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PRESTASI PELANCONGAN DOMESTIK MALAYSIA PADA SUKU TAHUN KEDUA 2024 DAN TAHUNAN 2023 MENGIKUT NEGERI

Pelancongan domestik melonjak 23.8 peratus pada suku tahun kedua 2024 dengan merekodkan 68.4 juta pelawat domestik

PUTRAJAYA, 20 SEPTEMBER, 2024 – Pelancongan domestik di Malaysia meneruskan prestasi memberangsangkan, dengan merekodkan 68.4 juta pelawat domestik bagi suku kedua 2024, peningkatan ketara 23.8 peratus berbanding suku tahun yang sama pada tahun sebelumnya. Bagi perbandingan suku tahun, pelawat domestik meningkat 16.8 peratus berbanding suku pertama 2024. Sejajar dengan itu, perbelanjaan pelancongan domestik bagi suku kedua 2024 mencecah RM28.1 bilion, meningkat 28.6 peratus tahun ke tahun, dan perbandingan suku tahun meningkat 16.9 peratus. Ini dilaporkan oleh Jabatan Perangkaan Malaysia (DOSM) dalam **SURVEI PELANCONGAN DOMESTIK MALAYSIA (DTS) PADA SUKU TAHUN KEDUA 2024 DAN TAHUNAN 2023 MENGIKUT NEGERI**.

Dalam satu kenyataan hari ini, Dato' Sri Dr. Mohd Uzir Mahidin, Ketua Perangkawan Malaysia berkata "Prestasi pelancongan domestik Malaysia pada tahun 2023 terus menunjukkan pertumbuhan kukuh dengan ketibaan pelawat domestik merekodkan 213.7 juta pelawat, peningkatan 24.6 peratus berbanding 171.6 juta pelawat pada tahun sebelumnya. Selain itu, terimaan pelancongan domestik turut meningkat 32.5 peratus untuk merekodkan RM84.9 bilion, yang memberi gambaran impak positif selepas pembukaan semula semua aktiviti ekonomi. Namun begitu, jika dibandingkan dengan tahap pra-pandemik pada tahun 2019, jumlah pelawat domestik masih 10.6 peratus lebih rendah dan terimaan juga turut menyusut 17.7 peratus."

Selari dengan pemulihan nasional, prestasi pelancongan domestik Malaysia, semua negeri merekodkan peningkatan yang ketara dari segi volum dan jumlah terimaan pelancongan. Pada tahun 2023, Selangor merekodkan terimaan pelancongan domestik tertinggi dengan RM11.1 bilion, meningkat 27.1 peratus berbanding RM8.73 bilion pada tahun 2022. Ini diikuti oleh Wilayah Persekutuan Kuala Lumpur dengan terimaan RM11.0 bilion, meningkat berbanding RM7.73 bilion pada tahun sebelumnya. Sarawak dan Pahang turut mempamerkan pertumbuhan terimaan yang kukuh, masing-masing mencatatkan RM6.94 bilion (2022: RM5.43 bilion) dan RM6.73 bilion (2022: RM5.32 bilion).

Membeli-belah merupakan komponen terbesar daripada jumlah terimaan dengan sumbangan keseluruhan RM30.84 bilion, di mana Wilayah Persekutuan Kuala Lumpur mendahului dengan RM4.85 bilion, diikuti Selangor (RM4.14 bilion) dan Sarawak (RM2.66 bilion). Komponen utama lain meliputi perbelanjaan makanan & minuman, penginapan dan pembelian bahan api kenderaan.

Melawat saudara & rakan-rakan merupakan tujuan utama perjalanan bermalam pelancongan domestik untuk semua negeri kecuali Wilayah Persekutuan Labuan (percutian/ riadah/ rehat). Sementara itu, purata bilangan hari menginap (ALOS) nasional adalah 2.45 malam, sedikit menurun berbanding 2.55 malam pada 2022. Beberapa negeri merekodkan ALOS melebihi peringkat nasional seperti Sarawak (3.48 malam), Kelantan (3.07 malam), Wilayah Persekutuan Labuan (2.89 malam),

Wilayah Persekutuan Kuala Lumpur (2.70 malam), Sabah (2.67 malam) dan Terengganu (2.59 malam).

