

# PERFORMANCE OF DOMESTIC TOURISM IN MALAYSIA



## FOURTH QUARTER 2024



### Number of Domestic Visitors in Malaysia

- The number of domestic visitors in the fourth quarter 2024 registered **66.8 million visitors**, increased **0.8 per cent** as compared to the previous quarter.
- Comparison against the same quarter of previous year shows a substantial increase by **21.4 per cent**.

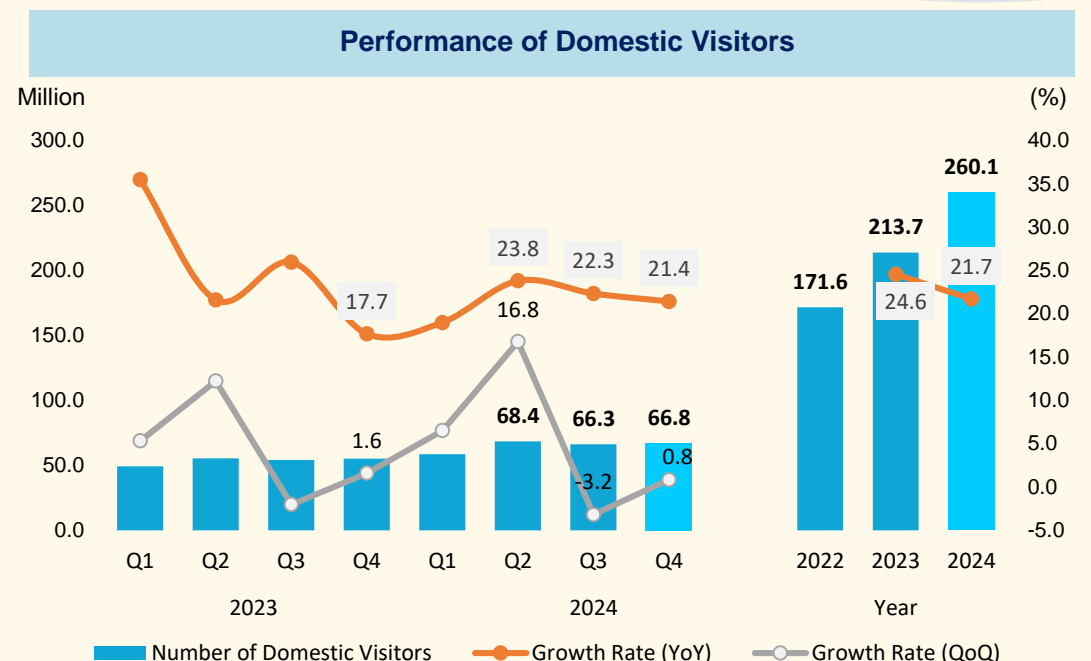
**Fourth Quarter 2024 : 66.8 million visitors**

**QoQ: 0.8%**

**YoY : 21.4%**

**Third Quarter 2024 : 66.3 million visitors**

### DOMESTIC VISITORS (MILLION)



**YoY**  
↑

**Q4 2024/Q4 2023**  
**21.4%**

**YoY**  
↑

**2024/2023**  
**21.7%**

### Total Domestic Tourism Expenditure in Malaysia

- The domestic tourism expenditure for the fourth quarter recorded **RM29.0 billion**, increased **13.4 per cent** compared to the last quarter.
- For year-on-year comparison, domestic tourism expenditure rose by **21.9 per cent**.

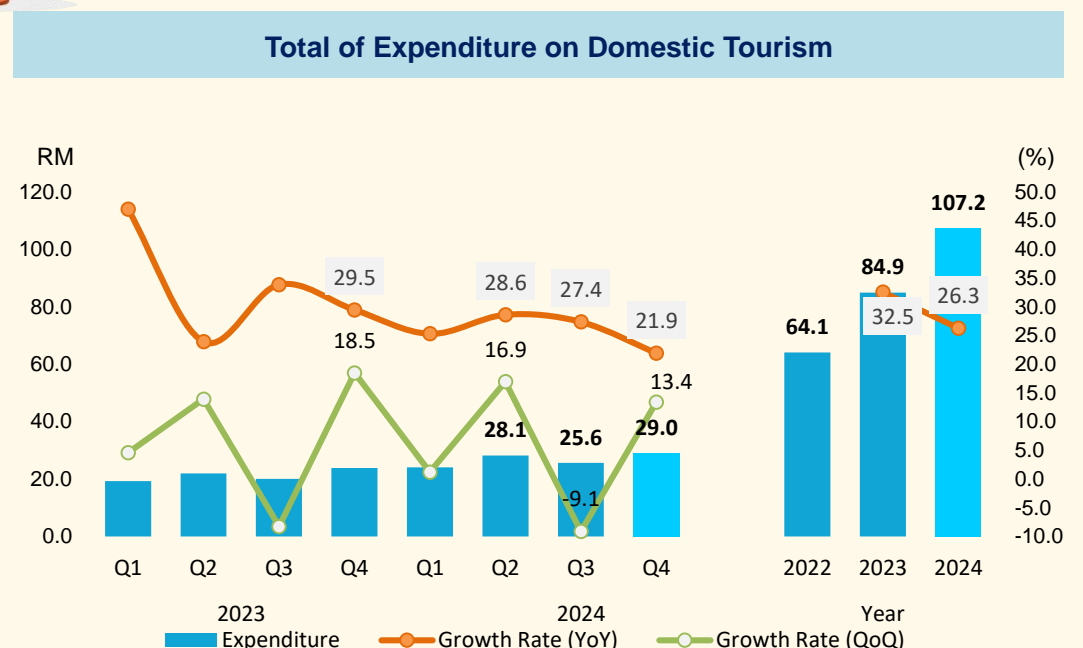
**Fourth Quarter 2024 : RM29.0 billion**

