



KEMENTERIAN EKONOMI
JABATAN PERANGKAAN MALAYSIA



SURVEI **PELANCONGAN DOMESTIK** *Domestic Tourism Survey* **2023**

JABATAN PERANGKAAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA



KEMENTERIAN EKONOMI
JABATAN PERANGKAAN MALAYSIA

SURVEI PELANCONGAN DOMESTIK *DOMESTIC TOURISM SURVEY*

MALAYSIA **2023**

Pemakluman

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 akan menjalankan Banci Pertanian pada tahun 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.

Announcement

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

DOSM will conduct the Agricultural Census in 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.

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62514 Putrajaya,

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Tel.	: 03-8885 7000
Faks	: 03-8888 9248
Portal	: https://www.dosm.gov.my
Facebook / X / Instagram / YouTube	: StatsMalaysia
E-mel / E-mail	: info@dosm.gov.my (pertanyaan umum / <i>general enquiries</i>)
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Laporan Survei Pelancongan Domestik (DTS) 2023 yang diterbitkan oleh Jabatan Perangkaan Malaysia (DOSM) ini memaparkan statistik tahunan berkaitan prestasi pelancongan domestik di Malaysia. Statistik utama yang dilaporkan adalah pelawat domestik, perjalanan, perbelanjaan dan profil sosial & demografi. Pelaksanaan DTS adalah mengikut garis panduan dan syor *United Nation World Tourism Organization* (UNWTO) dengan berpanduan kepada *International Recommendations for Tourism Statistics, 2008* (IRTS 2008).

Statistik pelancongan domestik merupakan maklumat penting untuk menganalisis potensi pasaran pelancongan domestik, menggubal dasar serta merancang, melaksana dan memantau program berkaitan pelancongan domestik di Malaysia. Statistik ini menyediakan maklumat yang bermanfaat kepada ahli akademik dan penyelidik dalam kajian berkaitan pelancongan domestik.

Penerbitan ini terbahagi kepada tiga bahagian. Bahagian pertama laporan memfokuskan kepada ringkasan penemuan daripada survei ini. Bahagian kedua pula membentangkan jadual terperinci serta jadual siri masa bagi membantu pengguna dalam membuat analisis. Bahagian ketiga menerangkan aspek teknikal seperti konsep, definisi dan metodologi survei yang digunakan bagi memudahkan pengguna memahami statistik yang diterbitkan.

DOSM ingin merakamkan setinggi-tinggi penghargaan atas kerjasama yang diberikan oleh responden dan semua pihak yang telah menyumbang dalam menjayakan survei ini. Setiap maklum balas dan cadangan untuk penambahbaikan laporan ini pada masa akan datang amat dihargai.

DATO' SRI DR. MOHD UZIR MAHIDIN
Ketua Perangkawan Malaysia

Jun 2024



The Domestic Tourism Survey (DTS) 2023 report published by the Department of Statistics Malaysia (DOSM) presents annual statistics on domestic tourism performance in Malaysia. The key statistics reported are domestic visitors, trips, expenditure and social & demographic profiles. Implementation of DTS follows the guidelines and recommendations from the United Nations World Tourism Organization (UNWTO) with reference to the International Recommendations for Tourism Statistics, 2008 (IRTS 2008).

Domestic tourism statistics is a vital input for potential market analysis, policy formulation as well as for planning, implementing and monitoring programmes related to domestic tourism in Malaysia. These statistics provides imperative information to academicians and researchers for their studies related to domestic tourism.

This publication is divided into three parts. The first part of this report focuses on the summary of findings from this survey. The second part presents detailed tables as well as time series tables to facilitate users' analysis. The third part describes the technical aspects such as concepts, definition and survey methodology to assist users in understanding the published statistics.

DOSM gratefully acknowledges the cooperation rendered by the respondents as well as all parties who had contributed to the success of this survey. Every feedback and suggestion towards improving future reports is highly appreciated.

DATO' SRI DR. MOHD UZIR MAHIDIN
Chief Statistician Malaysia

June 2024



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PART

1

PENEMUAN UTAMA & RINGKASAN PENEMUAN

*MAIN FINDINGS & SUMMARY OF
FINDINGS*

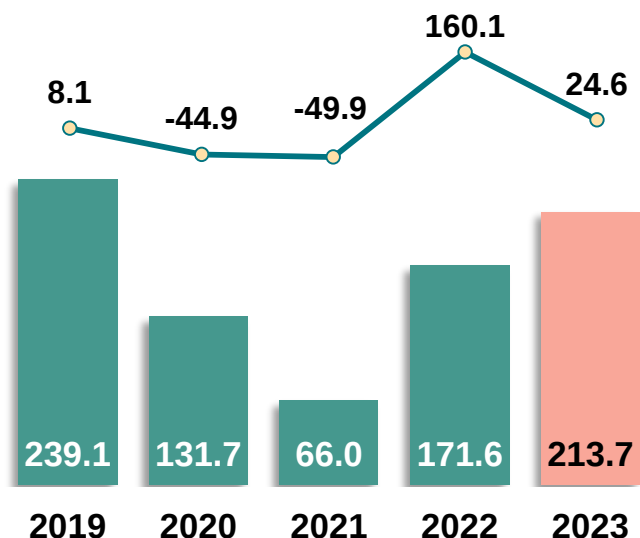


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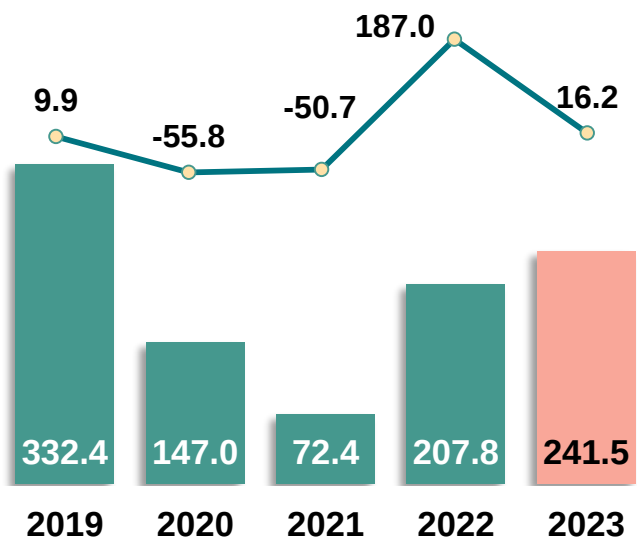


PELANCONGAN DOMESTIK MALAYSIA 2023

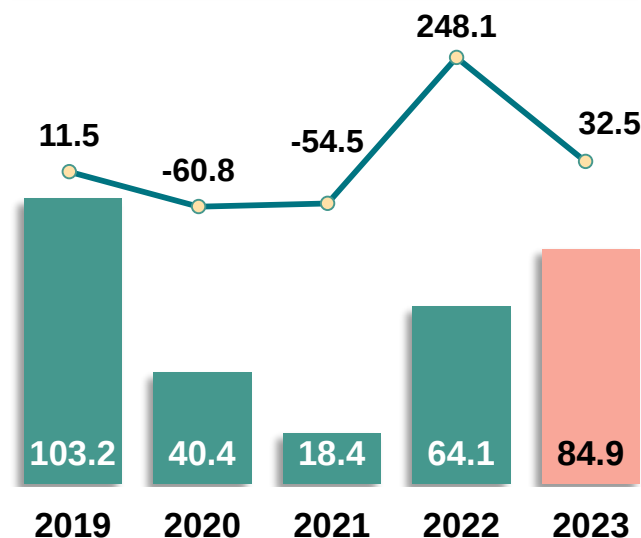
**Pelawat Domestik
(juta)**



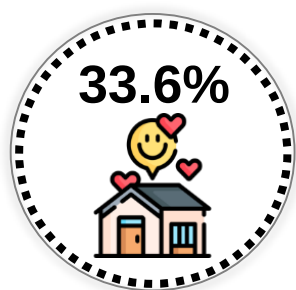
**Bilangan Perjalanan
(juta)**



**Jumlah Perbelanjaan
(RM bilion)**



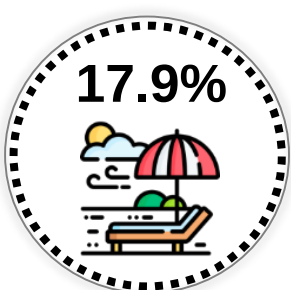
5 Tujuan Utama Perjalanan Pelawat Domestik



