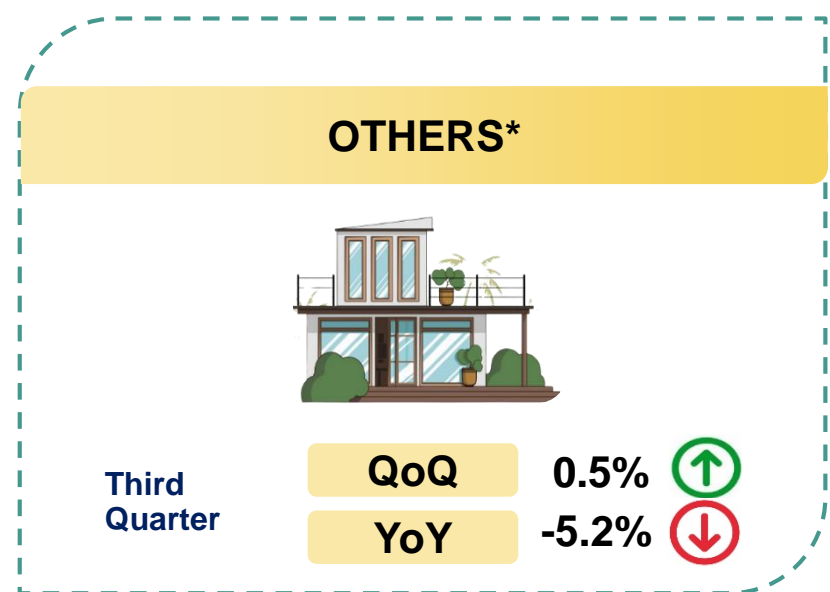
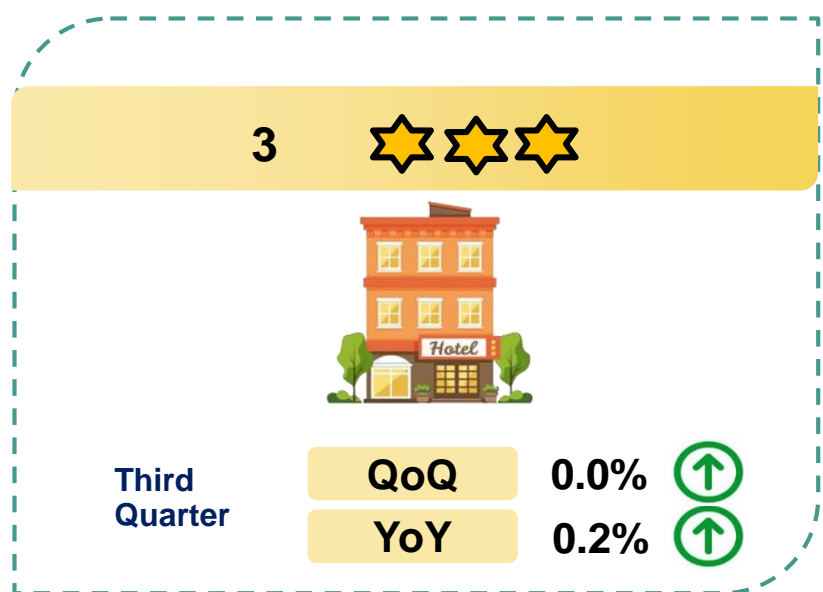
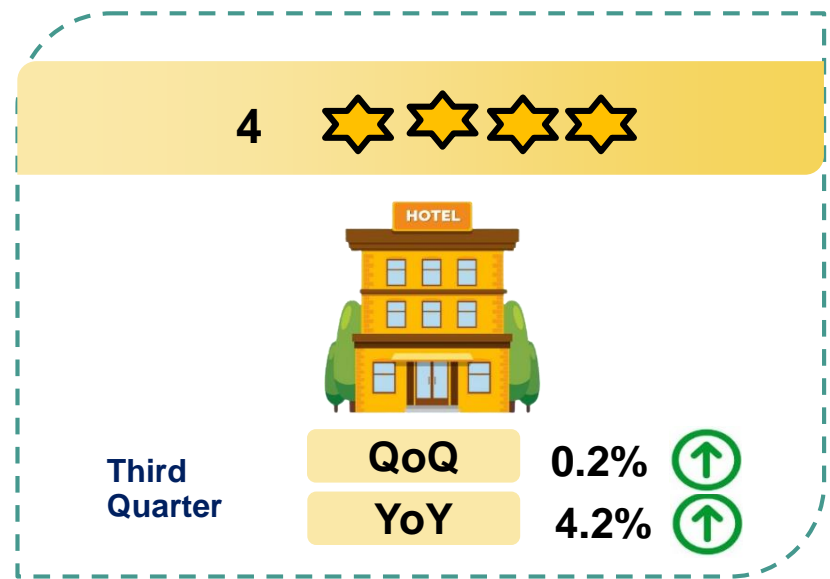