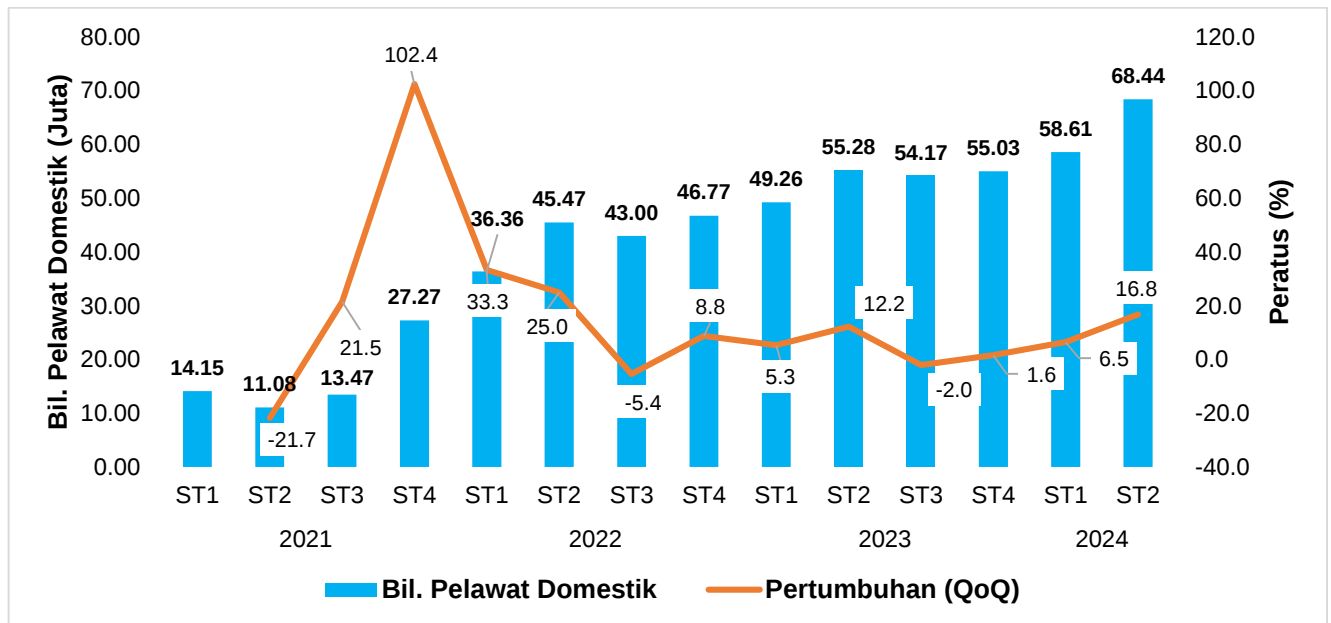
Berdasarkan profil sosial & demografi pelawat domestik, sembilan negeri iaitu Johor, Melaka, Negeri Sembilan, Pahang, Pulau Pinang, Selangor, Wilayah Persekutuan Kuala Lumpur, Wilayah Persekutuan Labuan dan Wilayah Persekutuan Putrajaya menerima majoriti pelawat domestik daripada isi rumah yang berpendapatan antara RM5,001 dan RM10,000 sebulan. Sementara itu, baki tujuh negeri iaitu Kedah, Kelantan, Perak, Perlis, Terengganu, Sabah dan Sarawak mencatatkan peratusan tertinggi pelawat domestik daripada isi rumah berpendapatan RM1,001 hingga RM3,000 sebulan.

Jabatan Perangkaan Malaysia (DOSM) telah melancarkan OpenDOSM NextGen sebagai medium yang menyediakan katalog data dan visualisasi bagi memudahkan pengguna menganalisis pelbagai data dan boleh diakses melalui portal <https://open.dosm.gov.my>.