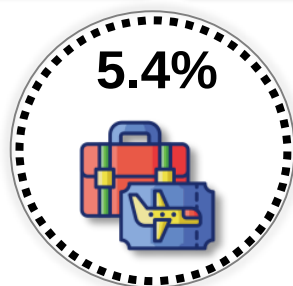
Melawat Saudara-mara & Rakan



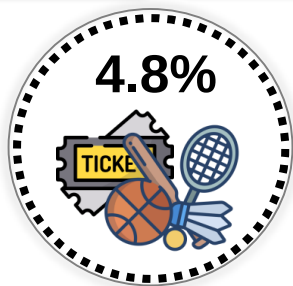
Membeli-belah



Percutian/ Mengisi Masa Lapang/ Berehat



Perjalanan Insentif/ Lain-lain

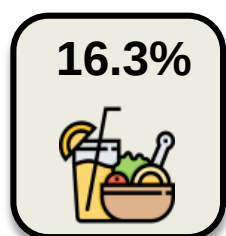


Hiburan/ Menghadiri Acara Khas/ Sukan

5 Komponen Perbelanjaan Pelawat Domestik



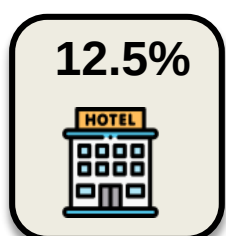
Membeli-belah



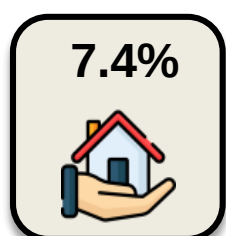
Makanan & Minuman



Pembelian Bahan Api Kenderaan

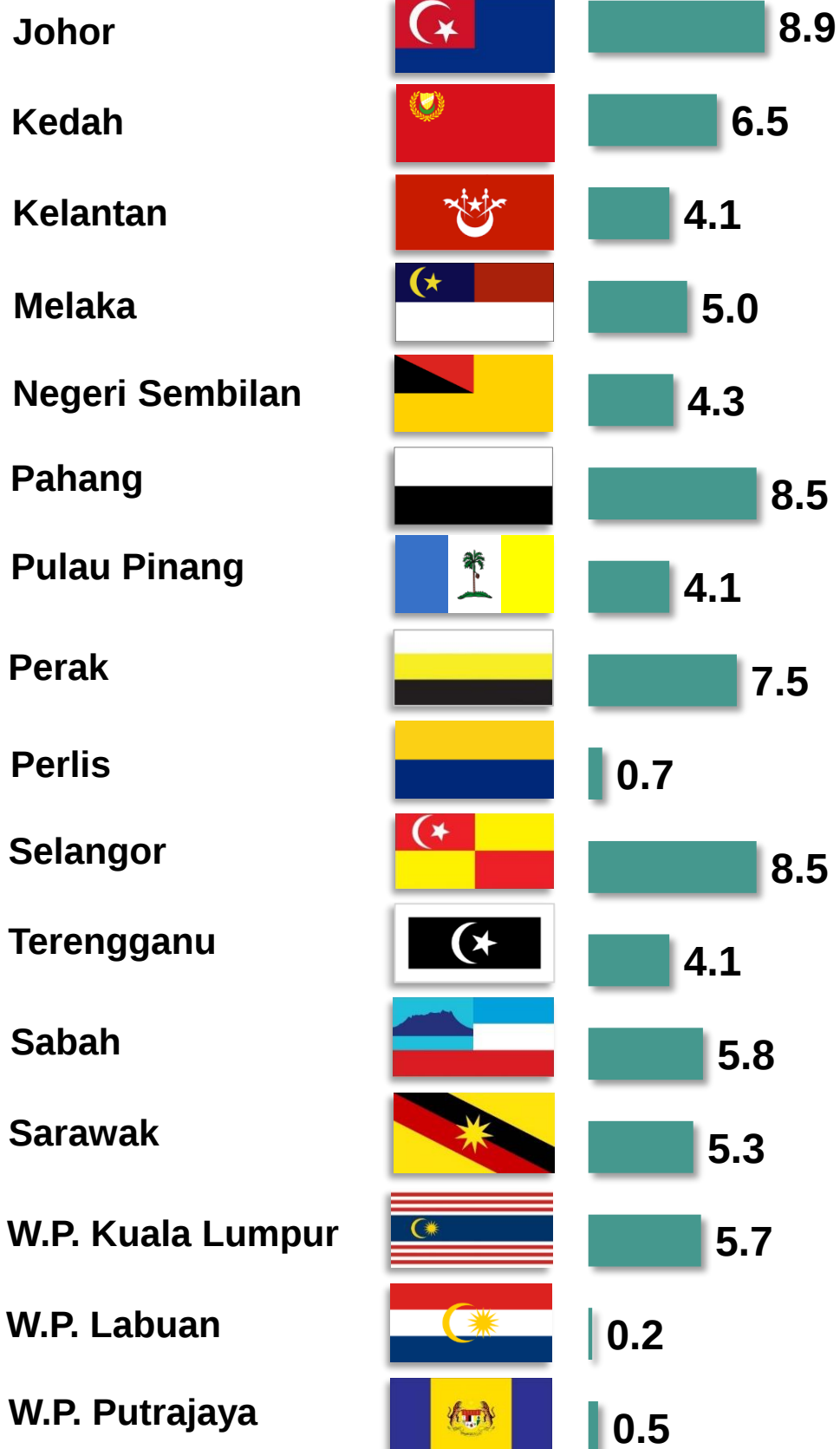


Penginapan



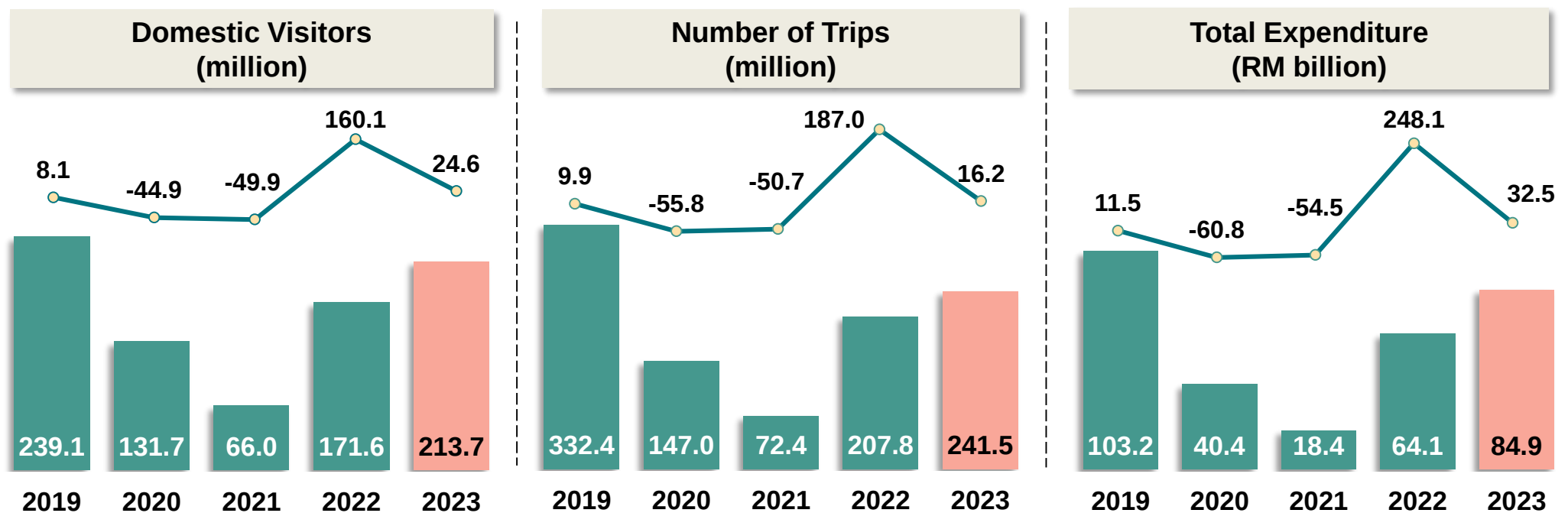
Perbelanjaan oleh Isi Rumah yang Dilawati

Negeri Tumpuan Pelancong (juta)

