

PERFORMANCE OF DOMESTIC TOURISM IN MALAYSIA



FIRST QUARTER 2024



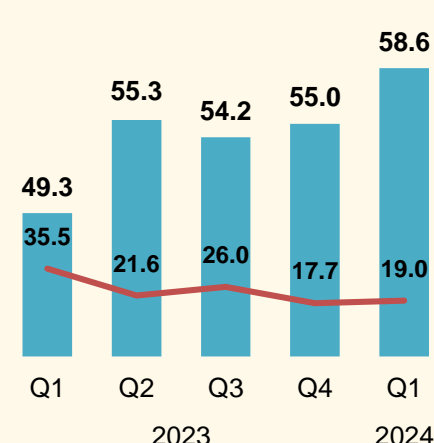
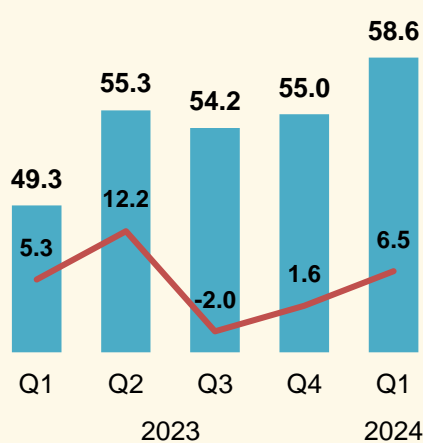
Number of Domestic Visitors in Malaysia

- The number of domestic visitors in the first quarter 2024 registered **58.6 million visitors**, increased **6.5 per cent** as compared to the previous quarter.
- Meanwhile, comparison against the same quarter of previous year shows a significant increase by **19.0 per cent**.

DOMESTIC VISITORS (MILLION)

Quarterly Growth (%)

Annual Growth (%)



Number of Domestic Visitors (Blue bar) Growth Rate (%) (Red line)

(First Quarter 2024 : 58.61 million visitors; QoQ: 6.5%)

(Fourth Quarter 2023: 55.03 million visitors)

(First Quarter 2023 : 49.26 million visitor; YoY : 19.0%)



QoQ 2024/2023
↑ 6.5%

YoY 2024/2023
↑ 19.0%

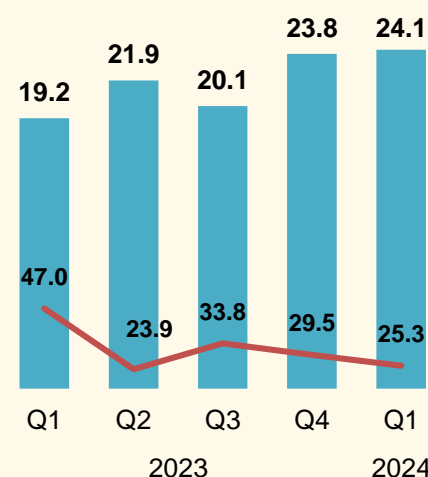
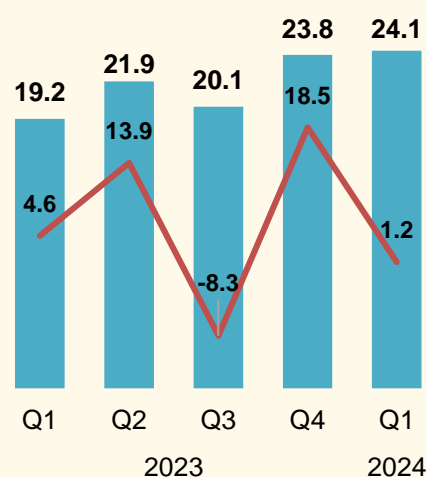
Total Domestic Tourism Expenditure in Malaysia

- On domestic tourism expenditure, for the first quarter, it recorded **RM24.1 billion**, up **1.2 per cent** compared to the last quarter.
- For year-on-year comparison, domestic tourism expenditure rose by **25.3 per cent**.

