

Embargo: Only to be published or disseminated at 1200 hour, Thursday, December 18th 2025



MEDIA STATEMENT

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PERFORMANCE OF DOMESTIC TOURISM MALAYSIA IN THIRD QUARTER 2025

In the third quarter of 2025, domestic tourism recorded RM29.8 billion in receipts from 72.6 million visitors, increased by 9.6 per cent.

PUTRAJAYA, DECEMBER 18, 2025 – Malaysia's domestic tourism continued to demonstrate resilience in the third quarter of 2025, recording 72.6 million visitors, representing a 9.6 per cent year-on-year increase. However, compared with the second quarter of 2025 visitor numbers edged slightly lower, dropped by 1.6 per cent. Domestic travel in the third quarter influenced by public and school holidays, which together supported the growth in domestic tourism.

Domestic tourism expenditure reached RM29.8 billion during the quarter, marking a 16.7 per cent growth compared to the same period last year. On a quarter-on-quarter basis, expenditure increased by 2.2 per cent compared with second quarter of 2025. These figures were highlighted in the **BULLETIN OF MALAYSIA'S DOMESTIC TOURISM SURVEY (DTS), THIRD QUARTER 2025** released today by the Department of Statistics Malaysia (DOSM).

Commenting on the performance, Dato' Sri Dr. Mohd Uzir Mahidin, Chief Statistician of Malaysia, stated, "As of September 2025, Malaysia's domestic tourism recorded a

cumulative of 216.0 million visitors, reflecting an 11.8 per cent year-on-year increase. Domestic tourism expenditure for the first nine months of 2025 amounted to RM88.4 billion, registering a growth of 13.7 per cent compared to the same period last year."

Looking at the performance of tourism-related industries in the third quarter 2025, retail sales of automotive fuel recorded a 6.3 per cent year-on-year increase, reflecting sustained domestic travel activity during the period. This positive momentum was further supported by an 11.4 per cent rise in domestic airport arrivals, indicating continued mobility and travel demand among residents.

Meanwhile, revenue in the Accommodation sub-sector increased by 14.3 per cent year-on-year. The occupancy rate for five-star hotels was 68.8 per cent, while four-star hotels recorded an increase of 0.4 percentage point to 62.8 per cent, followed by three-star hotels, which rose to 69.9 per cent. By location, hotel occupancy rates in town areas increased by 1.2 percentage point (64.0%), as compared to the same quarter of the previous year.

In summary, Malaysia's domestic tourism is one of the key economic pillars, driven by growing visitor numbers, higher expenditure, and strong performance across tourism-related industries. This growth trajectory is expected to continue and solidifying the sector's importance to the country's overall economic health.

Malaysia has, for the first time, successfully secured the top position globally in the biennial Open Data Inventory (ODIN) 2024/25 report released by Open Data Watch (ODW), surpassing 198 other countries. This achievement marks a significant leap from its 67th position in the ODIN 2022/23 assessment.

OpenDOSM NextGen is a medium that provides data catalogue and visualisations to facilitate users' analysis and can be accessed through <https://open.dosm.gov.my>.