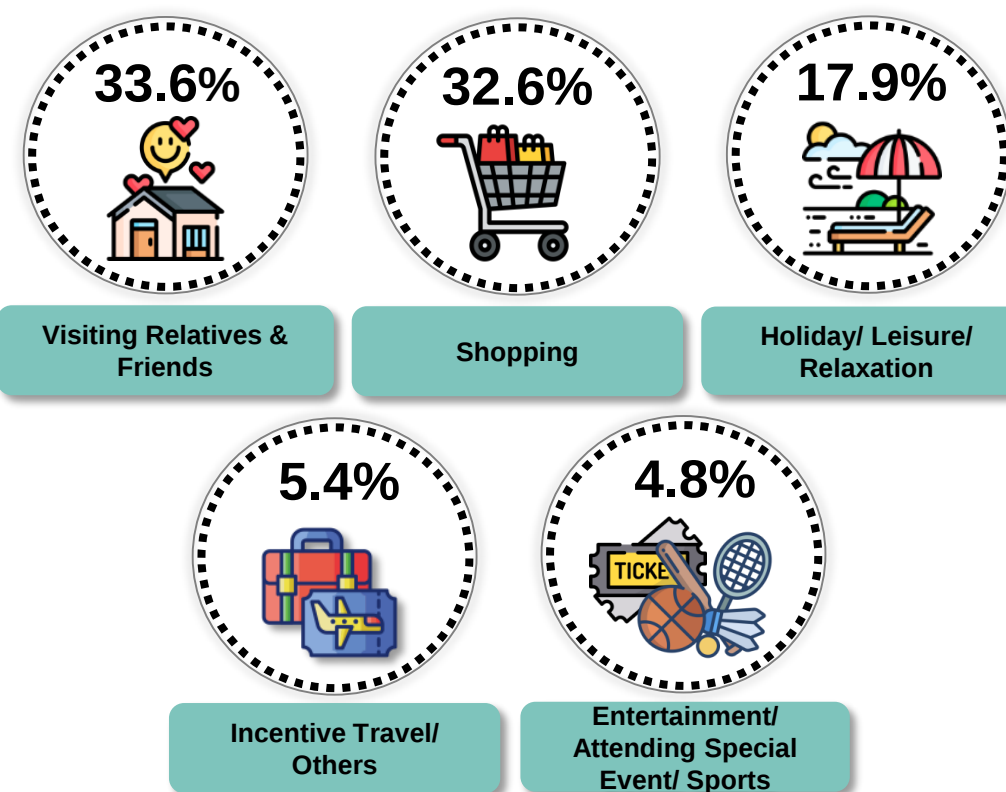




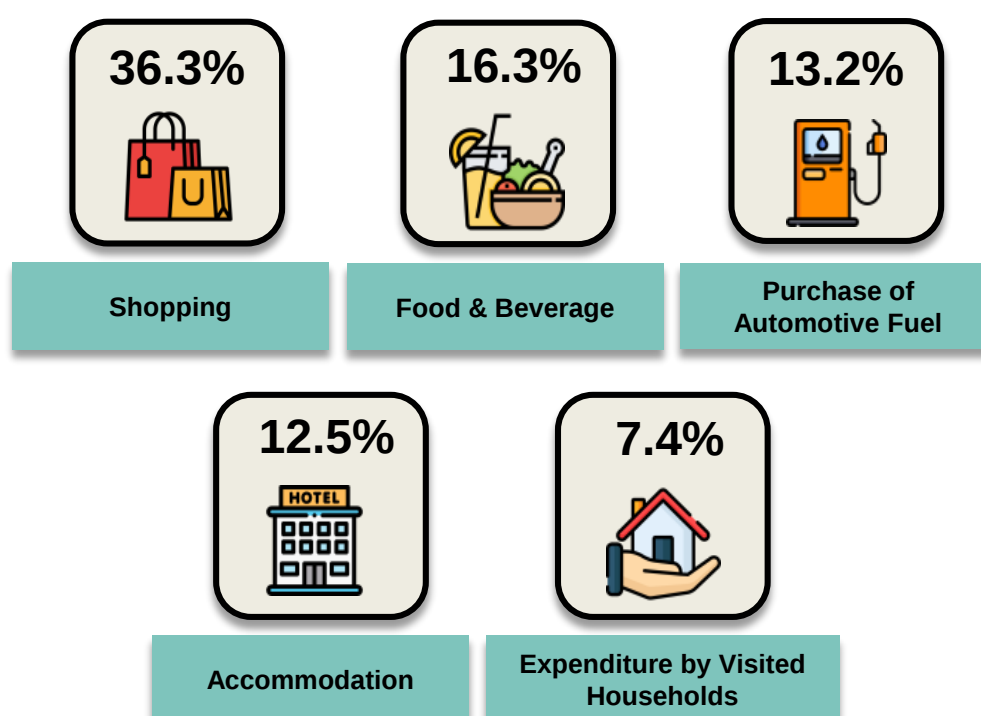
DOMESTIC TOURISM MALAYSIA 2023



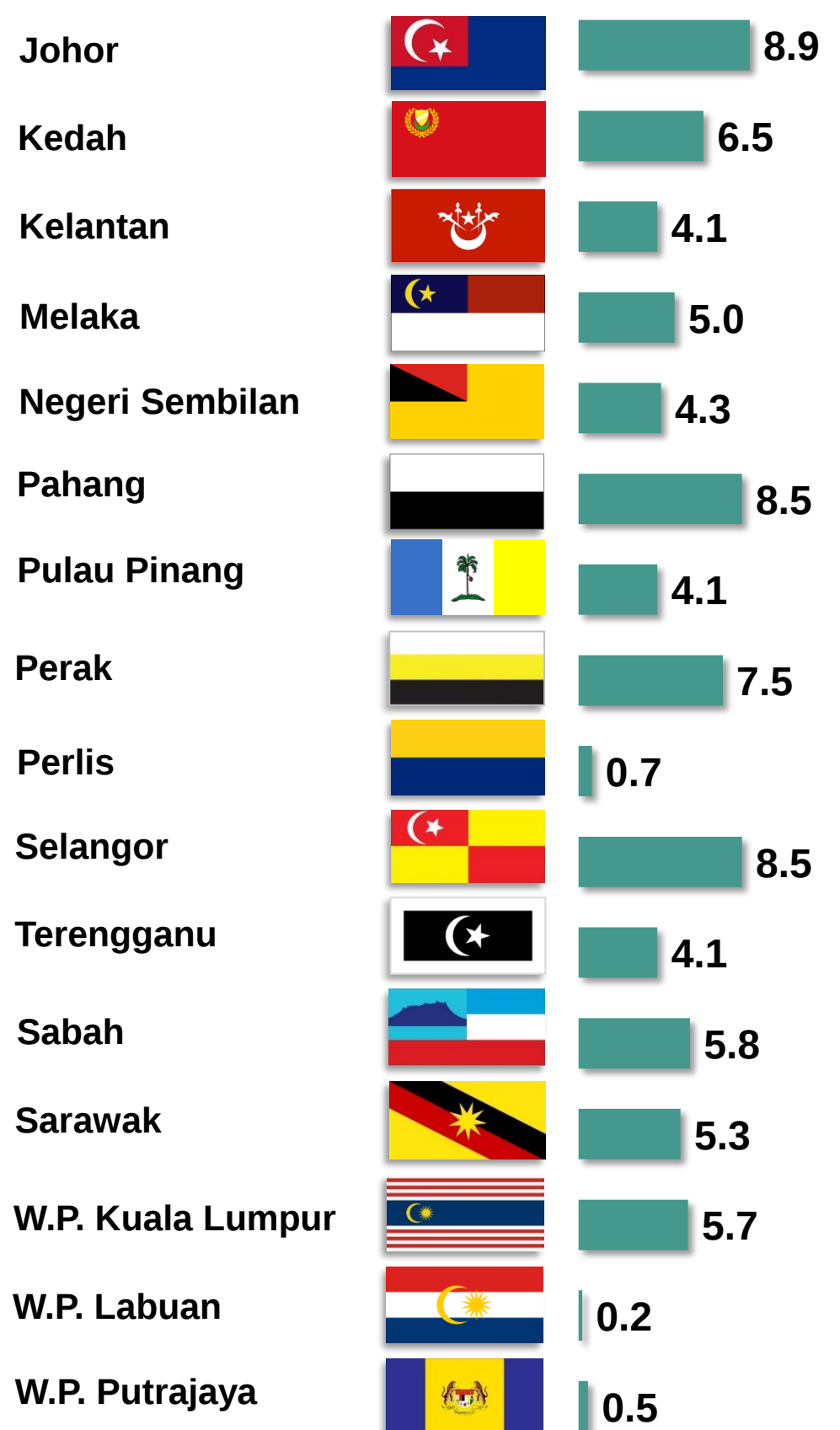
5 Main Purposes of Trips by Domestic Visitors



5 Expenditure Components of Domestic Visitors



States Visited by Tourists (million)





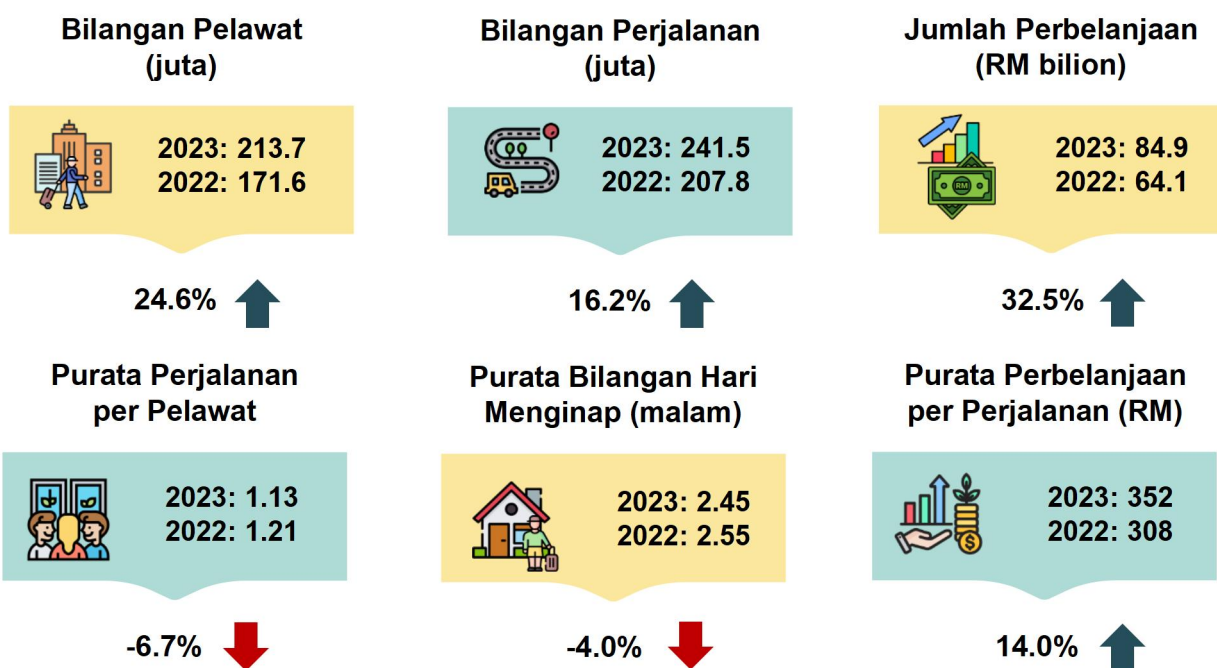
1.0 PENGENALAN

Statistik pelancongan domestik Malaysia merangkumi ketibaan pelawat¹, perbelanjaan pelancongan, trend perjalanan dan profil sosial & demografi pelawat domestik. Statistik ini adalah penemuan daripada Survei Pelancongan Domestik (DTS) yang dijalankan pada tahun 2023.

2.0 PRESTASI PELANCONGAN DOMESTIK, 2023

Prestasi pelancongan domestik Malaysia menunjukkan peningkatan yang signifikan bagi bilangan pelawat domestik, bilangan perjalanan dan perbelanjaan pelancongan pada tahun 2023 selepas beberapa tahun bergelut dengan krisis pandemik COVID-19. Seramai 213.7 juta pelawat domestik dicatatkan pada 2023 dengan kenaikan sebanyak 24.6 peratus berbanding tahun sebelumnya (2022: 171.6%). Sementara itu, sebanyak 241.5 juta bilangan perjalanan telah dilakukan oleh pelawat domestik di dalam negara dengan purata perjalanan sebanyak 1.13 perjalanan bagi setiap pelawat.

Paparan 1: Statistik Penting Pelancongan Domestik, 2022 dan 2023



¹Jumlah ini adalah termasuk pelawat yang sama yang melakukan satu atau lebih perjalanan pada tahun tersebut.

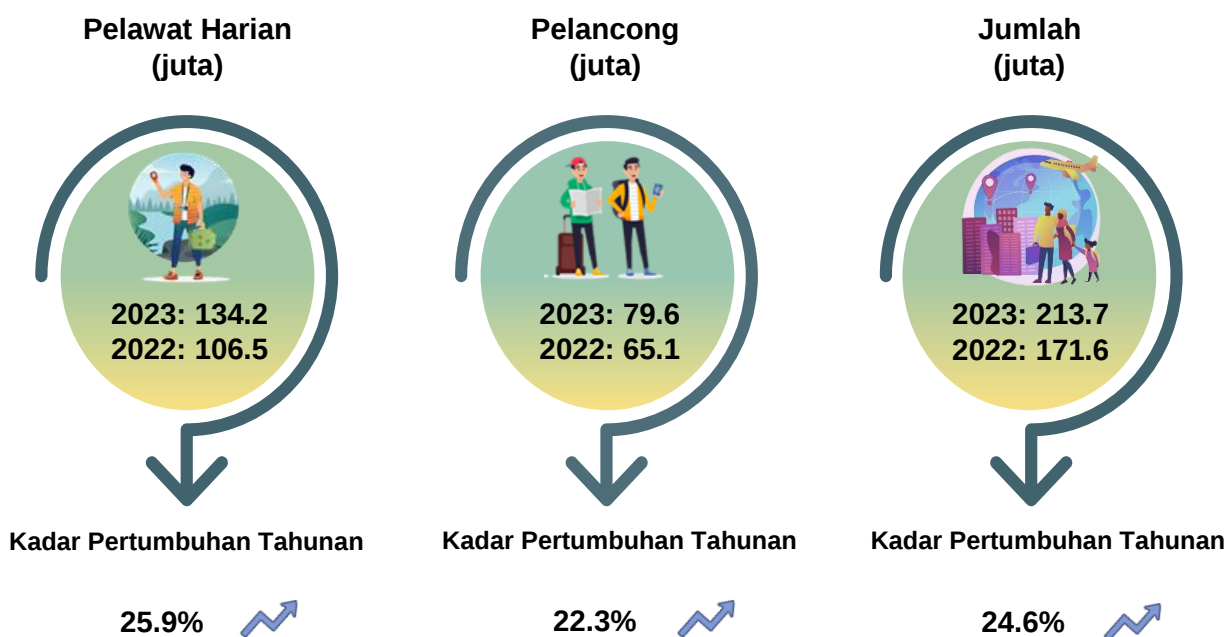


Secara keseluruhan, perbelanjaan pelancongan domestik meningkat sebanyak 32.5 peratus pada 2023 (2022: 248.1%). Sejumlah RM84.9 bilion telah dibelanjakan bagi pelancongan domestik pada 2023 berbanding RM64.1 bilion yang direkodkan pada tahun sebelumnya. Peningkatan ini menyebabkan kenaikan dalam purata perbelanjaan bagi setiap perjalanan kepada RM352 berbanding RM308 pada tahun 2022. Sementara itu, purata bilangan hari menginap pada 2023 menurun kepada 2.45 malam berbanding 2.55 malam pada tahun sebelumnya.

2.1 PELAWAT DOMESTIK

Bilangan pelawat harian pada tahun 2023 adalah seramai 134.2 juta pelawat dengan peningkatan sebanyak 25.9 peratus berbanding tahun sebelumnya. Sementara itu, bilangan pelancong turut meningkat daripada 65.1 juta pada tahun 2022 kepada 79.6 juta (22.3%) seperti yang ditunjukkan di **Paparan 2**.

Paparan 2: Bilangan Pelawat Domestik mengikut Jenis Pelawat, 2022 dan 2023



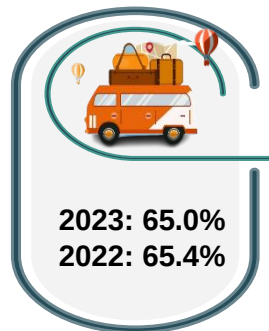
2.2 PERJALANAN PELANCONGAN DOMESTIK

Perjalanan pelancongan domestik terdiri daripada perjalanan harian dan perjalanan bermalam. Peratus sumbangan perjalanan harian dan perjalanan bermalam masing-masing adalah 65.0 peratus (157.0 juta perjalanan) dan 35.0 peratus (84.5 juta perjalanan). Peratus sumbangan perjalanan bermalam meningkat sebanyak 0.4 mata peratus berbanding yang dicatatkan pada 2022, iaitu 34.6 peratus (**Paparan 3**).