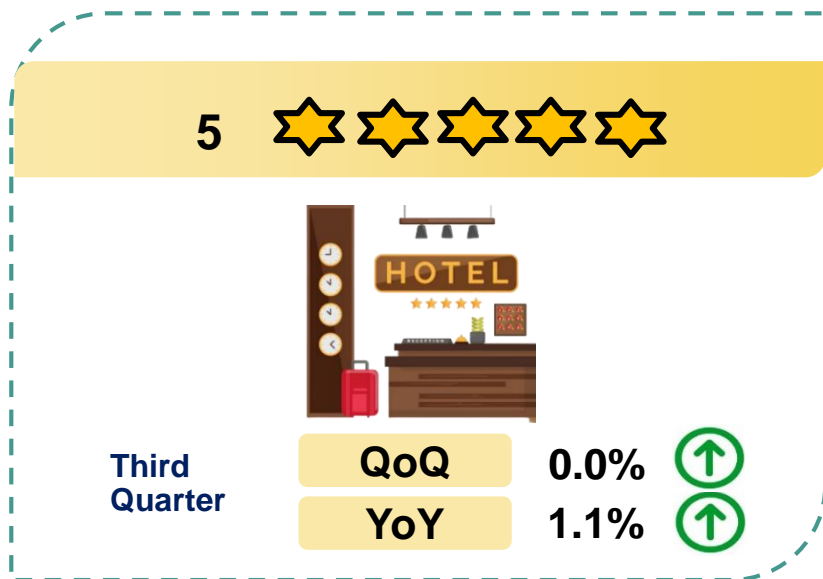
|     |       |   |
|-----|-------|---|
| QoQ | 4.2%  | ↑ |
| YoY | 12.9% | ↑ |

