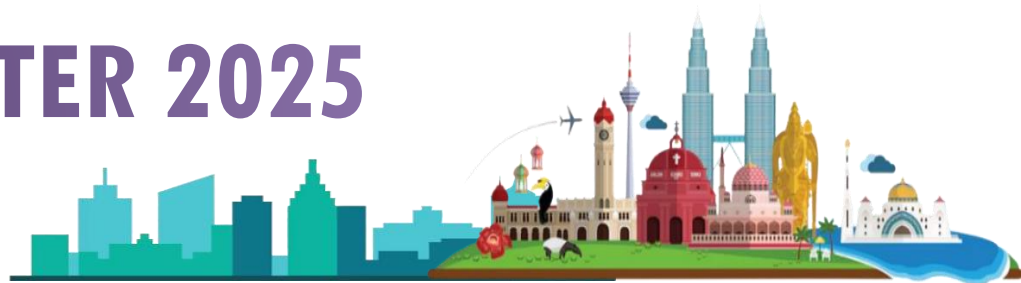


# PERFORMANCE OF DOMESTIC TOURISM IN MALAYSIA

## THIRD QUARTER 2025



### Domestic Visitors

- The number of domestic visitors in the third quarter of 2025 recorded a total of **72.6 million visitors**, dropped **1.6 per cent** compared to the previous quarter.
- Comparison against the same quarter of previous year shows a substantial increase by **9.6 per cent**.

Third Quarter 2025 : 72.6 million visitors

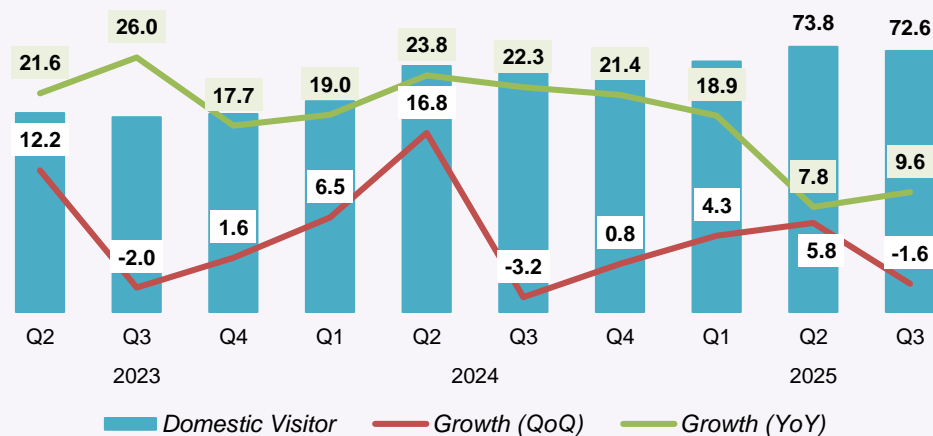
QoQ : -1.6% YoY : 9.6%

Second Quarter 2025 : 73.8 million visitors



### DOMESTIC VISITORS (MILLION)

Performance of Domestic Visitors, 2023-2025



YoY



Q3 2025/Q3 2024

9.6%

QoQ



Q3 2025/Q2 2025

-1.6%

### Domestic Tourists

- The number of domestic tourists in the third quarter of 2025 recorded a total of **26.7 million tourists**, a decrease of **2.5 per cent** compared to the previous quarter.
- Comparison with the same quarter of the previous year shows an increase of **11.4 per cent**.