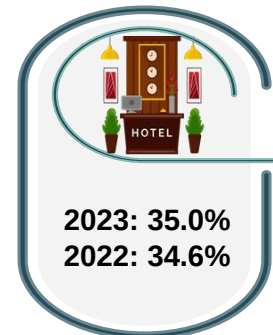


Paparan 3: Peratus Sumbangan Perjalanan Pelawat Domestik, 2022 dan 2023

Perjalanan Harian



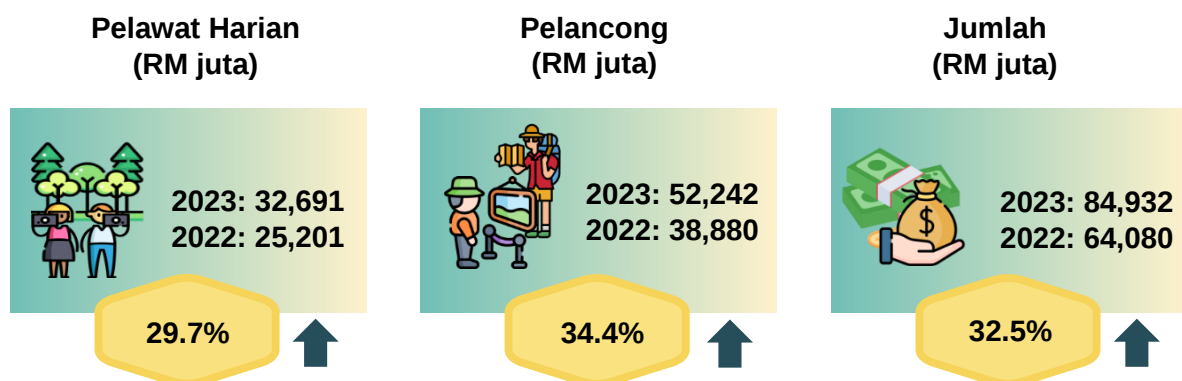
Perjalanan Bermalam



2.3 PERBELANJAAN PELANCONG DOMESTIK

Perbelanjaan pelancongan domestik disumbangkan oleh kedua-dua perbelanjaan pelawat harian dan pelancong. Secara keseluruhan, perbelanjaan domestik bagi pelawat harian dan pelancong masing-masing merekodkan peningkatan signifikan pada tahun 2023. Perbelanjaan bagi pelancong telah meningkat sebanyak 34.4 peratus, merekodkan RM52.2 bilion pada tahun 2023 (2022: RM38.9 bilion). Sementara itu, perbelanjaan pelawat harian meningkat 29.7 peratus kepada RM32.7 bilion (2022: RM25.2 bilion) seperti yang ditunjukkan di Paparan 4.

Paparan 4: Jumlah Perbelanjaan mengikut Jenis Pelawat, 2022 dan 2023

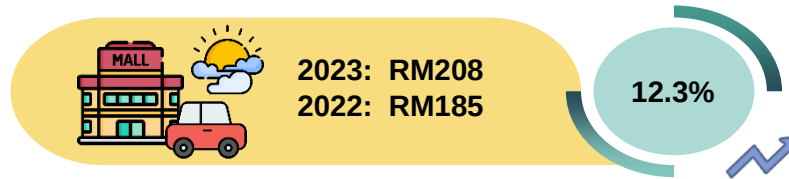


Purata perbelanjaan bagi perjalanan harian pada 2023 meningkat sebanyak 12.3 peratus kepada RM208 berbanding tahun sebelumnya (2022: RM185). Purata perbelanjaan bagi perjalanan bermalam juga meningkat kepada RM618 berbanding RM541 pada tahun sebelumnya seperti yang ditunjukkan di Paparan 5.

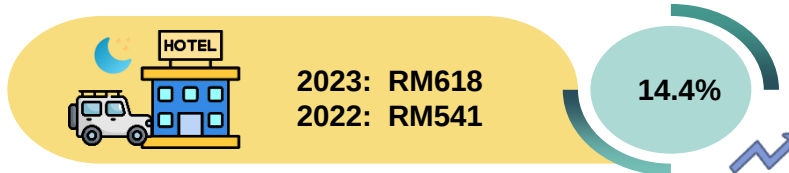


Paparan 5: Purata Perbelanjaan mengikut Jenis Perjalanan, 2022 dan 2023

Perjalanan Harian

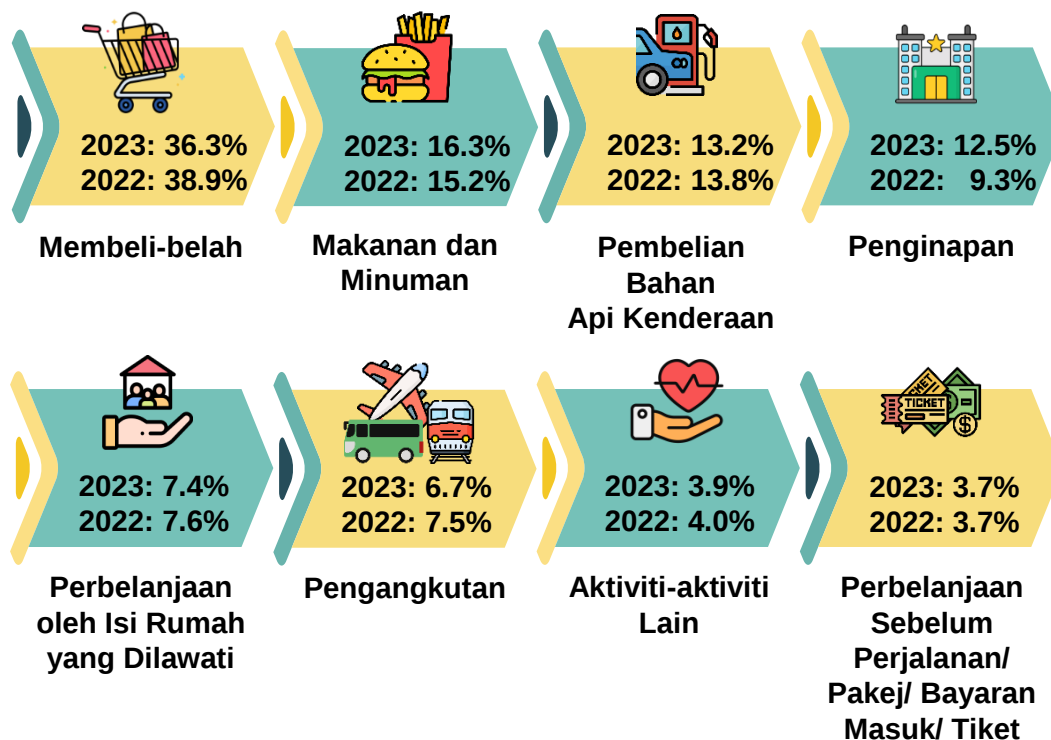


Perjalanan Bermalam



Membeli-belah mencatatkan peratus sumbangan tertinggi daripada keseluruhan jumlah perbelanjaan yang dibuat oleh pelawat domestik semasa perjalanannya, iaitu sebanyak 36.3 peratus. Ini diikuti oleh perbelanjaan bagi makanan & minuman (16.3%), pembelian bahan api kenderaan (13.2%), penginapan (12.5%), perbelanjaan oleh isi rumah yang dilawati (7.4%) dan pengangkutan (6.7%) seperti yang dipaparkan di **Paparan 6**.

Paparan 6: Peratus Sumbangan Perbelanjaan Pelawat Domestik, 2022 dan 2023





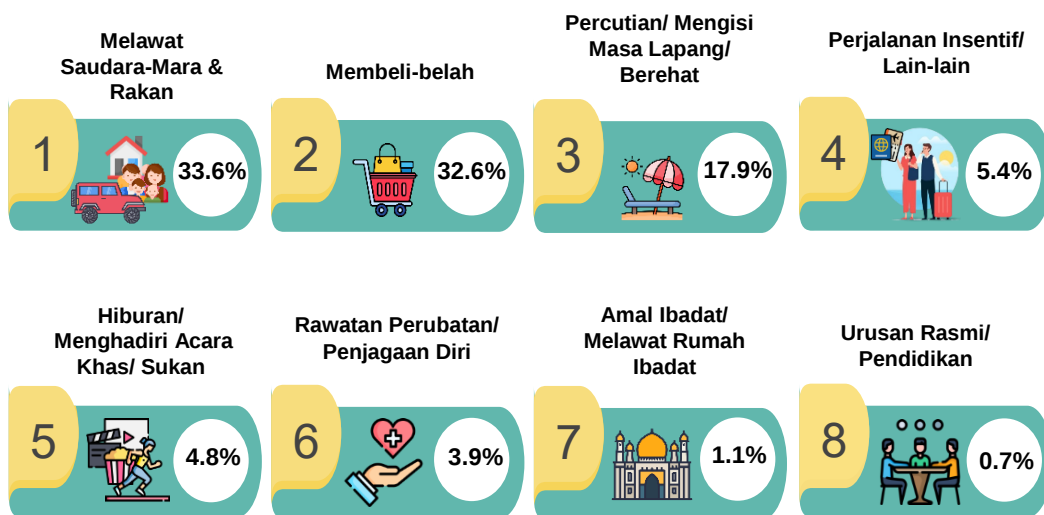
3.0 TREND PERJALANAN PELAWAT DOMESTIK

Trend perjalanan menerangkan tujuan utama perjalanan, negeri paling dikunjungi, mod pengangkutan dan jenis penginapan.

3.1 TUJUAN UTAMA PERJALANAN

Melawat saudara-mara & rakan merupakan tujuan utama bagi pelawat domestik yang melakukan perjalanan pada tahun 2023 dengan sumbangan sebanyak 33.6 peratus. Ini diikuti oleh membeli-belah (32.6%) dan percutian/ mengisi masa lapang/ berehat (17.9%) seperti di **Paparan 7**.

Paparan 7: Tujuan Utama Perjalanan Pelawat Domestik, 2023



3.2 LIMA NEGERI MENERIMA KETIBAAN PELANCONG TERTINGGI

Johor berada di kedudukan pertama sebagai negeri destinasi utama pada tahun 2023 dengan ketibaan seramai 8.92 juta pelancong. Sementara itu, Pahang dan Selangor berada di kedudukan kedua dan ketiga, masing-masing menerima 8.54 juta dan 8.46 juta pelancong. Ini diikuti oleh Perak (7.50 juta) dan Kedah (6.45 juta) seperti di **Paparan 8**.

Paparan 8: Lima Negeri Tertinggi Menerima Ketibaan Pelancong, 2023



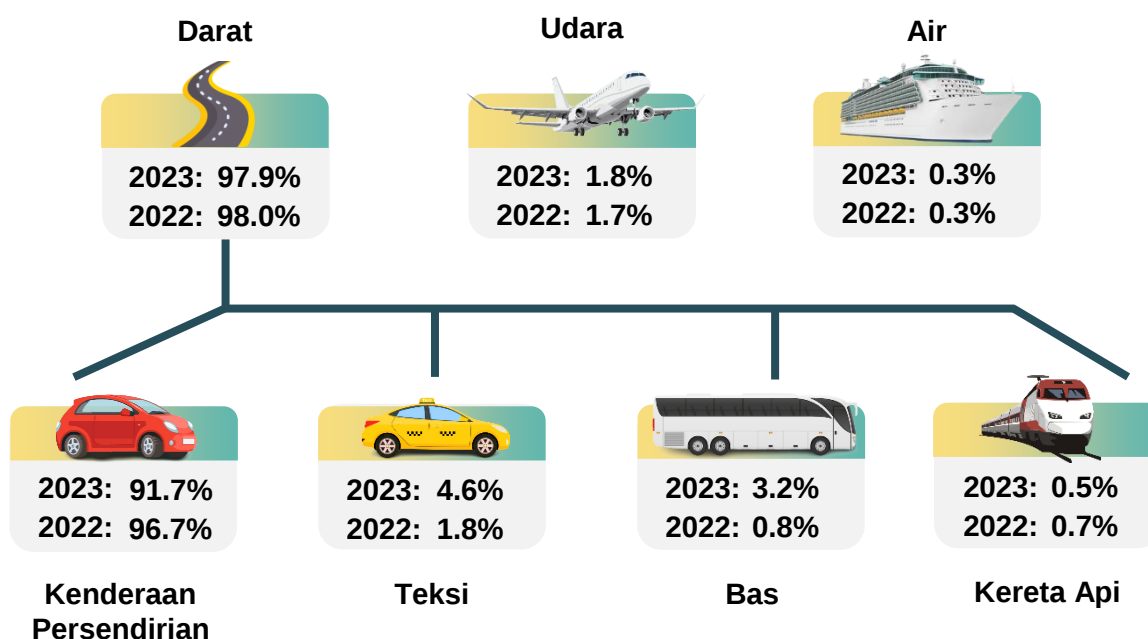


3.3 MOD PENGANGKUTAN

Pengangkutan darat digunakan secara meluas oleh pelawat domestik pada tahun 2023, iaitu sebanyak 97.9 peratus. Ini diikuti oleh pengangkutan udara (1.8%) dan pengangkutan air (0.3%).