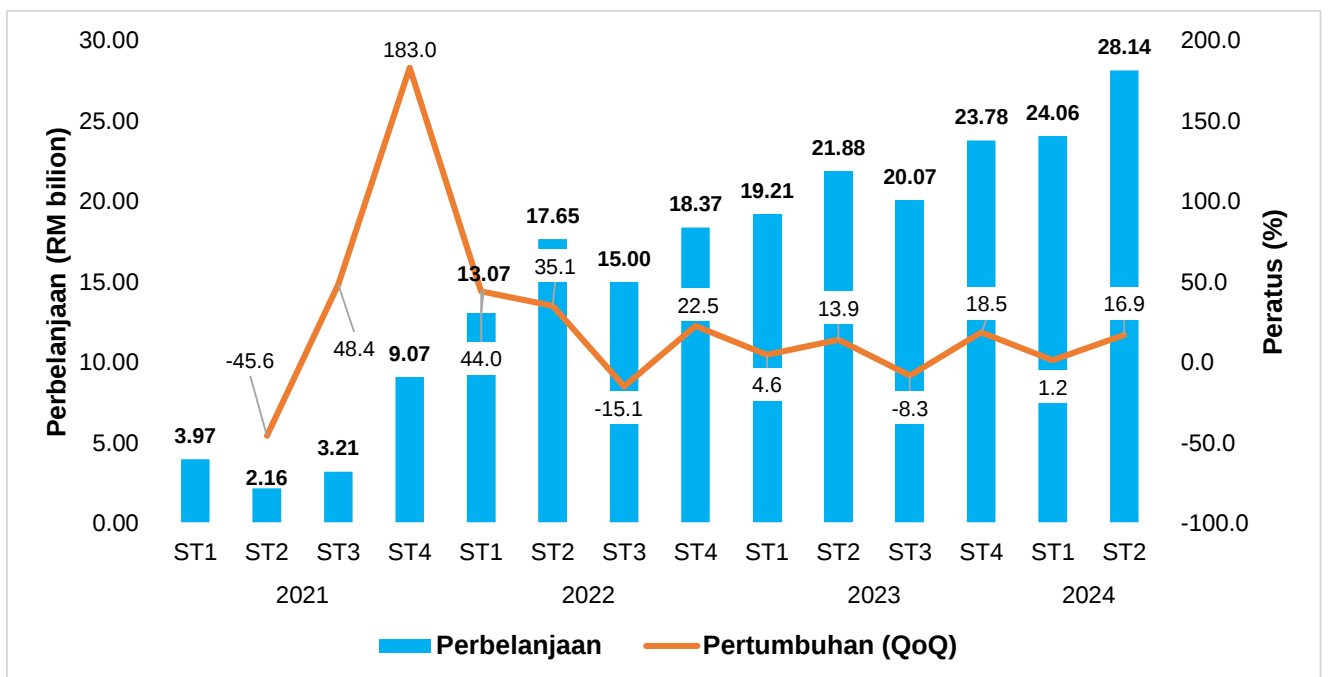
DOSM sedang menjalankan Banci Pertanian 2024. Sila layari <https://www.myagricensus.gov.my/> untuk maklumat lanjut. Tema adalah “Banci Pertanian, Kunci Kemajuan Pertanian.”

Kerajaan Malaysia telah mengisytiharkan Hari Statistik Negara (MyStats Day) pada 20 Oktober setiap tahun. Tema sambutan MyStats Day adalah “Statistik Nadi Kehidupan”. DOSM menyambut ulang tahun ke-75 Jubli Intan pada tahun 2024.

