



Statistics of Domestic Tourism in Malaysia 2025

PERFORMANCE OF DOMESTIC TOURISM IN MALAYSIA FOURTH QUARTER 2025



Domestic Visitors

- The number of domestic visitors in the fourth quarter of 2025 recorded a total of **74.0 million visitors**, increased **2.0 per cent** compared to the previous quarter.
- Comparison against the same quarter of previous year shows a substantial increase by **10.8 per cent**.

Fourth Quarter 2025 : 74.0 million visitors
 QoQ : 2.0% YoY : 10.8%
 Third Quarter 2025 : 72.6 million visitors



DOMESTIC VISITORS (MILLION)

Performance of Domestic Visitors, 2023-2025



Domestic Tourists

- The number of domestic tourists in the fourth quarter of 2025 recorded a total of **27.2 million tourists**, an increase of **1.9 per cent** compared to the previous quarter.
- Comparison with the same quarter of the previous year shows an increase of **10.1 per cent**.

Fourth Quarter 2025 : 27.2 million tourists
 QoQ : 1.9% YoY : 10.1%
 Third Quarter 2025 : 26.7 million tourists



DOMESTIC TOURISTS (MILLION)

Performance of Domestic Tourists, 2023-2025



Domestic Tourism Expenditure

- Domestic tourism expenditure in the fourth quarter recorded **RM32.6 billion**, an increase of **9.1 per cent** compared to **RM29.8 billion** for the same quarter of 2024.
- For quarter-on-quarter comparison, domestic tourism expenditure increased by **12.4 per cent**.

Fourth Quarter 2025 : RM32.6 billion
 QoQ : 9.1% YoY : 12.4%
 Third Quarter 2025 : RM29.8 billion



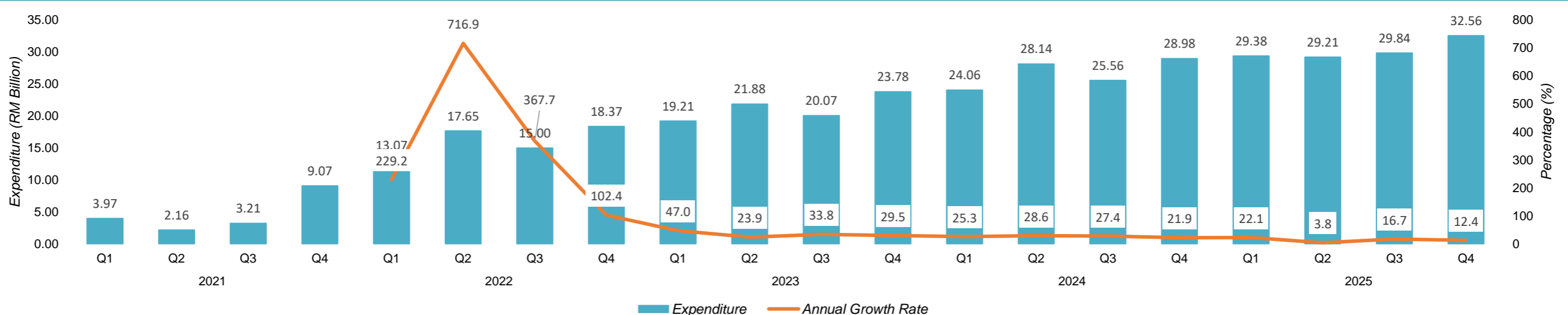
DOMESTIC TOURISM EXPENDITURE (RM BILLION)

Expenditure on Domestic Tourism, 2023-2025



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

Malaysia's Domestic Tourism Expenditure by Quarter, 2021-2025



Domestic tourism expenditure in Malaysia increased by 12.4 per cent in the fourth quarter of 2025 to RM32.6 billion, resulting in a total annual of RM121.0 billion

- Malaysia's domestic tourism sector sustained its growth momentum in the fourth quarter of 2025, underpinned by resilient domestic demand and seasonal travel activities. The number of domestic visitors reached 74.0 million, representing a 10.8 per cent year on year increase. On a quarter on quarter basis, the number of domestic visitors rose by 2.0 per cent compared to the third quarter of 2025.
- In line with higher travel activity, domestic tourism expenditure amounted to RM32.6 billion during the quarter, an increase of 12.4 per cent year on year. On a quarter on quarter basis, expenditure rose by 9.1 per cent compared to the previous quarter.
- Indicators from tourism-related industries were consistent with the stronger performance of domestic tourism. Domestic arrivals in airport rose by 17.9 per cent year on-year, while retail sales of automotive fuel increased by 7.1 per cent, reflecting higher mobility and travel-related consumption during the fourth quarter of 2025.
- The Accommodation subsector also recorded solid performance, with revenue expanding by 14.7 per cent year-on-year. Hotel occupancy rates improved across all categories, signalling stronger demand for accommodation services.
- The sector maintained encouraging growth in 2025. The total number of domestic visitors reached 290.1 million, representing an 11.5 per cent increase compared with 260.1 million visitors in 2024. Domestic tourism expenditure for the year amounted to RM121.0 billion, recording a robust 13.3 per cent year on year growth, highlighting the sector's increasing contribution to domestic economic activity.