**QoQ: 13.4%**

**YoY: 21.9%**

**Third Quarter 2024 : RM25.6 billion**

### DOMESTIC TOURISM EXPENDITURE (RM BILLION)



**YoY**  
↑

**Q4 2024/Q4 2024**  
**21.9%**

**YoY**  
↑

**2024/2023**  
**26.3%**

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





## FOURTH QUARTER 2024

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

#### DOMESTIC AIRPORT ARRIVALS





Fourth  
Quarter

<b>QoQ</b>	<b>-6.7%</b>	
<b>YoY</b>	<b>6.1%</b>	

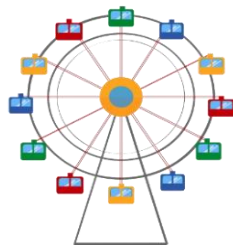
#### RETAIL SALES OF AUTOMOTIVE FUEL





Fourth  
Quarter

<b>QoQ</b>	<b>0.5%</b>	
<b>YoY</b>	<b>6.7%</b>	

#### THEME PARK





Fourth  
Quarter

<b>QoQ</b>	<b>2.7%</b>	
<b>YoY</b>	<b>13.9%</b>	

#### ACCOMMODATION



Fourth  
Quarter

<b>QoQ</b>	<b>5.5%</b>	
<b>YoY</b>	<b>14.1%</b>	

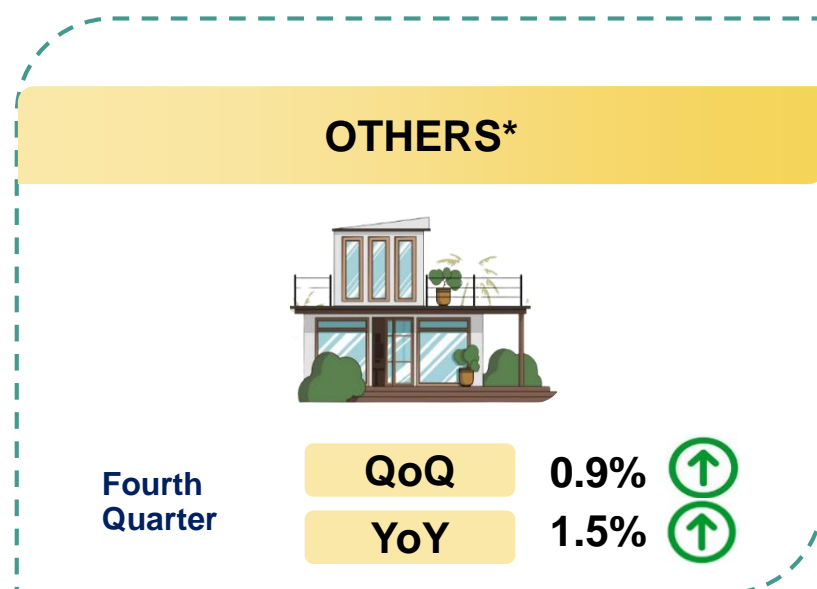
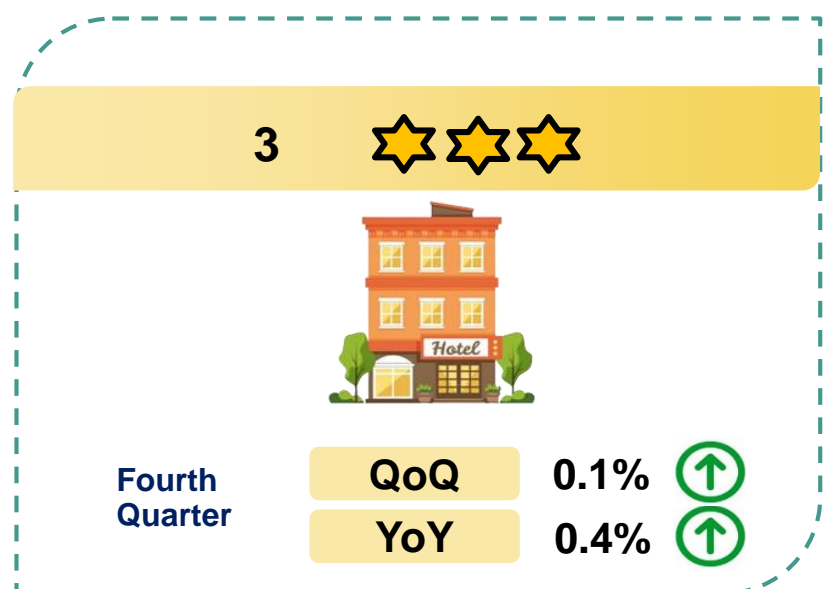
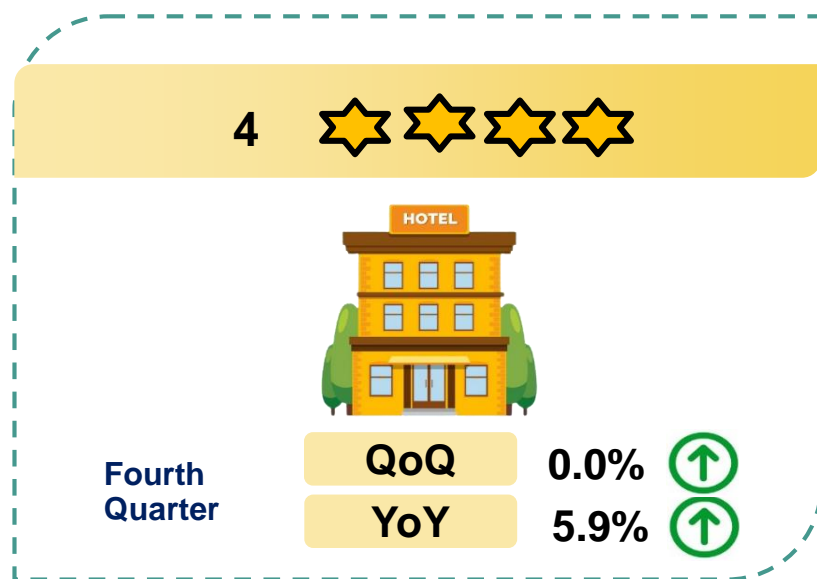
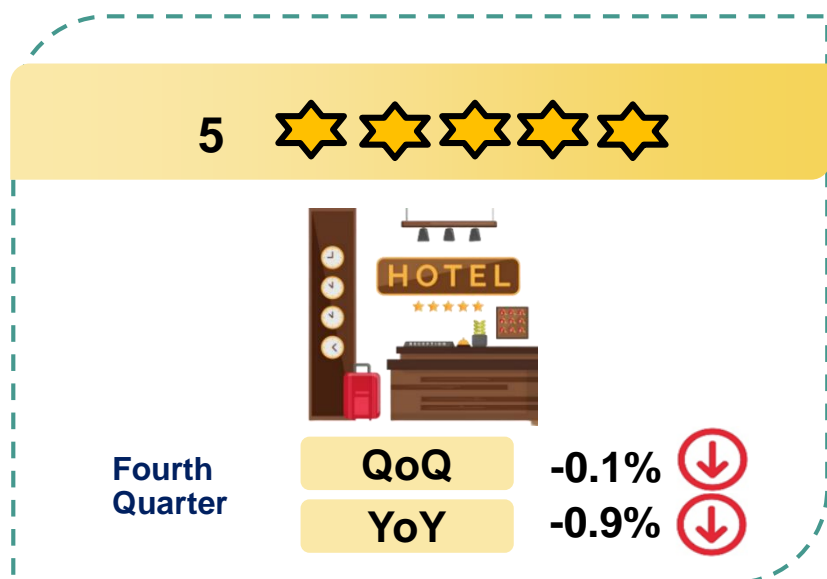
Source : i. Department of Statistics Malaysia (DOSM), Quarterly Survey of Services (QSS)  
 ii. Department of Statistics Malaysia (DOSM), Wholesale & Retail Trade  
 iii. Ministry of Transport Malaysia (MOT), Domestic Airport Arrivals