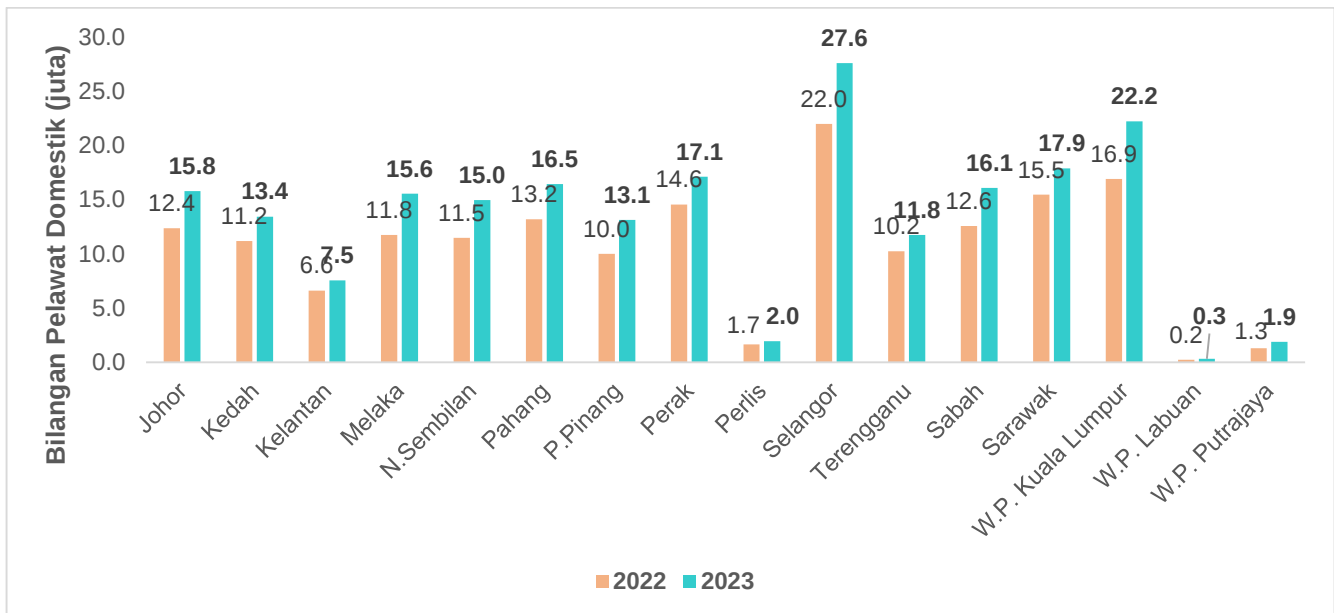
Carta 1: Bilangan Pelawat Domestik mengikut Suku Tahun, 2021 - 2024



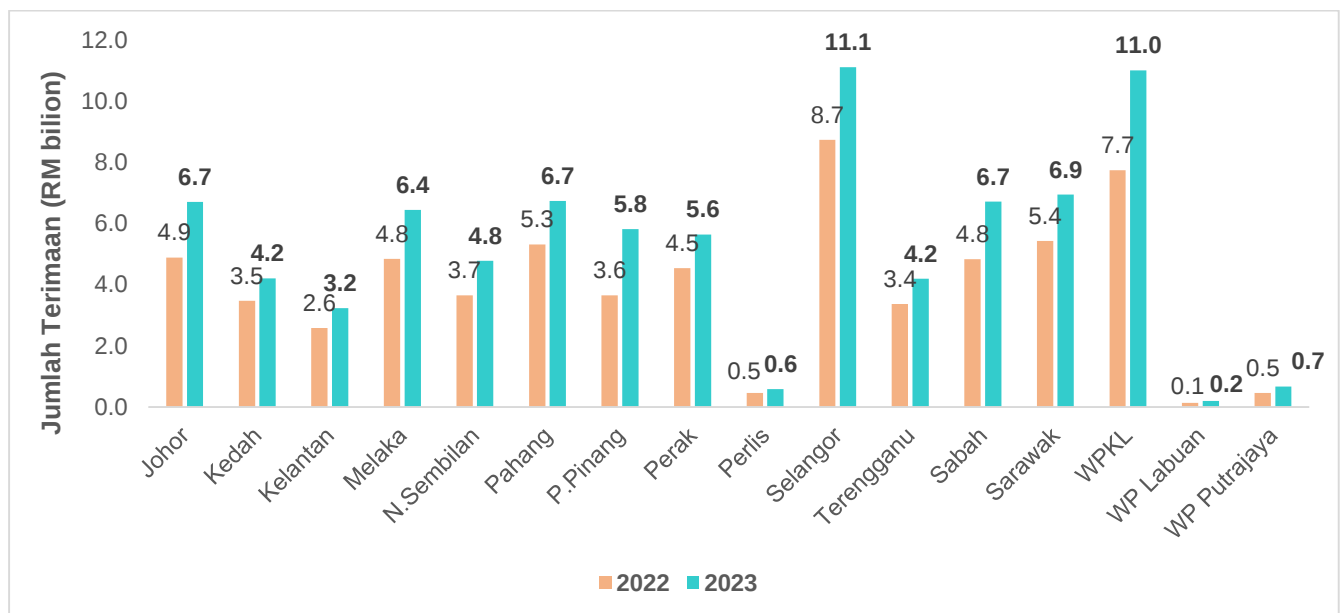
Carta 2: Jumlah Perbelanjaan Pelancongan Domestik mengikut Suku Tahun, 2021 - 2024