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



# THIRD QUARTER 2024

## (Hotel and Other Accommodations by Star Rating)



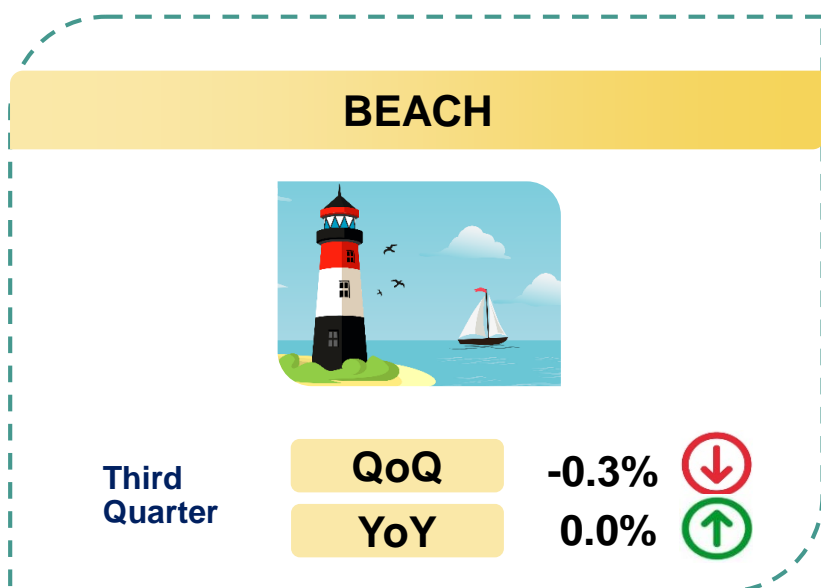
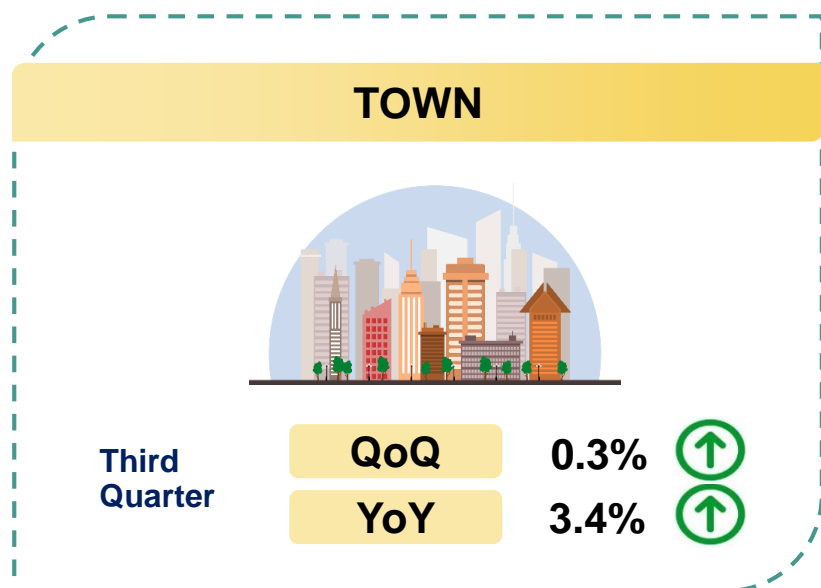
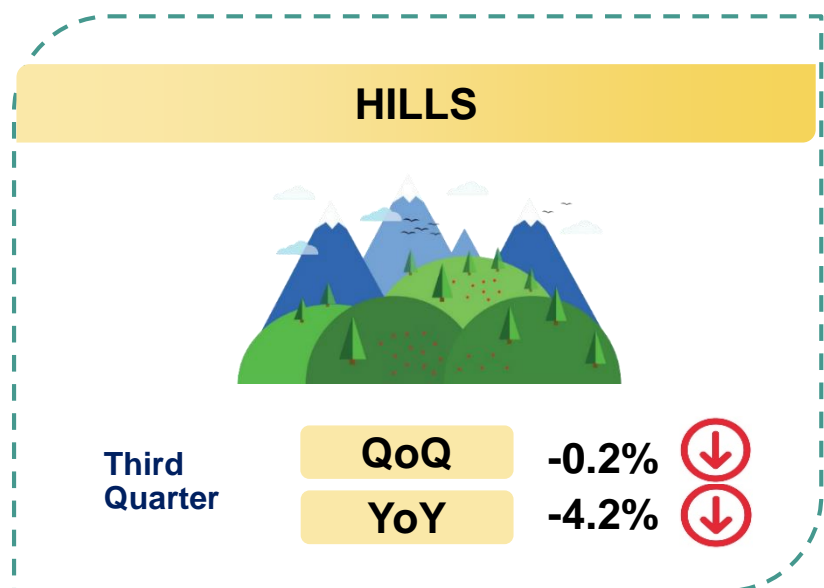
\*Note: This includes hotels with 2 stars and below, chalets/ motels, and no stars.

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



# THIRD QUARTER 2024

## (Hotel and Other Accommodations by Location)



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



  
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