Bagi mod pengangkutan darat, kenderaan persendirian merupakan jenis pengangkutan yang paling banyak digunakan oleh pelawat domestik dengan sumbangan sebanyak 91.7 peratus. Sementara itu, 4.6 peratus pelawat domestik menggunakan teksi, manakala selebihnya memilih bas (3.2%) dan kereta api (0.5%) seperti ditunjukkan di dalam **Paparan 9**.

Paparan 9: Peratus Perjalanan Pelawat Domestik mengikut Mod Pengangkutan, 2022 dan 2023

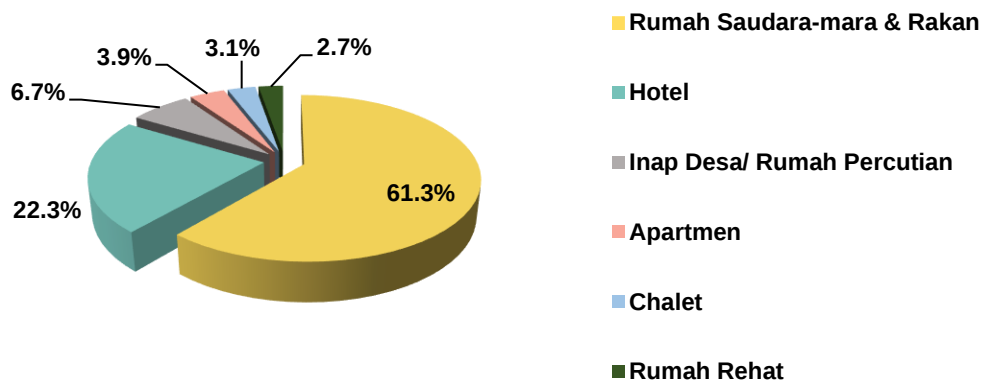


3.4 JENIS PENGINAPAN

Sejumlah 84.5 juta perjalanan bermalam domestik telah dilakukan oleh pelancong pada 2023. Bagi perjalanan bermalam, pelancong domestik memilih rumah saudara-mara dan rakan dengan sumbangan tertinggi iaitu 61.3 peratus. Ini diikuti oleh hotel (22.3%), inap desa/ rumah percutian (6.7%), apartmen (3.9%), chalet (3.1%) dan rumah rehat (2.7%) seperti yang ditunjukkan di **Carta 1**.



Carta 1: Peratus Sumbangan Pelancong mengikut Jenis Penginapan, 2023



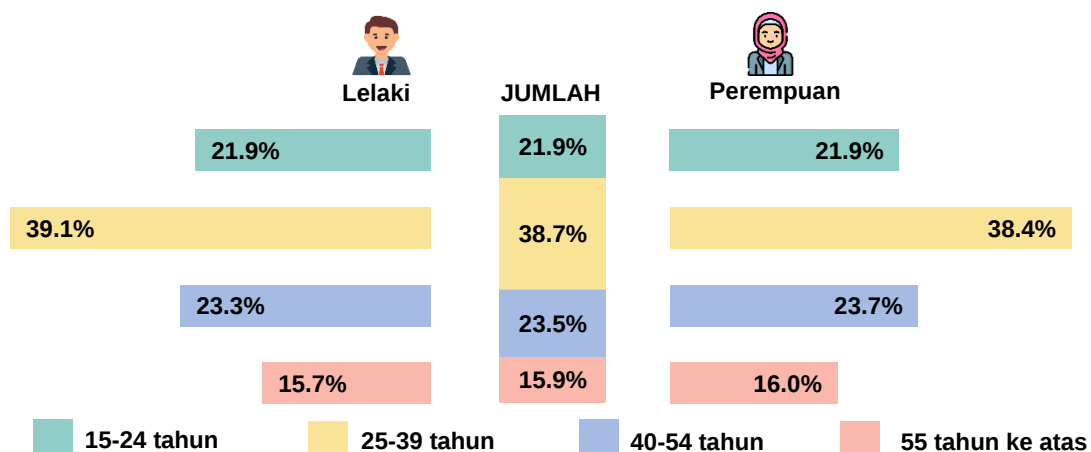
4.0 PROFIL SOSIAL & DEMOGRAFI PELAWAT DOMESTIK

Profil sosial & demografi merangkumi maklumat berkaitan pelawat domestik mengikut jantina dan kumpulan umur, kumpulan etnik, tahap pendidikan, pendapatan isi rumah dan status guna tenaga.

4.1 PELAWAT DOMESTIK MENGIKUT JANTINA DAN KUMPULAN UMUR

Majoriti pelawat domestik terdiri daripada kumpulan umur 25 hingga 39 tahun dengan sumbangan sebanyak 38.7 peratus (**Carta 2**). Ini diikuti oleh pelawat domestik berumur 40 hingga 54 tahun (23.5%), 15 hingga 24 tahun (21.9%) dan 55 tahun ke atas (15.9%). Dari segi jantina, pelawat domestik lelaki berumur 25 hingga 39 tahun mencatatkan sumbangan tertinggi sebanyak 39.1 peratus berbanding perempuan dalam kumpulan umur yang sama (38.4%).

Carta 2: Peratus Sumbangan Pelawat Domestik mengikut Jantina dan Kumpulan Umur, 2023

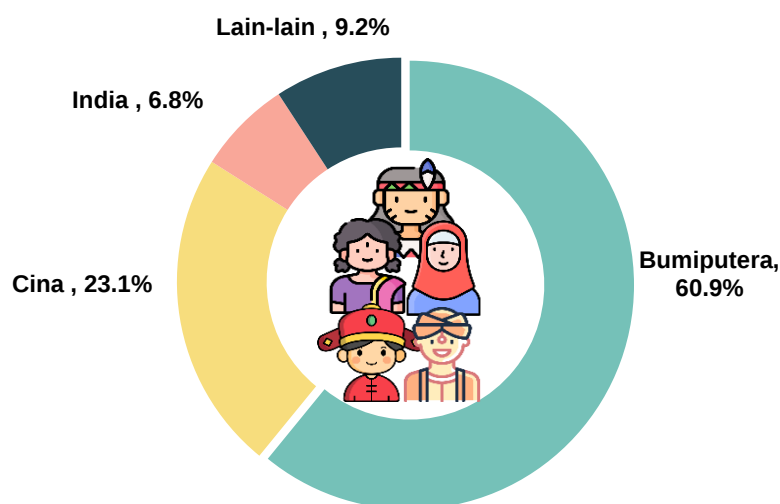




4.2 PELAWAT DOMESTIK MENGIKUT KUMPULAN ETNIK

Berdasarkan kumpulan etnik, Bumiputera mencatatkan sumbangan tertinggi iaitu 60.9 peratus pelawat domestik. Ini diikuti oleh kumpulan etnik Cina (23.1%) dan India (6.8%) seperti yang dipaparkan di **Carta 3**.

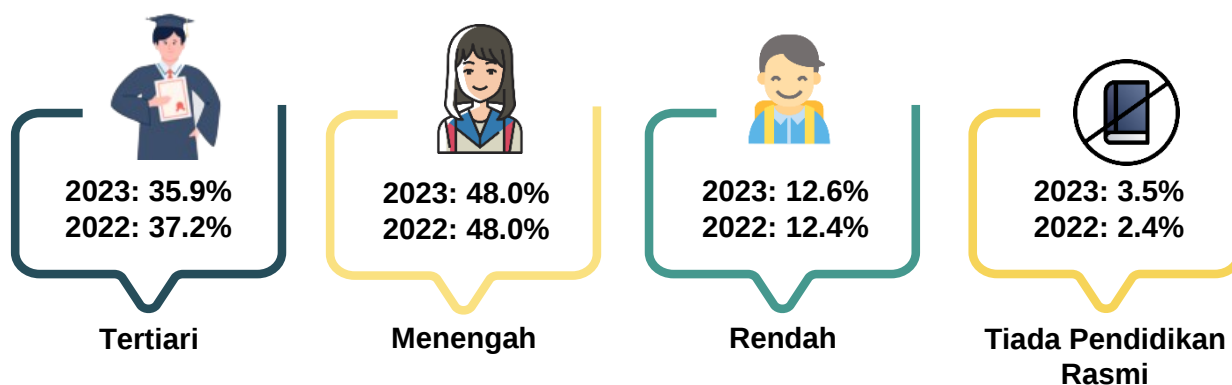
Carta 3: Peratus Sumbangan Pelawat Domestik mengikut Kumpulan Etnik, 2023



4.3 PELAWAT DOMESTIK MENGIKUT TAHAP PENDIDIKAN

48.0 peratus pelawat domestik pada 2023 disumbangkan oleh pelawat yang berpendidikan menengah. Sementara itu, peratus sumbangan pelawat domestik yang berpendidikan tertiarı merekodkan 35.9 peratus (2022: 37.2%) menurun 1.3 mata peratus seperti di **Paparan 10**.

Paparan 10: Peratus Sumbangan Pelawat Domestik mengikut Tahap Pendidikan, 2022 dan 2023

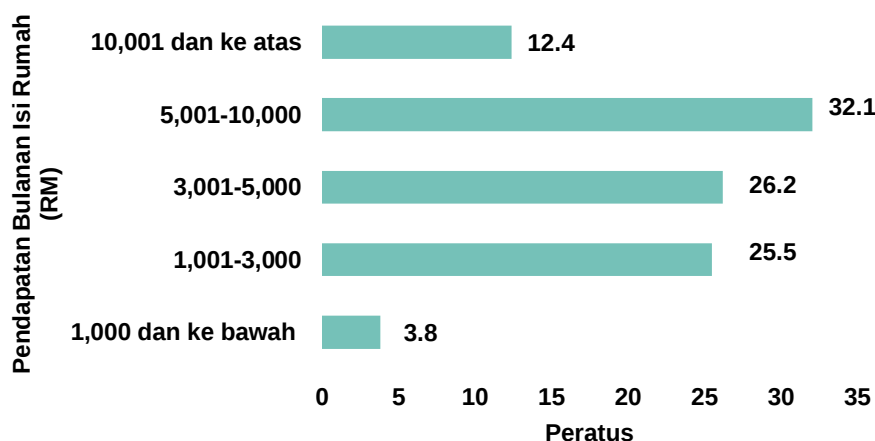




4.4 PELAWAT DOMESTIK MENGIKUT PENDAPATAN BULANAN ISI RUMAH

Pelawat domestik mengikut pendapatan bulanan isi rumah di antara RM5,001 hingga RM10,000 sebulan merekodkan sumbangan tertinggi iaitu 32.1 peratus. Ini diikuti oleh pelawat yang berpendapatan RM3,001 hingga RM5,000 sebulan (26.2%) dan RM1,001 hingga RM3,000 sebulan (25.5%) seperti di **Carta 4**.

