

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

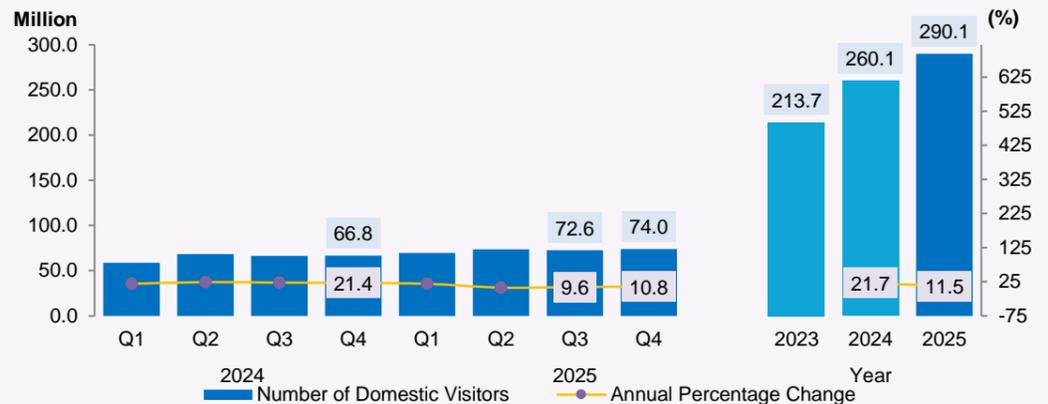
QoQ : 2.0% YoY : 10.8%

Third Quarter 2025 : 72.6 million visitors



DOMESTIC VISITORS (MILLION)

Performance of Domestic Visitors, 2023-2025



YoY
↑

Q4 2025/Q4 2024
10.8%

QoQ
↑

Q4 2025/Q3 2025
2.0%

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



YoY
↑

Q4 2025/Q4 2024
10.1%

QoQ
↑

Q4 2025/Q3 2025
1.9%

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



YoY
↑

Q4 2025/Q4 2024
12.4%

QoQ
↑

Q4 2025/Q3 2025
9.1%

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



FOURTH QUARTER 2025

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

DOMESTIC ARRIVALS IN AIRPORT



Fourth Quarter

QoQ

-1.4% 

YoY

17.9% 

RETAIL SALES OF AUTOMOTIVE FUEL



Fourth Quarter

QoQ

1.2% 

YoY

7.1% 

THEME PARK



Fourth Quarter

QoQ

-3.3% 

YoY

-4.2% 

ACCOMMODATION



Fourth Quarter

QoQ

5.6% 

YoY

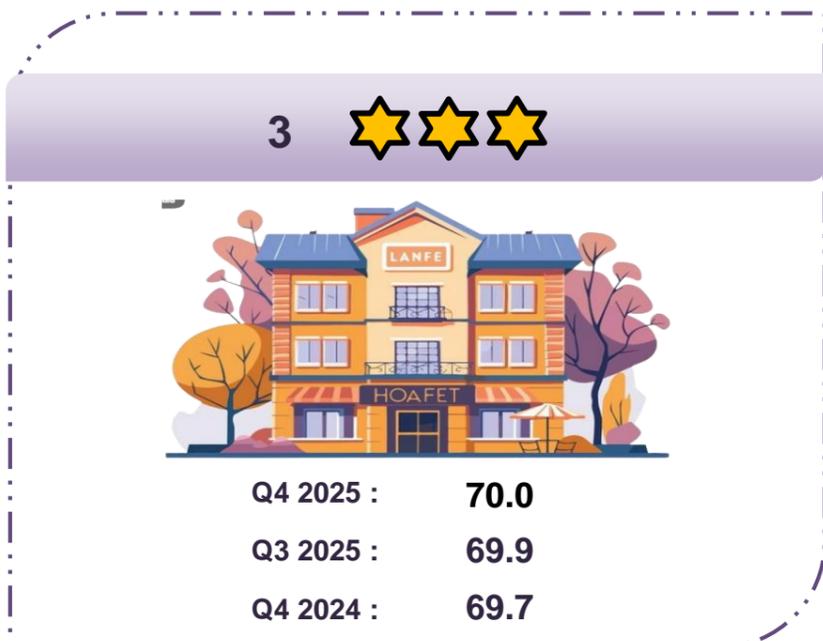
14.7% 

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



FOURTH QUARTER 2025

(Occupancy Rate of 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 2025

(Occupancy Rate of Hotel and Other Accommodations by Location)

HILL



Q4 2025 : **89.0**
Q3 2025 : **87.5**
Q4 2024 : **88.8**

TOWN



Q4 2025 : **64.3**
Q3 2025 : **64.0**
Q4 2024 : **61.5**

BEACH



Q4 2025 : **61.1**
Q3 2025 : **60.5**
Q4 2024 : **59.5**

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

