

MINISTRY OF ECONOMY DEPARTMENT OF STATISTICS MALAYSIA

MALAYSIA'S DOMESTIC TOURISM SURVEY, SECOND QUARTER 2025



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



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
- 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



Total Domestic Tourism Expenditure

- Domestic tourism expenditure in the second quarter recorded RM29.2 billion, an increase of 3.8 percent compared to RM29.4 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 bilion

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



Performance of Domestic Tourists 26.3 24.0 24.7 25.2 27.4 18.3 23.1 22.4 26.7 37.6 18.3 24.0 24.7 25.2 27.4 18.3 23.1 22.4 26.7 37.6 18.3 18.3 24.0 24.7 25.2 27.4 ST1 ST2 ST3 ST4 ST1 ST2 ST1 ST2 ST3 ST4 ST1 ST2 2024 2025 Number of Domestic Tourists YOY Q2 2025/Q2 2024 Q0Q Q2 2025/Q1 2025 1 8.7%













Introduction

This Bulletin of Malaysia's Domestic Tourism Survey (DTS) presents the performance of domestic tourism for second quarter 2025. The bulletin contains the domestics tourism statistics on number of domestic visitors, and total expenditure.

Performance of Domestic Tourism in Second Quarter 2025

Domestic tourism in Malaysia recorded 73.8 million visitors in the second quarter 2025, surged 7.8 per cent as compared to the same quarter in 2024. 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.

Detailed information and technical notes are same as in the publication of the Domestic Tourism Survey 2024. This bulletin can be accessed and downloaded through the DOSM portal, www.dosm.gov.my.

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