# FOURTH QUARTER 2024

## (Hotel and Other Accommodations by Star Rating)



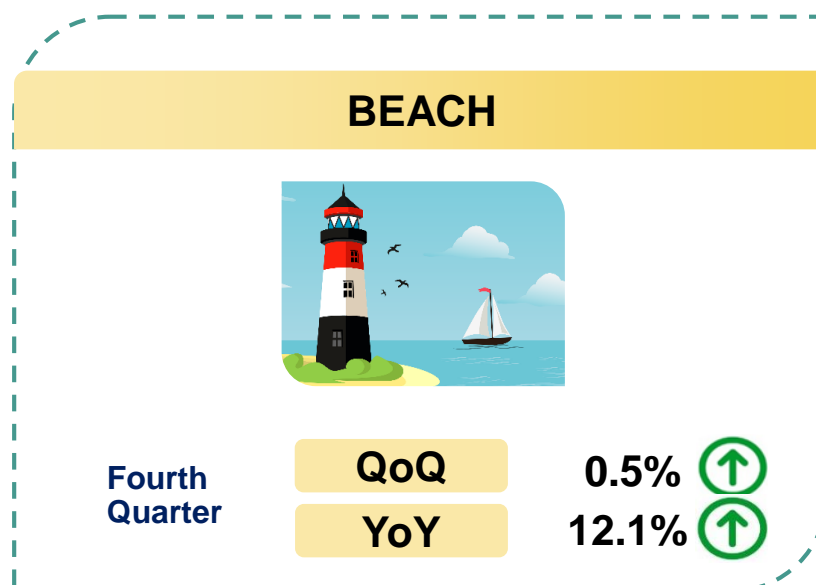
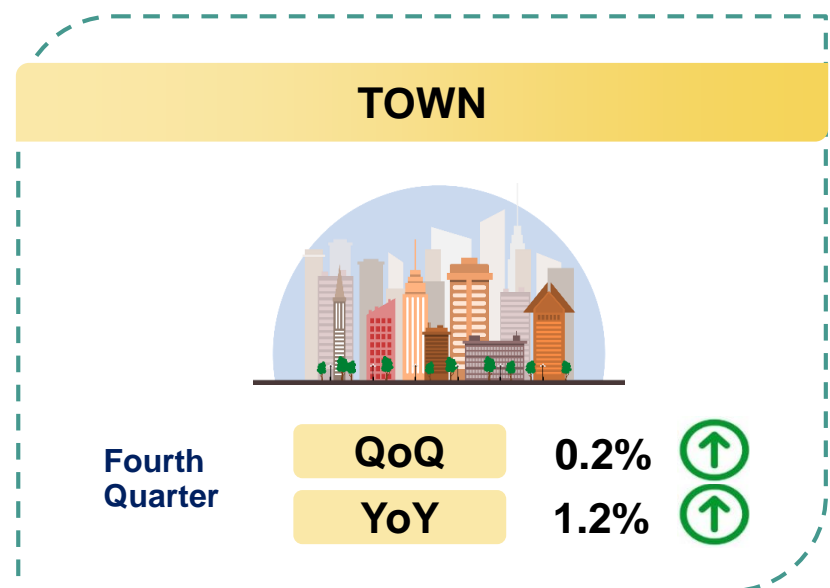
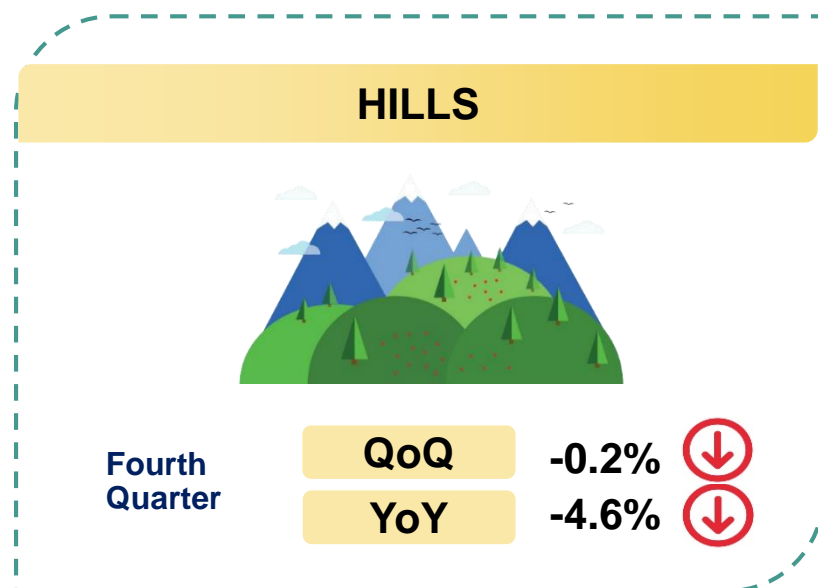
\*Note: This includes hotels with 2 stars and below, chalets/ motels, and no stars.

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



# FOURTH QUARTER 2024

## (Hotel and Other Accommodations by Location)



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