DOMESTIC TOURISM EXPENDITURE (RM BILLION)

Quarterly Growth (%)

Annual Growth (%)



Number of Domestic Visitors (Blue bar) Growth Rate (%) (Red line)

(First Quarter 2024 : RM24.06 billion; QoQ: 1.2%)

(Fourth Quarter 2023: RM23.88 billion)

(First Quarter 2023 : RM19.21 billion; YoY: 25.3%)



QoQ 2024/2023
↑ 1.2%

YoY 2024/2023
↑ 25.3%

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



FIRST QUARTER 2024

(Domestic Airport Arrivals, Fuel Sales, Theme Park dan Accomodation)

DOMESTIC AIRPORT ARRIVALS



First Quarter

QoQ -2.6%



YoY -2.4%



FUEL SALES



First Quarter

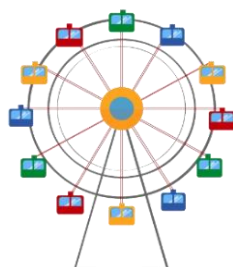
QoQ 1.1%



YoY 2.8%



THEME PARK



First Quarter

QoQ -7.8%



YoY 20.6%



ACCOMMODATION



First Quarter

QoQ 1.1%



YoY 12.2%



Source : i. Department of Statistics Malaysia (DOSM), Quarterly Survey of Services (QSS)
 ii. Department of Statistics Malaysia (DOSM), Monthly Distributive Trade (MDT)
 iii. Ministry of Transport Malaysia (MOT), Domestic Airport Arrival