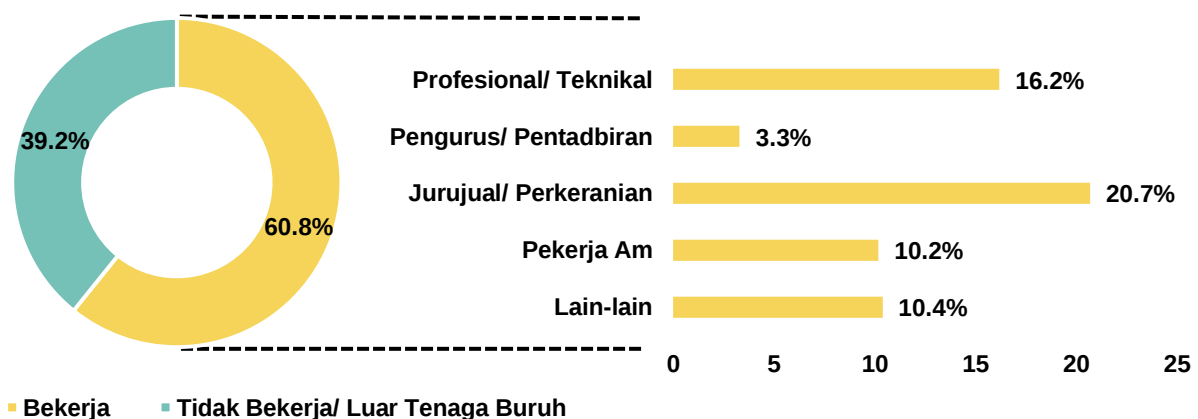
Carta 4: Peratus Sumbangan Pelawat Domestik mengikut Kelas Pendapatan Bulanan Isi Rumah 2023



4.5 PELAWAT DOMESTIK MENGIKUT STATUS GUNA TENAGA

Berdasarkan status guna tenaga, sebanyak 60.8 peratus pelawat domestik terdiri daripada mereka yang bekerja, manakala selebihnya tidak bekerja/ luar tenaga buruh (39.2%). Pelawat domestik yang bekerja merangkumi profesional/ teknikal (16.2%), pengurusan/ pentadbiran (3.3%), jurujual/ perkeranian (20.7%), pekerja am (10.2%) dan lain-lain (10.4%).

Carta 5: Peratus Sumbangan Pelawat Domestik mengikut Status Guna Tenaga, 2023



* Luar Tenaga Buruh (Suri rumah, Pelajar dan Pesara)

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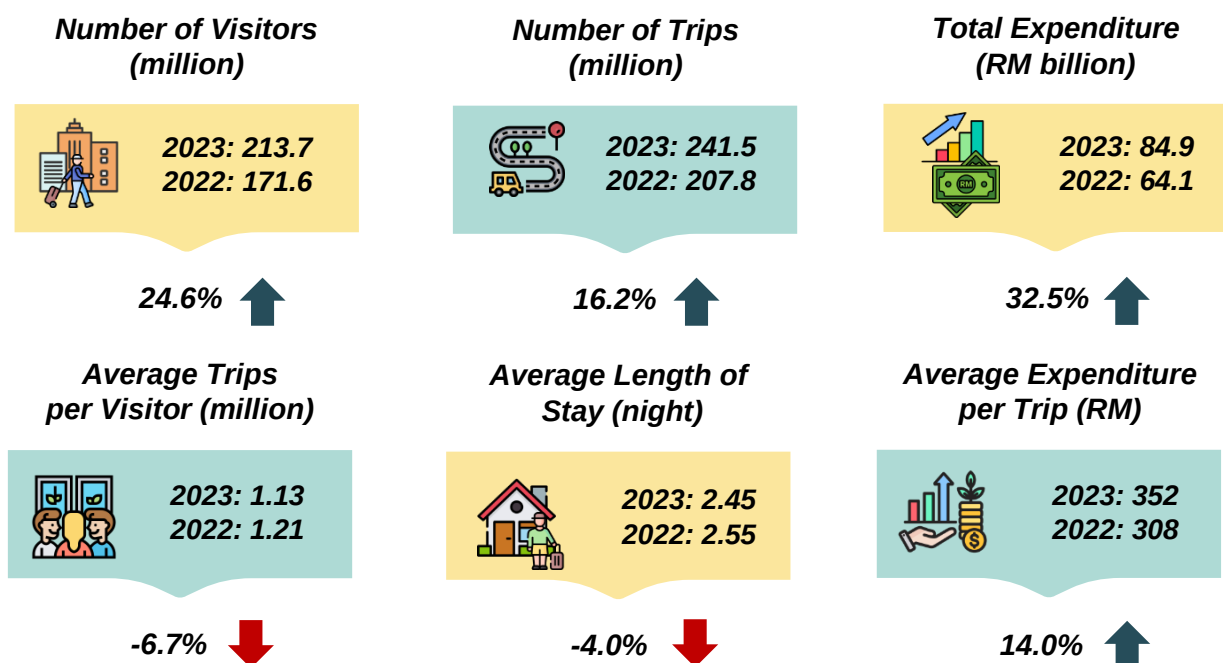
1.0 INTRODUCTION

The statistics on domestic tourism in Malaysia consists of visitor¹ arrivals, tourism expenditure, travelling pattern and social & demographic profile of domestic visitors. These statistics were findings from the Domestic Tourism Survey (DTS) conducted in 2023.

2.0 THE PERFORMANCE OF DOMESTIC TOURISM, 2023

The performance of domestic tourism in Malaysia experienced a significant rise in the number of domestic visitors, number of trips and tourism expenditure in 2023 after struggling a few years with the COVID-19 crisis. A total of 213.7 million domestic visitors were recorded in 2023 with an increase of 24.6 per cent as compared to the previous year (2022: 171.6%). Meanwhile, a total of 241.5 million number of tourism trips were made by domestic visitors within the country with the average trip of 1.13 trips per visitor.

Exhibit 1: Key Statistics of Domestic Tourism, 2022 and 2023



¹This number includes the same visitor who makes a trip or multiple trips in a year.



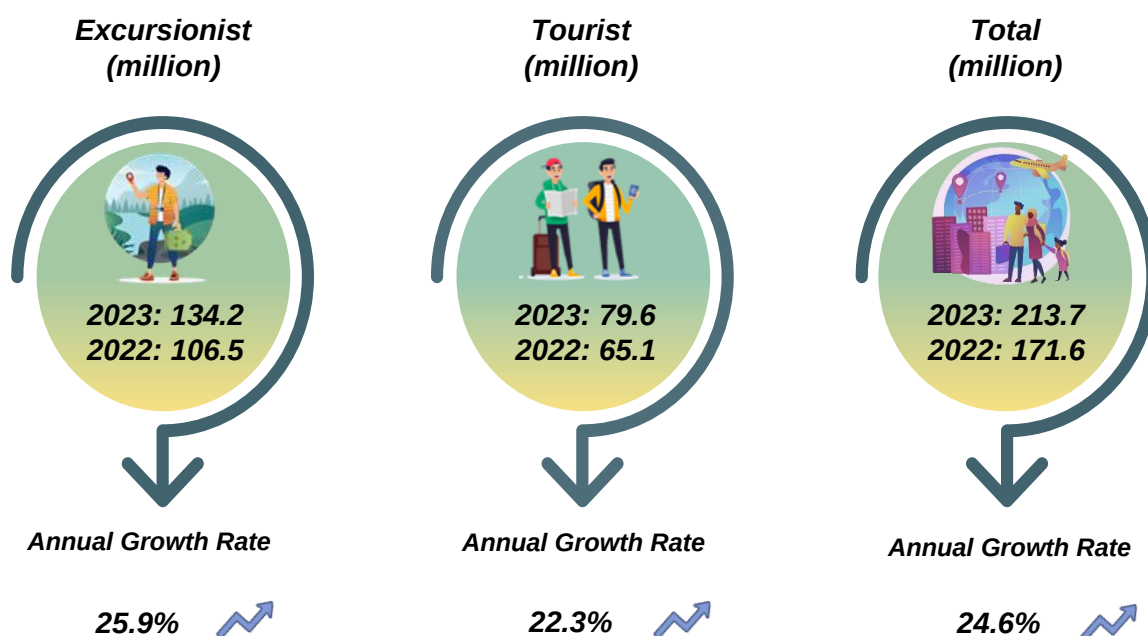
SUMMARY OF FINDINGS

Overall, domestic tourism expenditure rose by 32.5 per cent in 2023 (2022: 248.1%). A total of RM84.9 billion was spent on domestic tourism in 2023 compared to RM64.1 billion recorded in the previous year. This increase resulted in a rise in average expenditure per trip to RM352 compared to RM308 in 2022. Meanwhile, the average length of stay decreased to 2.45 night in 2023 as compared to 2.55 night in the previous year.

2.1 DOMESTIC VISITORS

The total number of excursionists was 134.2 million in 2023 with an increase of 25.9 per cent as compared to the previous year. At the same time, the number of tourists also increased from 65.1 million in 2022 to 79.6 million in 2023 (22.3%) as shown in **Exhibit 2**.

Exhibit 2: Number of Domestic Visitors by Type of Visitors, 2022 and 2023

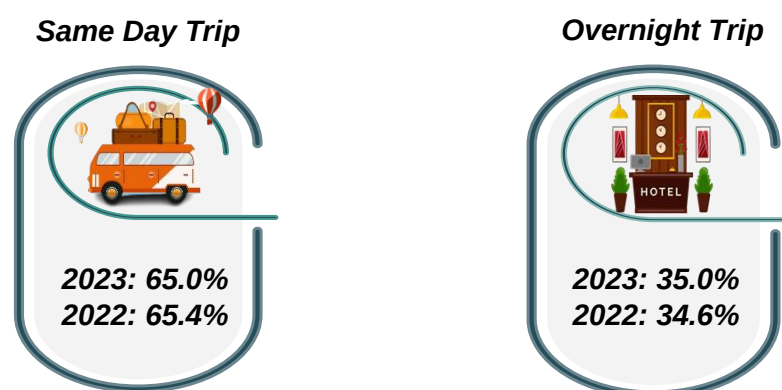


2.2 DOMESTIC TOURISM TRIP

Domestic tourist trip consists of same day trip and overnight trip. The percentage share of same day trip and overnight trip in 2023 were 65.0 per cent (157.0 million trips) and 35.0 per cent (84.5 million trips) respectively. The percentage share of overnight trip increased by 0.4 percentage points as compared to 34.6 per cent recorded in 2022 (**Exhibit 3**).



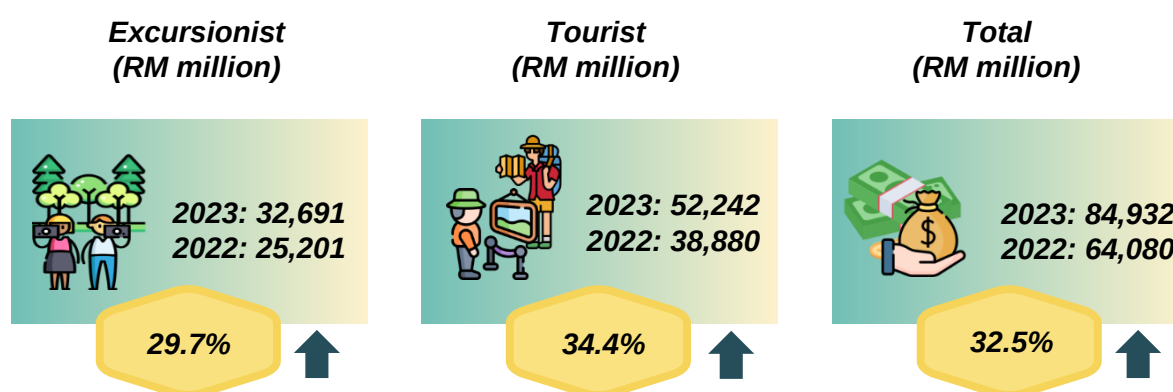
Exhibit 3: Composition of Percentage Share of Domestic Tourism Trip, 2022 and 2023



2.3 DOMESTIC TOURISM EXPENDITURE

Domestic tourism expenditure was contributed by the spending of both excursionists and tourists. Overall, domestic expenditure for excursionists and tourists respectively recorded a significant increase in 2023. Tourist expenditure increased by 34.4 per cent, recorded a value of RM52.2 billion in 2023 (2022: RM38.9 billion). Meanwhile, excursionist expenditure rose 29.7 per cent to RM32.7 billion (2022: RM25.2 billion) as shown in **Exhibit 4**.