Third Quarter 2025 : 26.7 million tourists

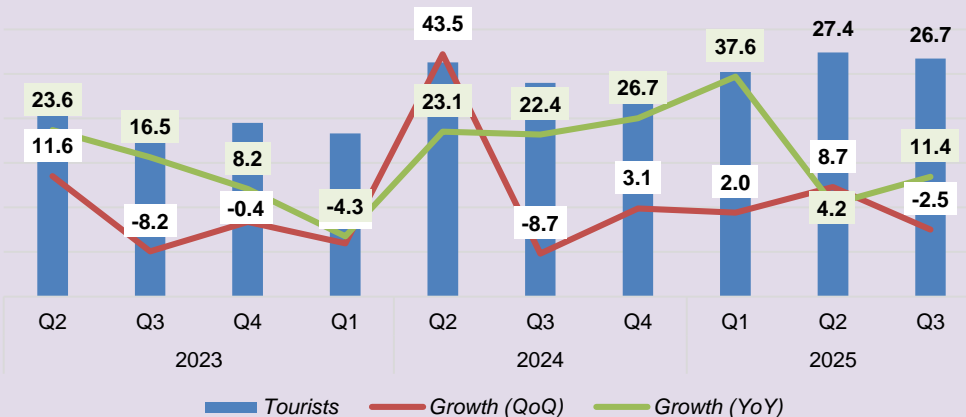
QoQ : -2.5% YoY : 11.4%

Second Quarter 2025 : 27.4 million tourists



### DOMESTIC TOURISTS (MILLION)

Performance of Domestic Tourists, 2023-2025



YoY



Q3 2025/Q3 2024

11.4%

QoQ



Q3 2025/Q2 2025

-2.5%

### Domestic Tourism Expenditure

- Domestic tourism expenditure in the third quarter recorded **RM29.8 billion**, an increase of **16.7 per cent** compared to **RM27.4 billion** for the same quarter of 2024.
- For quarter-on-quarter comparison, domestic tourism expenditure increased by **2.2 per cent**.

Third Quarter 2025 : RM29.8 billion

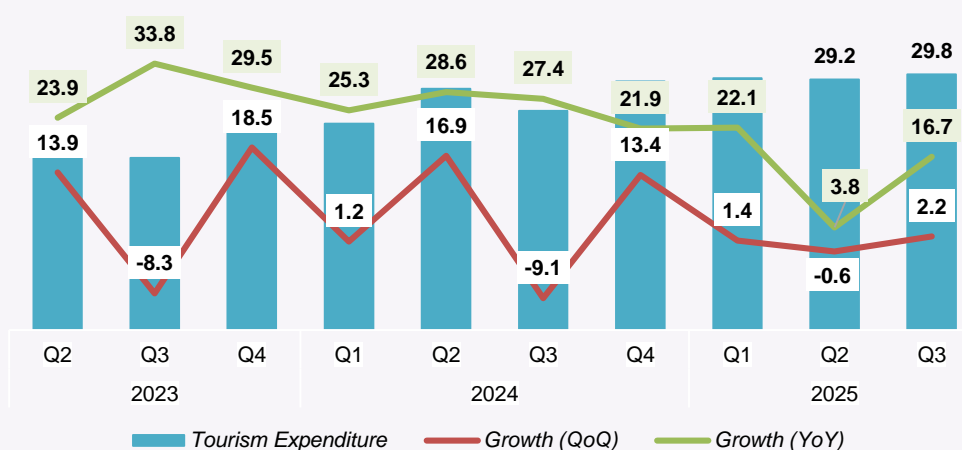
QoQ : 2.2% YoY : 16.7%

Second Quarter 2025 : RM29.2 billion



### DOMESTIC TOURISM EXPENDITURE (RM BILLION)

Expenditure on Domestic Tourism



YoY



Q3 2025/Q3 2024

16.7%

QoQ



Q3 2025/Q2 2025

2.2%

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



# THIRD QUARTER 2025

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

### DOMESTIC AIRPORT ARRIVALS



Third Quarter

QoQ

2.7%



YoY

11.4%



### RETAIL SALES OF AUTOMOTIVE FUEL



Third Quarter

QoQ

1.1%



YoY

6.3%



### THEME PARK



Third Quarter

QoQ

3.4%



YoY

-1.1%



### ACCOMMODATION



Third Quarter

QoQ

4.4%



YoY

14.3%



Source : i. Ministry of Transport Malaysia (MOT), Domestic Airport Arrivals  
 ii. Department of Statistics Malaysia (DOSM), Wholesale & Retail Trade  
 iii. Department of Statistics Malaysia (DOSM), Quarterly Survey of Services (QSS)





# THIRD QUARTER 2025

## (Occupancy Rate of Hotel and Other Accommodations by Star Rating)

5 ★★★★★



Q3 2025 : 68.8  
 Q2 2025 : 68.4  
 Q3 2024 : 68.9

4 ★★★★★



Q3 2025 : 62.8  
 Q2 2025 : 62.6  
 Q3 2024 : 62.4

3 ★★★★★



Q3 2025 : 69.9  
 Q2 2025 : 69.8  
 Q3 2024 : 69.6

OTHERS\*



Q3 2025 : 61.9  
 Q2 2025 : 61.8  
 Q3 2024 : 52.4

\*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 2025

## (Occupancy Rate of Hotel and Other Accommodations by Location)

### HILL



Q3 2025 : 87.5  
Q2 2025 : 87.3  
Q3 2024 : 89.0

### TOWN



Q3 2025 : 64.0  
Q2 2025 : 62.8  
Q3 2024 : 61.3

### BEACH



Q3 2025 : 60.5  
Q2 2025 : 60.3  
Q3 2024 : 59.0

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