Chart 1: Performance of Domestic Visitors in Malaysia, 2021-2025

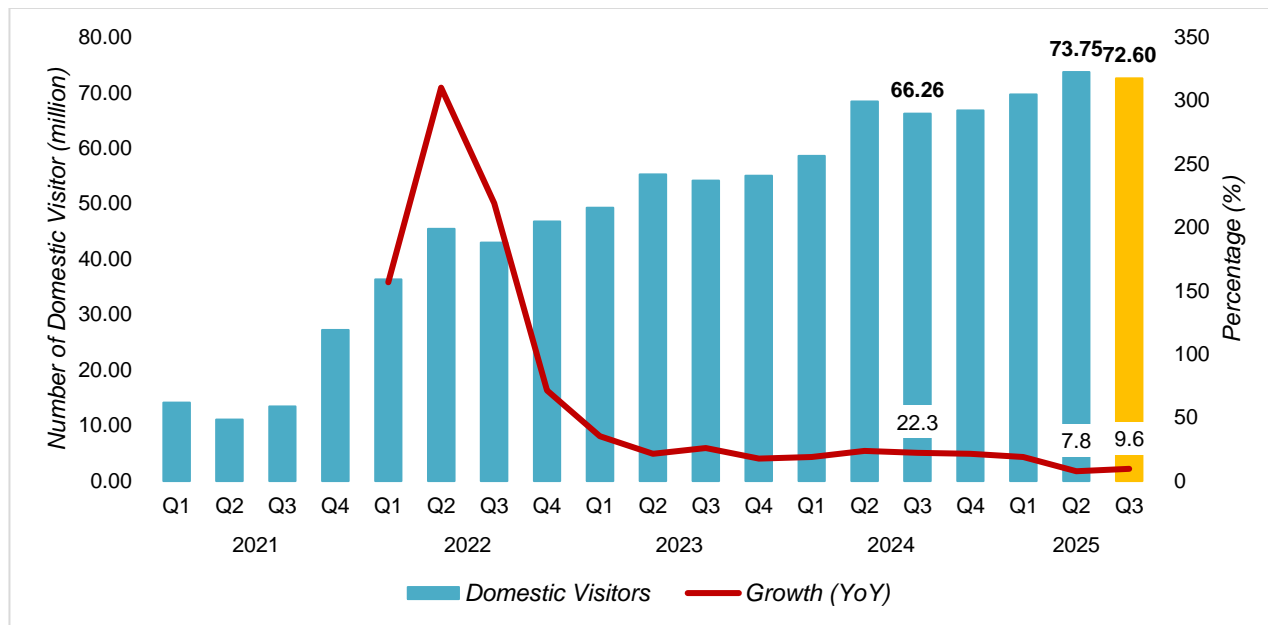
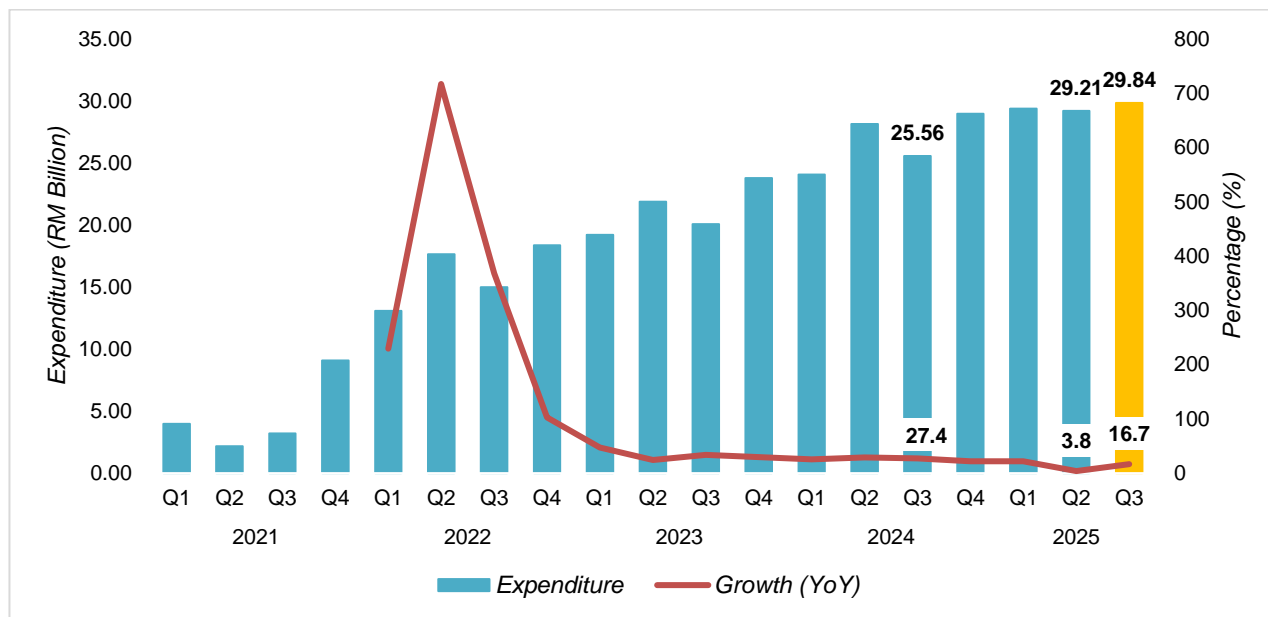


Chart 2: Malaysia's Domestic Tourism Expenditure, 2021-2025



Released by:
THE OFFICE OF CHIEF STATISTICIAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA
18 DECEMBER 2025