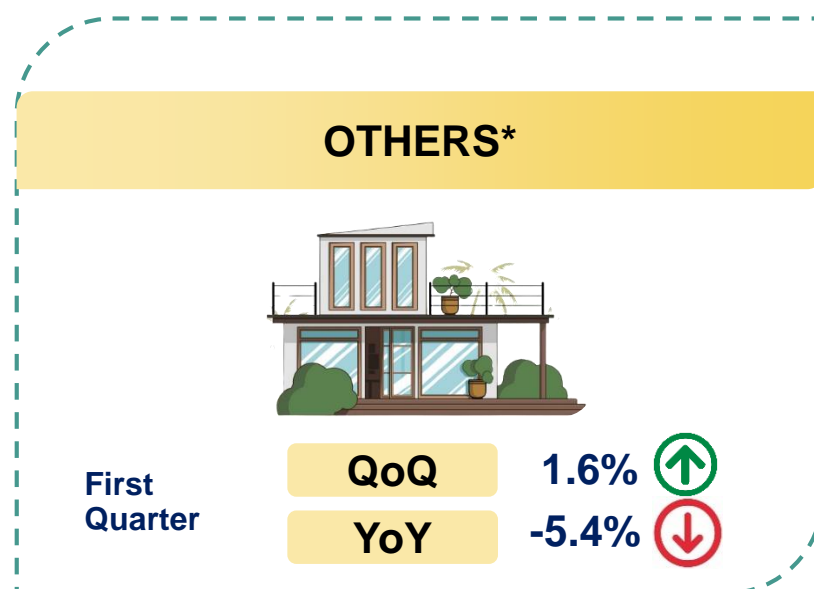
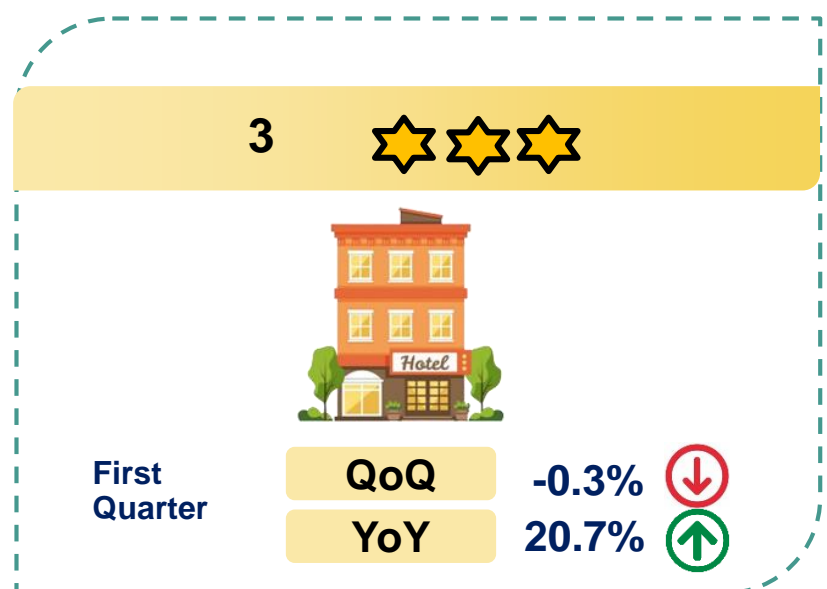
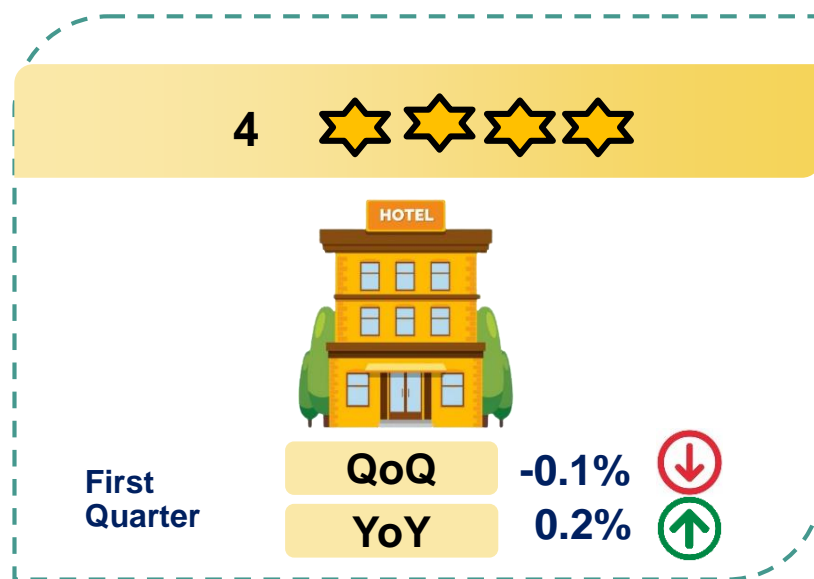
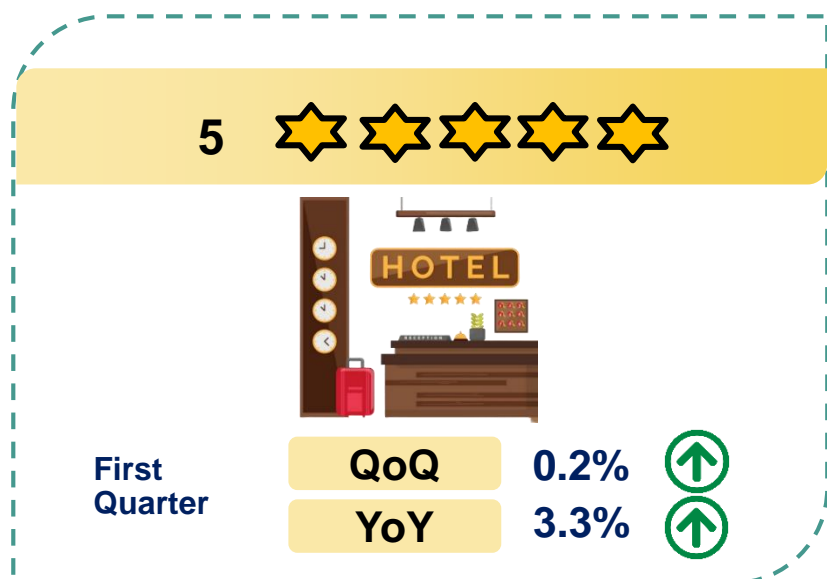



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FIRST QUARTER 2024

(Hotel and Other Accommodations by Star Rating)