Carta 3: Bilangan Pelawat Domestik mengikut Mengikut Negeri, 2022 - 2023



Carta 4: Terimaan Pelancongan Domestik Mengikut Negeri, 2022 - 2023



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PERFORMANCE OF DOMESTIC TOURISM MALAYSIA IN SECOND QUARTER 2024 AND ANNUAL 2023 BY STATE

Domestic tourism surged 23.8 per cent in the second quarter of 2024 by recording 68.4 million domestic visitors

PUTRAJAYA, SEPTEMBER 20, 2024 – Malaysia's domestic tourism sector continues its impressive resurgence, with 68.4 million visitors recorded in the second quarter of 2024, representing a significant 23.8 per cent increase compared to the same period last year. On a quarter-on-quarter basis, domestic visitor numbers rose by 16.8 per cent from the first quarter of 2024. Correspondingly, domestic tourism expenditure reached RM28.1 billion in the second quarter 2024, reflecting a robust year-on-year growth of 28.6 per cent and a 16.9 per cent rise from the previous quarter. This is reported by the Department of Statistics Malaysia (DOSM) in today's release of **MALAYSIA'S DOMESTIC TOURISM SURVEY (DTS) IN SECOND QUARTER 2024 AND ANNUAL 2023 BY STATE**.

In a statement today, Dato' Sri Dr. Mohd Uzir Mahidin, Chief Statistician Malaysia said, "The performance of Malaysia's domestic tourism in 2023 has been exceptionally strong, with domestic visitor arrivals reaching 213.7 million, a 24.6 per cent increase from 171.6 million in the previous year. Additionally, domestic tourism receipts rose by 32.5 per cent to RM84.9 billion, reflecting the positive impact of the full reopening of economic activities. However, when compared to pre-pandemic levels in 2019, total domestic arrivals were still 10.6 per cent lower, and receipts declined by 17.7 per cent."

Reflecting this national recovery, all Malaysian states reported notable increases in both tourism volume and receipts. Selangor led with the highest domestic tourism receipts at RM11.1 billion in 2023, up 27.1 percent from RM8.73 billion in 2022. The Federal Territory of Kuala Lumpur followed closely, recording RM11.0 billion in receipts, an increase from RM7.73 billion the previous year. Similarly, Sarawak and Pahang demonstrated strong growth, with receipts climbing to RM6.94 billion (2022: RM5.43 billion) and RM6.73 billion (2022: RM5.32 billion), respectively.

Shopping remained the primary driver of tourism receipts, contributing RM30.84 billion overall, with the Federal Territory of Kuala Lumpur leading at RM4.85 billion, followed by Selangor at RM4.14 billion, and Sarawak at RM2.66 billion. Other significant contributors included expenditures on food and beverages, accommodation, and automotive fuel.

The main purpose of domestic overnight trips was visiting relatives and friends, with the exception of the Federal Territory of Labuan, where holiday and leisure travel prevailed. The national average length of stay (ALOS) was 2.45 nights, a slight decrease from 2.55 nights in 2022. Several states exceeded this national average, including Sarawak (3.48 nights), Kelantan (3.07 nights), the Federal Territory of Labuan (2.89 nights), the Federal Territory of Kuala Lumpur (2.70 nights), Sabah (2.67 nights), and Terengganu (2.59 nights).

The social and demographic profile of domestic tourists revealed that nine states, namely Johor, Melaka, Negeri Sembilan, Pahang, Pulau Pinang, Selangor, the Federal Territory of Kuala Lumpur, the Federal Territory of Labuan, and the Federal Territory of Putrajaya, primarily hosted visitors from households earning between RM5,001 and RM10,000 per month. Meanwhile, seven states, namely Kedah, Kelantan, Perak, Perlis, Terengganu, Sabah, and Sarawak saw the highest percentage of visitors from households earning between RM1,001 and RM3,000 per month.