Exhibit 4: Total Expenditure by Type of Visitors, 2022 and 2023

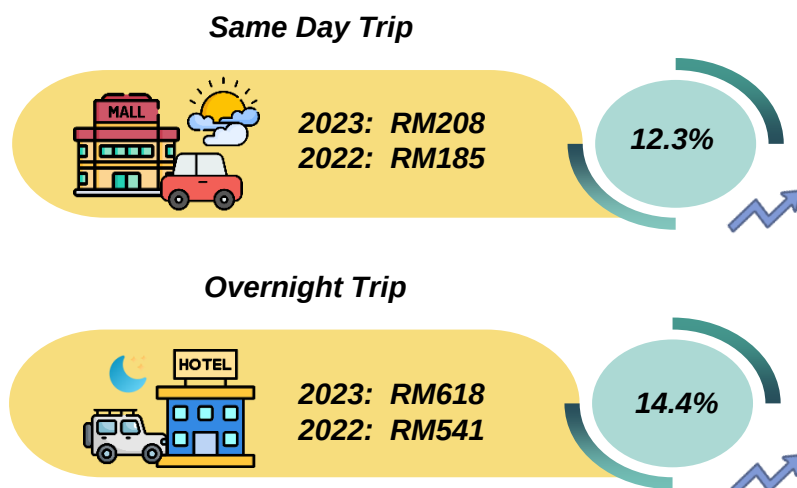


The average expenditure on same day trip in 2023 increased by 12.3 per cent to RM208 as compared to the previous year (2022: RM185). Similarly, the average expenditure for overnight trip in 2023 increased to RM618 as compared to RM541 in the previous year as shown in **Exhibit 5**.



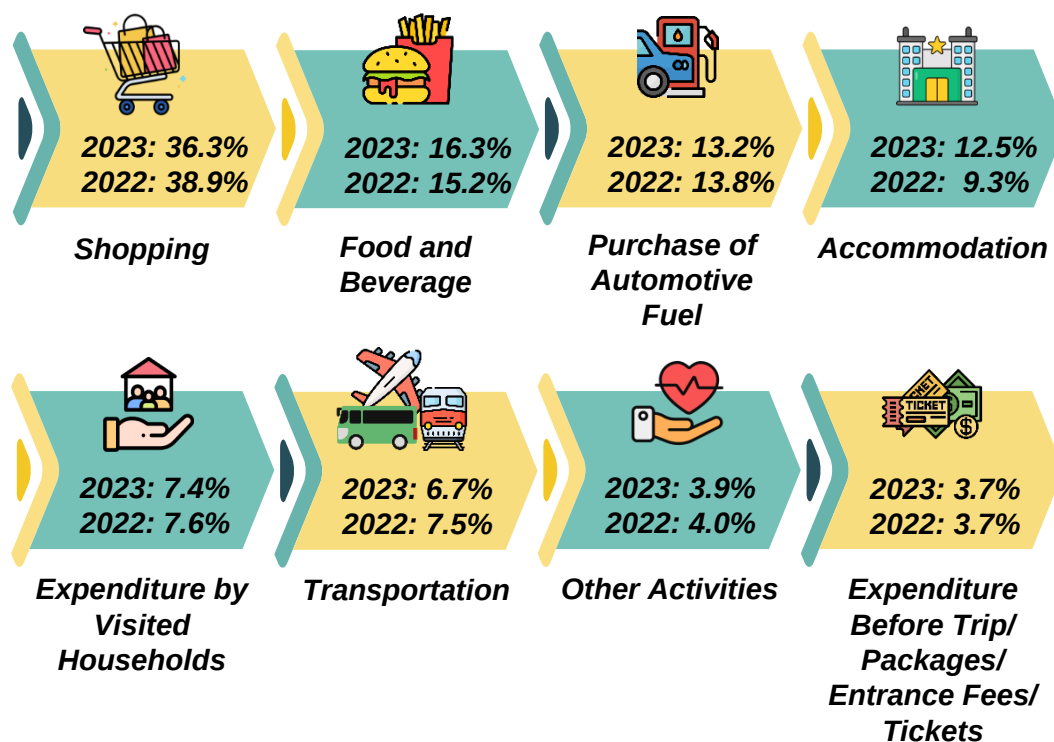
SUMMARY OF FINDINGS

Exhibit 5: Average Expenditure by Type of Trip, 2022 and 2023



Shopping registered the highest share of total expenditure made by a visitor for his/ her trip, at 36.3 per cent. This was followed by expenditure on food & beverage (16.3%), purchase of automotive fuel (13.2%), accommodation (12.5%), expenditure by visited households (7.4%) and transportation (6.7%) as depicted in **Exhibit 6**.

Exhibit 6: Percentage Share of Expenditure Components by Domestic Visitors, 2022 and 2023





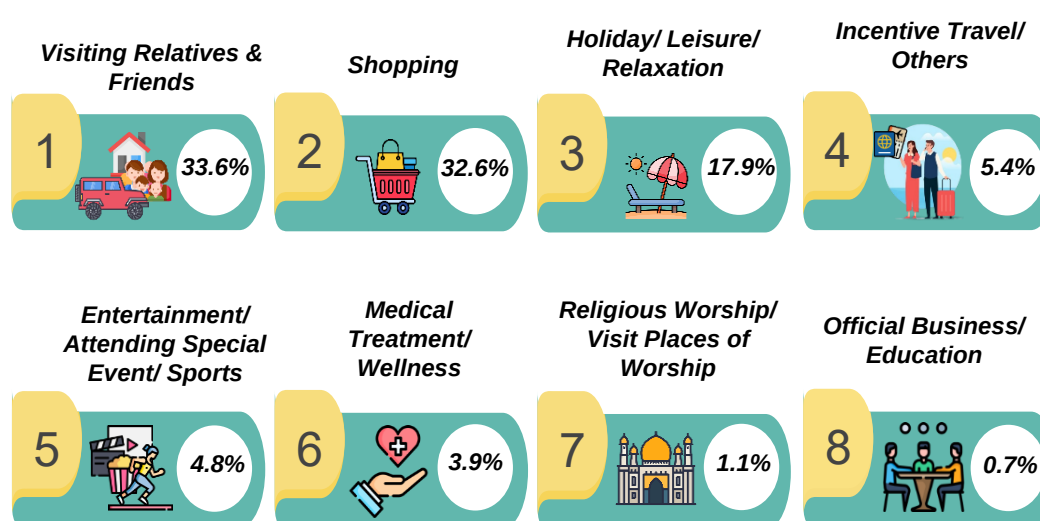
3.0 TRAVELLING TREND OF DOMESTIC VISITORS

Travelling trend explains the main purpose of the trips, visited states, mode of transport and type of accommodation.

3.1 MAIN PURPOSE OF TRIPS

Visiting relatives & friends emerged as the most prevalent purpose for domestic visitors in making a trip in 2023 with a contribution of 33.6 per cent. This was followed by shopping (32.6%) and holiday/ leisure/ relaxation (17.9%) as depicted in **Exhibit 7**.

Exhibit 7: Main Purposes of Trips of Domestic Visitors, 2023



3.2 TOP FIVE MOST VISITED STATES BY TOURISTS

Johor emerged in the first place as the most popular destination state in 2023 with 8.92 million tourist arrivals. Meanwhile, Pahang and Selangor were in second and third place, receiving 8.54 million and 8.46 million tourists, respectively. This was followed by Perak (7.50 million) and Kedah (6.45 million) as depicted in **Exhibit 8**.

Exhibit 8: Top Five Most Visited States by Tourists, 2023





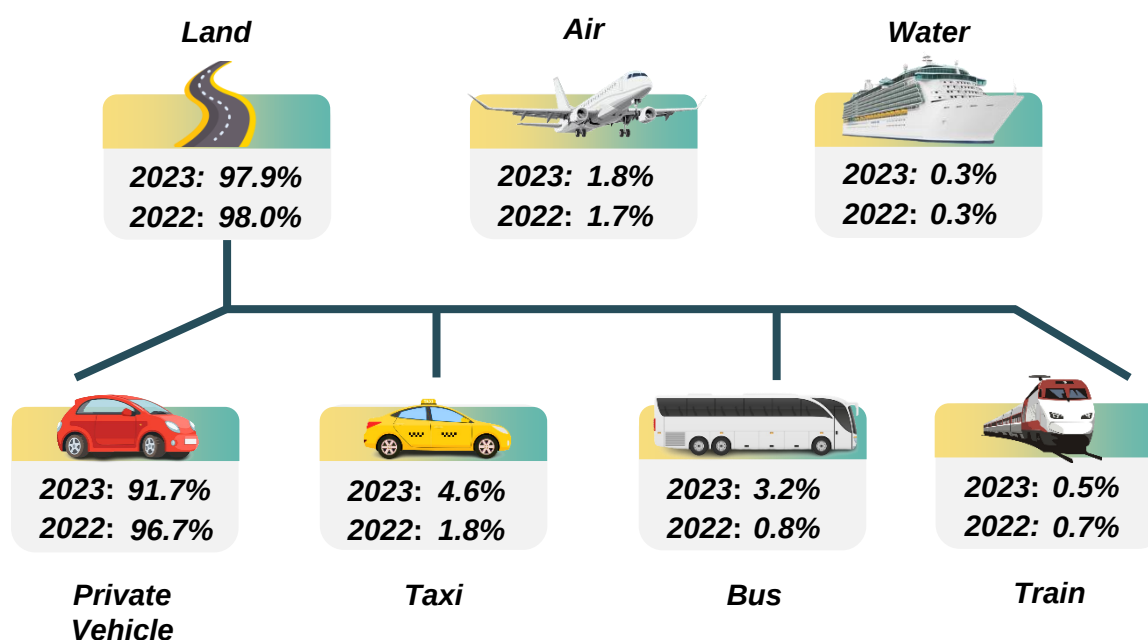
SUMMARY OF FINDINGS

3.3 MODE OF TRANSPORT

Land transport was widely used by domestic visitors in 2023, at 97.9 per cent. This was followed by air transport (1.8%) and water transport (0.3%).

For the mode of land transports, private vehicle was the highest form of transport used by domestic visitors with a share of 91.7 per cent. Meanwhile, a total of 4.6 per cent of domestic visitors travelled by taxi, while the remaining chose bus (3.2%) and train (0.5%) as illustrated in **Exhibit 9**.

Exhibit 9: Percentage Share of Trips of Domestic Visitors by Mode of Transport, 2022 and 2023

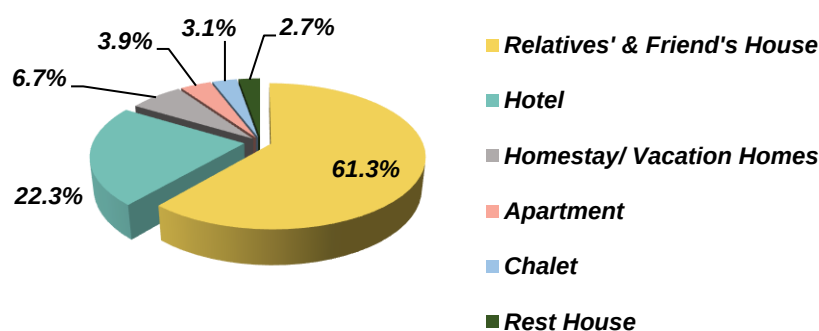


3.4 TYPE OF ACCOMMODATION

84.5 million domestic overnight trips were made by tourists in 2023. For the purpose of staying overnight, 61.3 per cent tourists chose to stay at relatives' & friend's house which was the highest contribution. This was followed by hotel (22.3%), homestay/ vacation homes (6.7%), apartment (3.9%), chalet (3.1%) and rest house (2.7%) as shown in **Chart 1**.