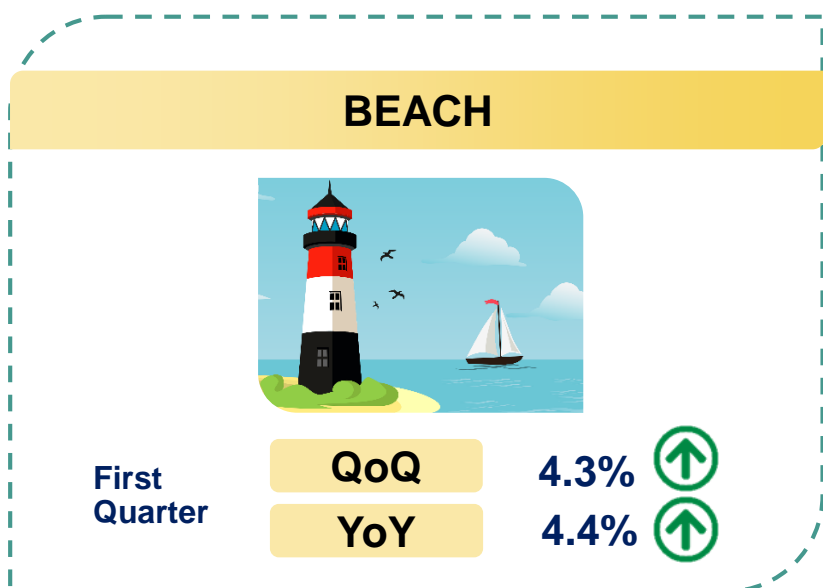
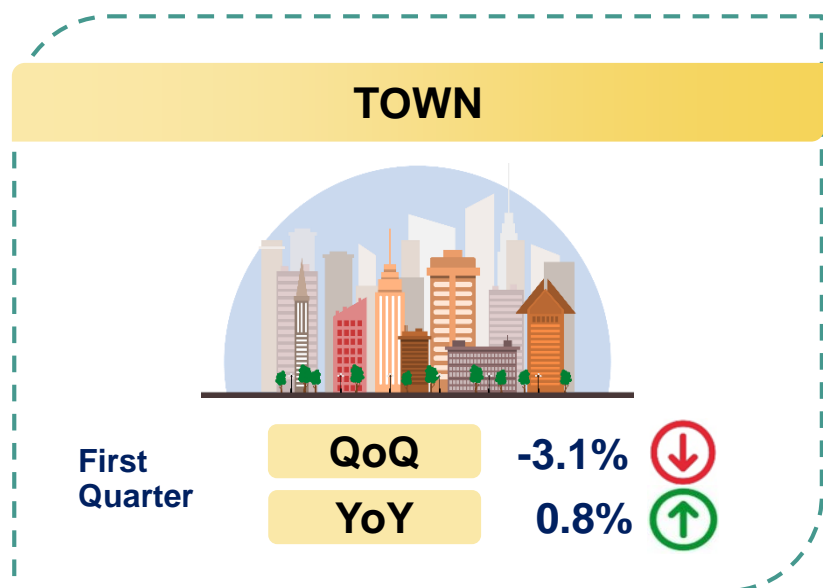
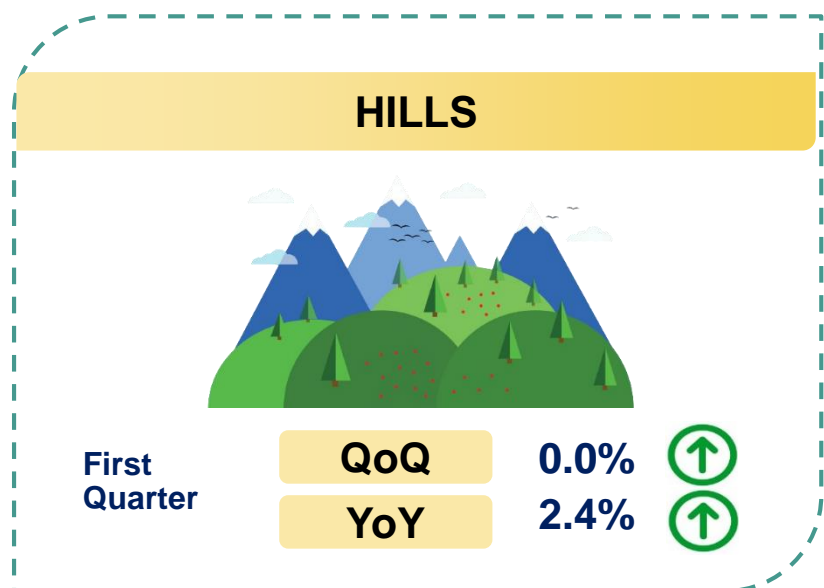
*Note: This includes hotels with 2 stars and below, chalets/ motels, and no stars.

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



FIRST QUARTER 2024

(Hotel and Other Accommodations by Location)



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




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