

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

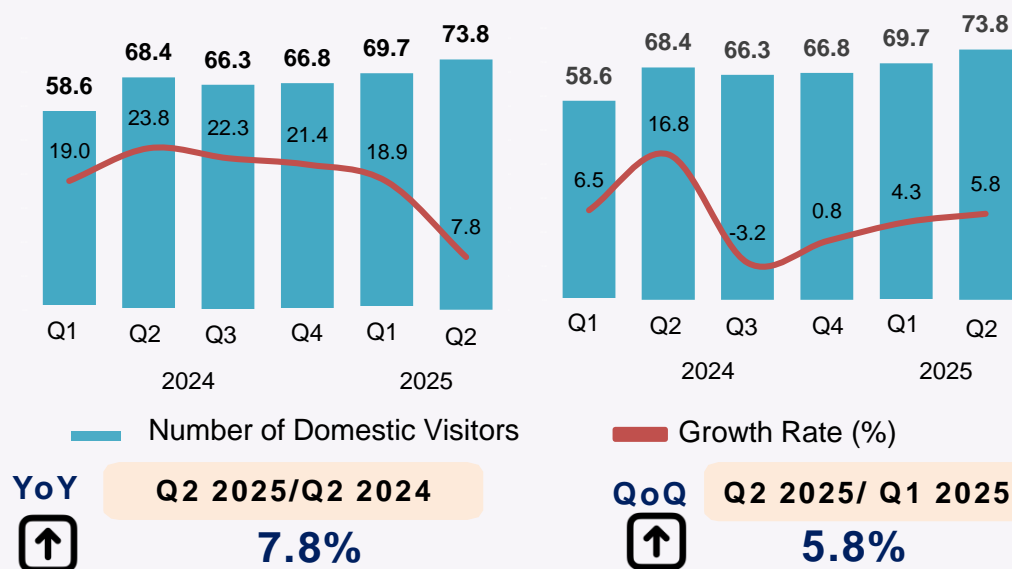
QoQ : 5.8% YoY : 7.8%

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

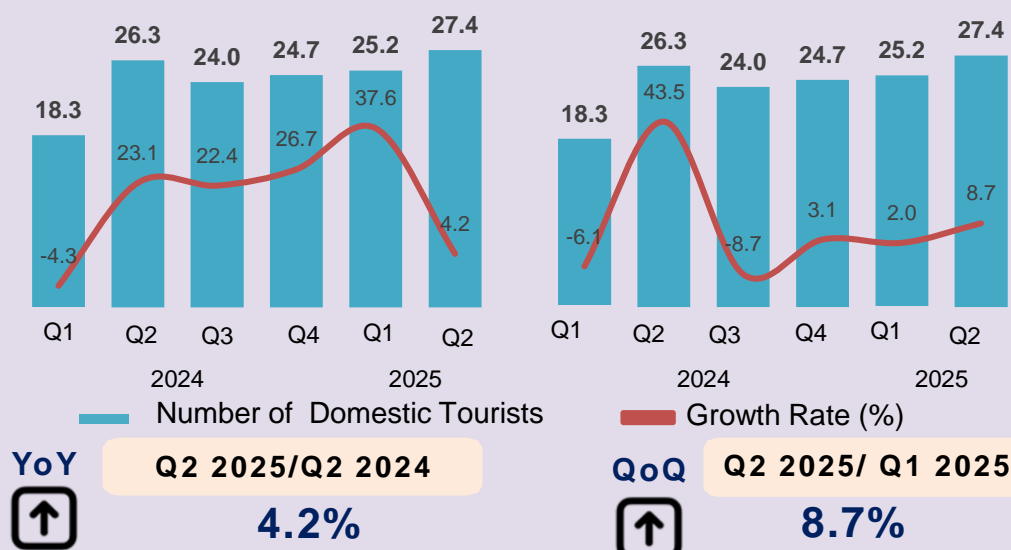
QoQ : 8.7% YoY : 4.2%

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 **RM28.1 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

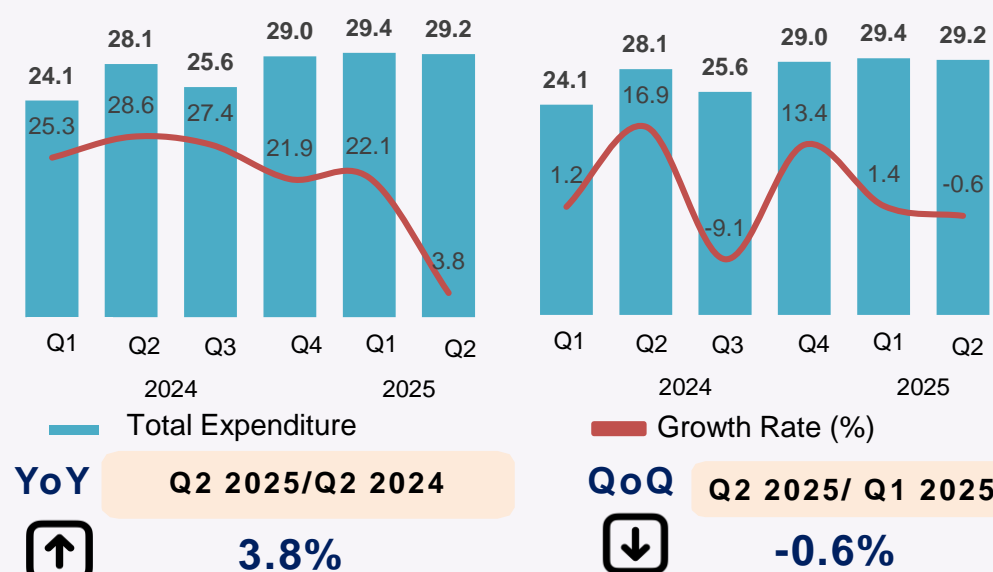
QoQ : -0.6% YoY : 3.8%

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)





MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

STATS BULLETIN

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)