The Department of Statistics Malaysia (DOSM) has launched OpenDOSM NextGen as a medium that provides data catalogue and visualisations to facilitate users' analysis and can be accessed through <https://open.dosm.gov.my>.

DOSM is conducting the Agriculture Census 2024. Please visit <https://www.myagricensus.gov.my/> for more information. The theme is “Agriculture Census, Key to Agricultural Development.”

The Government of Malaysia has declared National Statistics Day (MyStats Day) on October 20th each year. MyStats Day theme is “Statistics is the Essence of Life”. DOSM commemorates its 75th Diamond Jubilee in 2024.

Chart 1: Number of Domestic Visitors by Quarter, 2021 - 2024

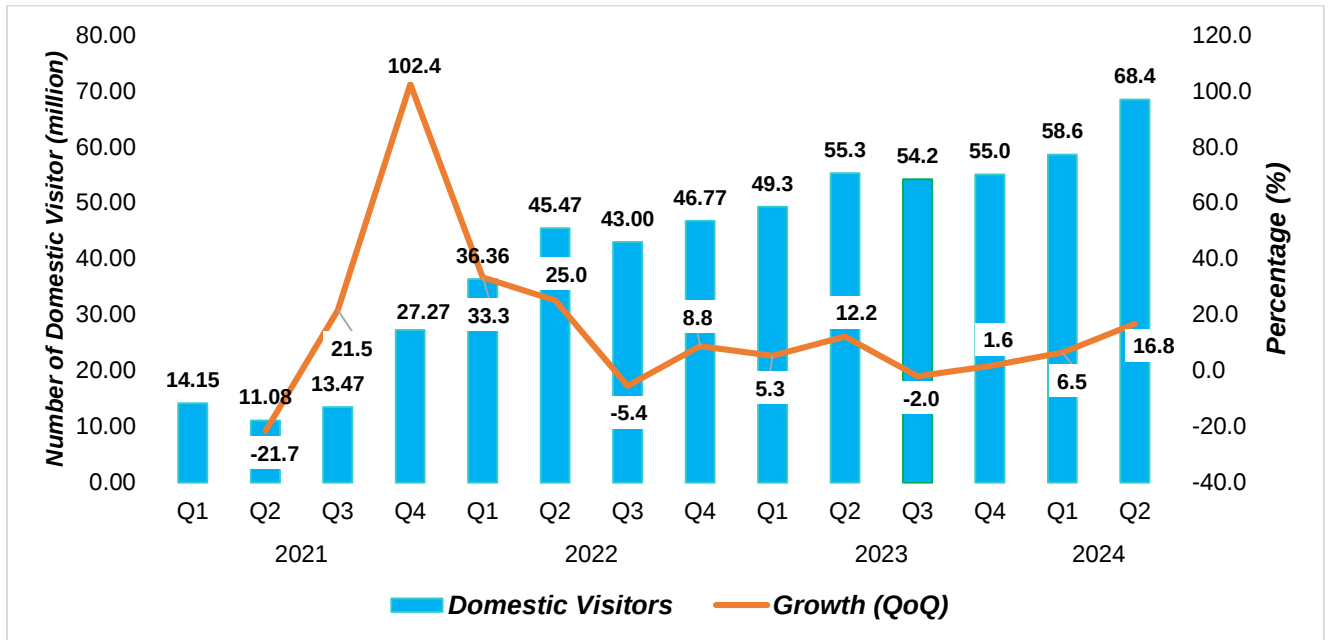


Chart 2: Total Domestic Tourism Expenditure by Quarter, 2021 - 2024

