



MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

MALAYSIA'S DOMESTIC TOURISM SURVEY, FIRST QUARTER 2025



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PERFORMANCE OF DOMESTIC TOURISM IN MALAYSIA FIRST QUARTER 2025



Number of Domestic Visitors

- The number of domestic visitors in the first quarter 2025 registered **69.7** million visitors, increased **4.3** per cent as compared to the previous quarter.
- Comparison against the same quarter of previous year shows a substantial increase by **18.9** per cent.

First Quarter 2025 : 69.7 million visitors

QoQ : 4.3% YoY : 18.9%

Fourth Quarter 2024 : 66.8 million visitors



DOMESTIC VISITORS (MILLION)

Performance of Domestic Visitors



Number of Domestic Tourists

- The number of domestic tourists in the first quarter 2025 registered **25.2** million tourists, increased **2.0** per cent as compared to the previous quarter.
- Comparison against the same quarter of previous year shows a substantial increase by **37.6** per cent.

First Quarter 2025 : 25.2 million tourists

QoQ : 2.0% YoY : 37.6%

Fourth Quarter 2024 : 24.7 million tourists



DOMESTIC TOURISTS (MILLION)

Performance of Domestic Tourists



Total Domestic Tourism Expenditure

- The domestic tourism expenditure for the first quarter recorded **RM29.4** billion, increased **1.4** per cent compared to the last quarter.
- For year-on-year comparison, domestic tourism expenditure rose by **22.1** per cent.

First Quarter 2025 : RM29.4 billion

QoQ : 1.4% YoY : 22.1%

Fourth Quarter 2024 : RM29.0 billion



DOMESTIC TOURISM EXPENDITURE (RM BILLION)

Total of Expenditure on Domestic Tourism



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



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Introduction

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

Performance of Domestic Tourism in First Quarter 2025

Domestic tourism in Malaysia recorded 69.7 million visitors in the first quarter 2025, surged 18.9 per cent as compared to the same quarter in 2024. Meanwhile, for quarter-on-quarter comparison, domestic visitors increased 4.3 per cent as compared to fourth quarter of 2024.

The number of domestic tourists in the first quarter of 2025 recorded 25.2 million, reflecting a 2.0 per cent increase compared to the previous quarter. Compared to the same quarter of the previous year, this represents a significant rise of 37.6 per cent.

In terms of domestic tourism expenditure, the first quarter of 2025 registered RM29.4 billion, increased 22.1 per cent year-on-year, and rose 1.4 per cent for quarterly comparison.

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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