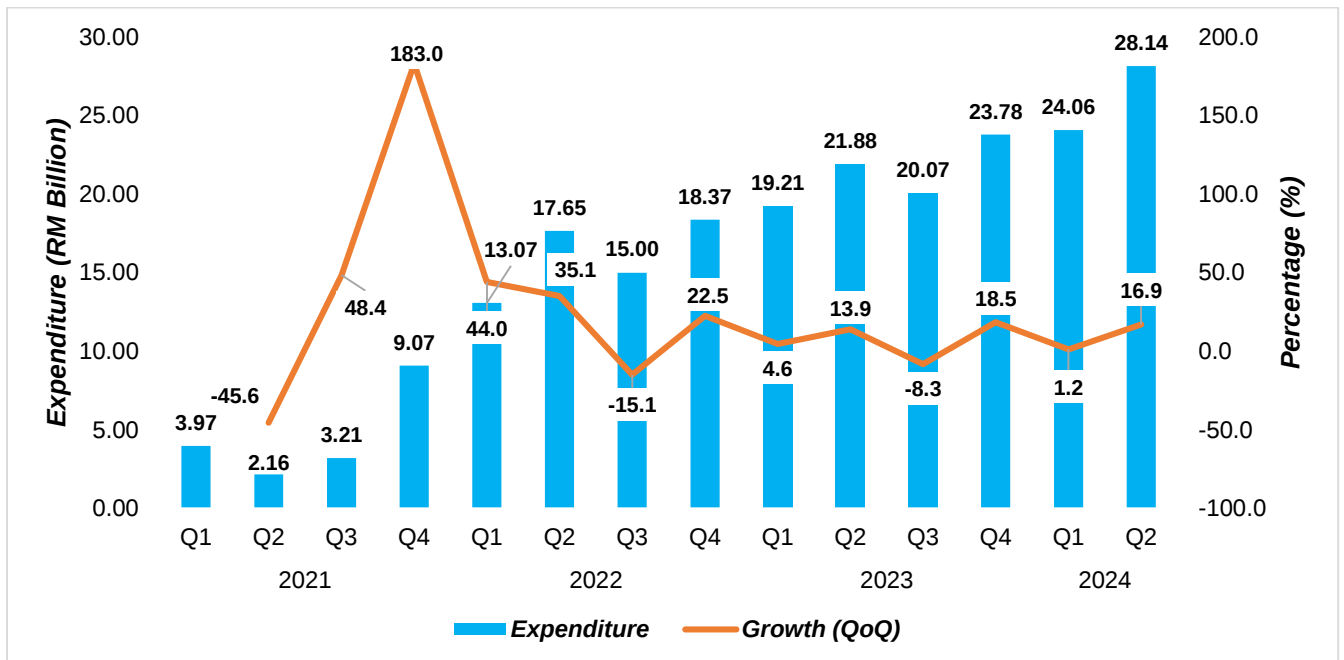


Chart 3: Number of Domestic Visitors by State, 2022 – 2023

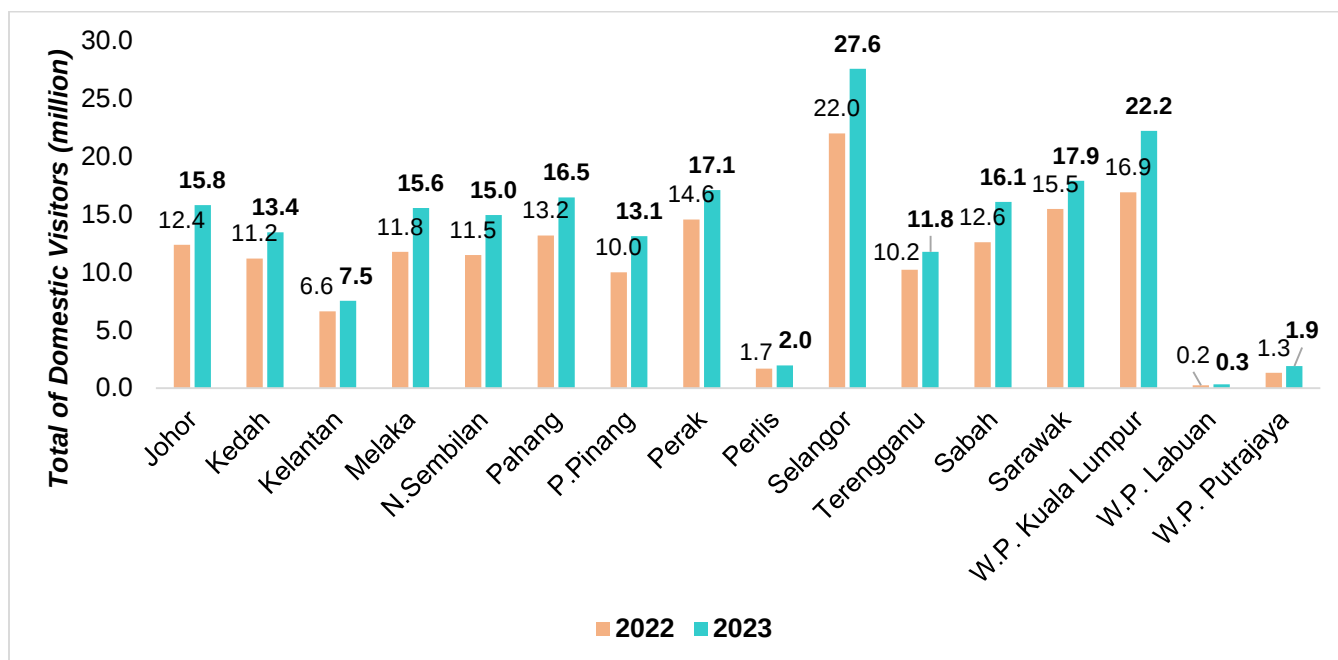
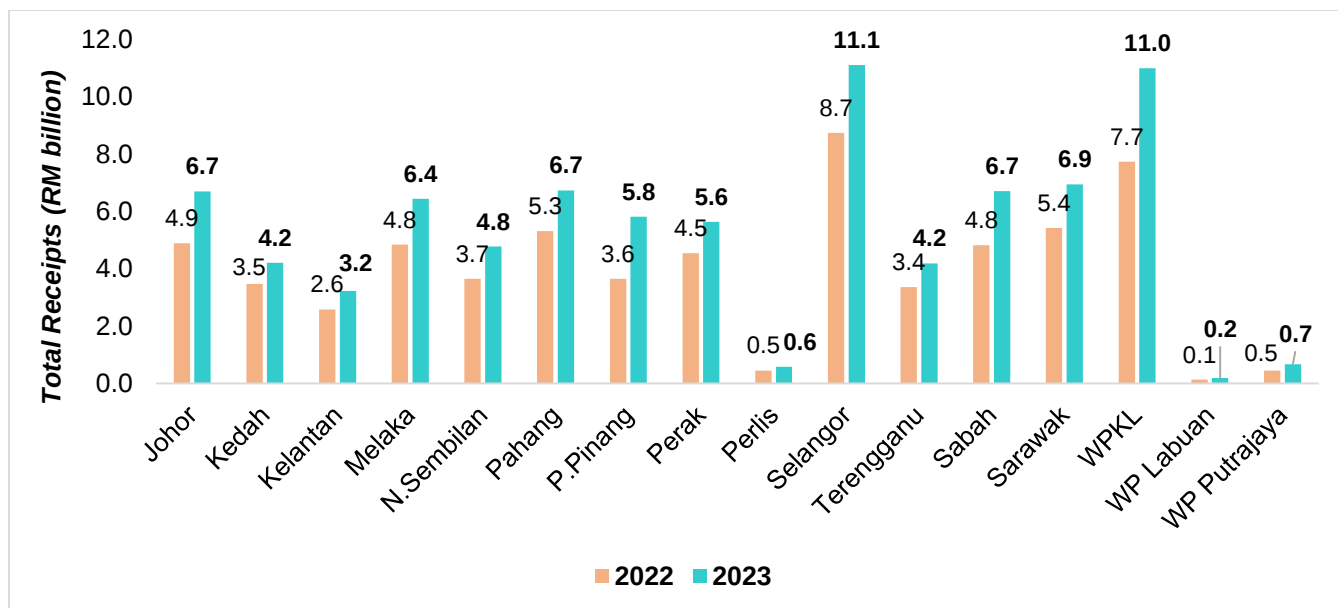


Chart 4: Domestic Tourism Receipt by State, 2022 – 2023



Released by:

THE OFFICE OF CHIEF STATISTICIAN MALAYSIA

DEPARTMENT OF STATISTICS, MALAYSIA

20TH SEPTEMBER 2024