Chart 1: Percentage Share of Tourists by Type of Accommodation, 2023



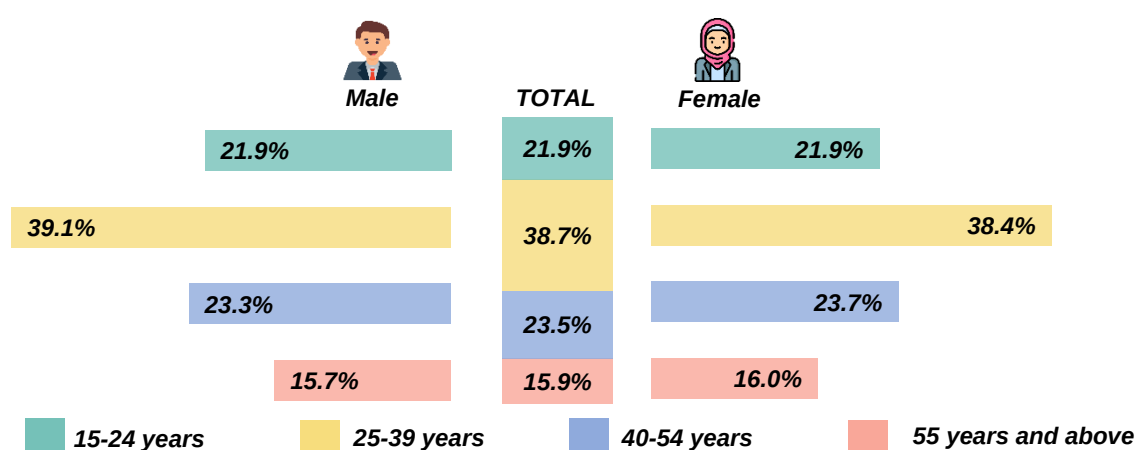
4.0 SOCIAL & DEMOGRAPHIC PROFILE OF DOMESTIC VISITORS

Social & demographic profile comprises of information on domestic visitors by sex and age group, ethnic group, educational attainment, household income and employment status.

4.1 DOMESTIC VISITORS BY SEX AND AGE GROUP

Majority of the domestic visitors were from the age group of 25 to 39 years with a contribution of 38.7 per cent (**Chart 2**). This was followed by domestic visitors aged 40 to 54 years (23.5%), 15 to 24 years (21.9%) and 55 years and above (15.9%). In terms of sex, male domestic visitors aged 25 to 39 years recorded the highest share at 39.1 per cent as compared to female in the same age group (38.4%).

Chart 2: Percentage Share of Domestic Visitors by Sex and Age Group, 2023



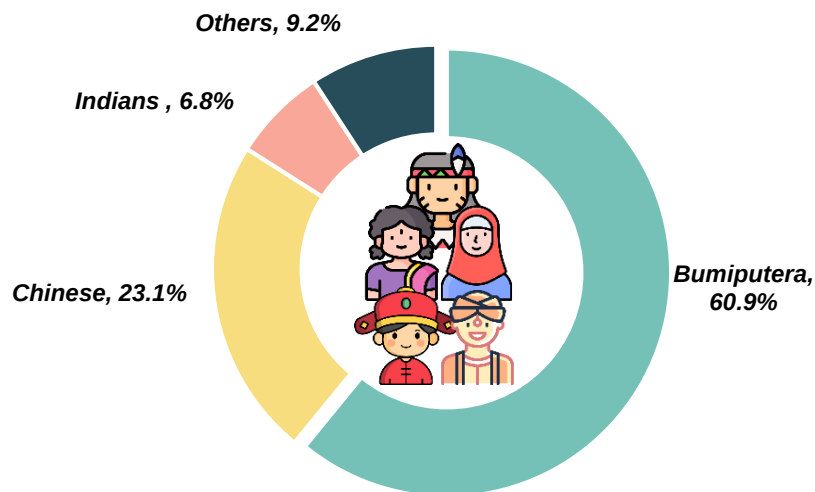


SUMMARY OF FINDINGS

4.2 DOMESTIC VISITORS BY ETHNIC GROUP

Based on ethnic group, Bumiputera registered the highest contribution with 60.9 per cent of domestic visitors. This was followed by Chinese (23.1%) and Indians (6.8%) as shown in Chart 3.

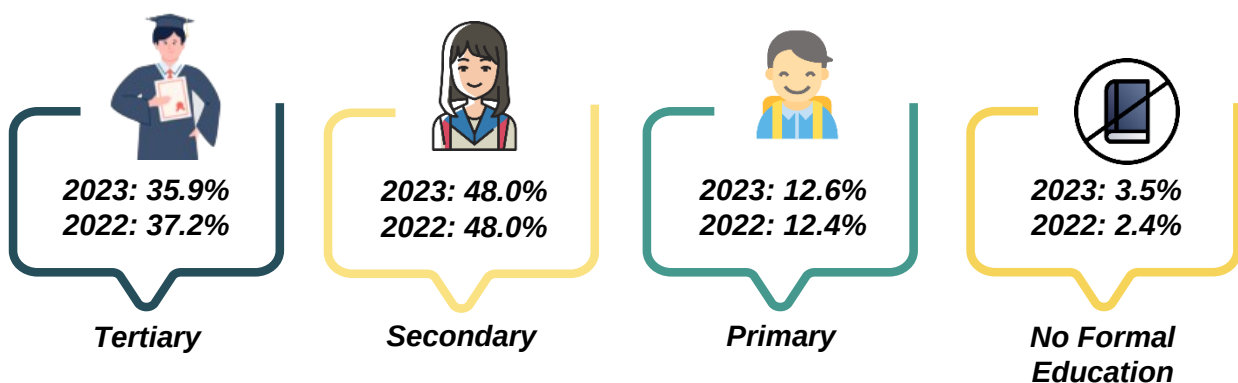
Chart 3: Percentage Share of Domestic Visitors by Ethnic Group, 2023



4.3 DOMESTIC VISITORS BY EDUCATIONAL ATTAINMENT

48.0 per cent of domestic visitors in 2023 were contributed by visitors with secondary education. Meanwhile, the percentage share of domestic visitors with tertiary education recorded 35.9 per cent (2022: 37.2%), decreased by 1.3 percentage points as shown in Exhibit 10.

Exhibit 10: Percentage Share of Domestic Visitors by Educational Attainment, 2022 and 2023

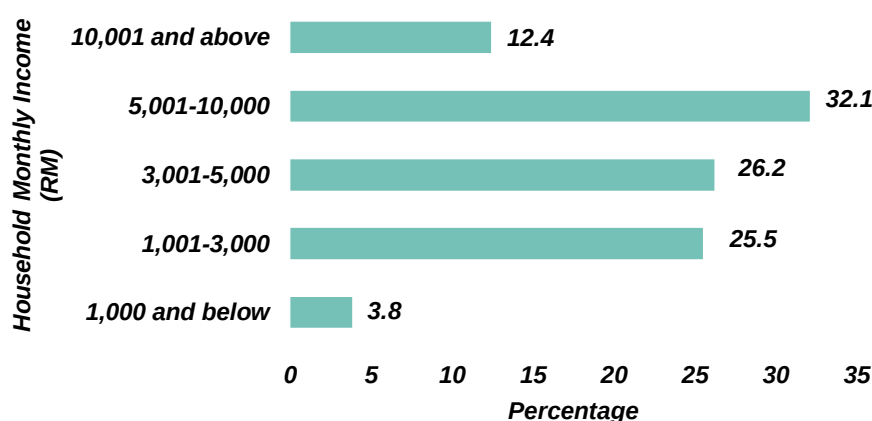




4.4 DOMESTIC VISITORS BY MONTHLY HOUSEHOLD INCOME

Domestic visitors with a monthly household income between RM5,001 to RM10,000 per month recorded the highest share at 32.1 per cent. This was followed by visitors earning RM3,001 to RM5,000 per month (26.2%) and RM1,001 to RM3,000 per month (25.5%) as shown in Chart 4.

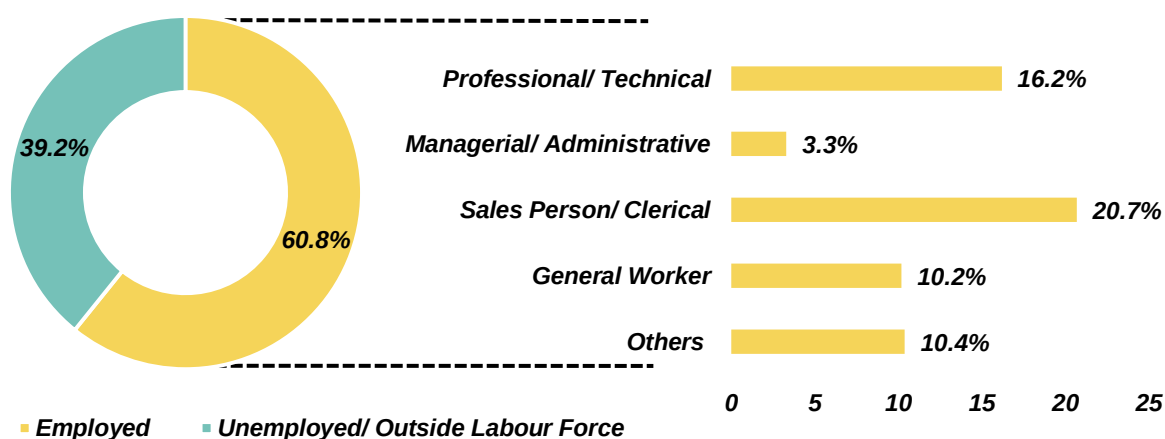
Chart 4: Percentage Share of Domestic Visitors by Monthly Household Income Class, 2023



4.5 DOMESTIC VISITORS BY EMPLOYMENT STATUS

Referring to employment status, a total of 60.8 per cent of domestic visitors consisted of those who were employed, while the remaining 39.2 per cent were unemployed/ outside labour force. The employed domestic visitors comprised of professional/ technical (16.2%), managerial/ administrative (3.3%), sales person/ clerical (20.7%), general worker (10.2%) and others (10.4%).

Chart 5: Percentage Share of Domestic Visitors by Employment Status, 2023



* Outside Labour Force (Housewife, Student and Retiree)

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BAHAGIAN

PART

2

JADUAL STATISTIK

STATISTICAL TABLES



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Jadual 1: Statistik Penting Pelancongan Domestik, 2016 - 2023

Table 1: Key Statistics of Domestic Tourism, 2016 - 2023

Statistik Penting <i>Key Statistics</i>	2016	2017	2018	2019	2020	2021	2022	2023
Jumlah Perbelanjaan (RM juta) <i>Total Expenditure (RM million)</i>	74,773	83,103	92,561	103,184	40,424	18,410	64,080	84,932
Pelawat Domestik <i>Domestic Visitors</i>	66,497	73,662	82,741	92,638	38,635	17,451	59,217	78,676
Isi Rumah yang Dilawati <i>Visited Households</i>	8,276	9,440	9,820	10,546	1,790	959	4,863	6,256
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>	10.2	11.1	11.4	11.5	-60.8	-54.5	248.1	32.5
Jumlah Pelawat ('000) <i>Number of Visitors</i>	189,253	205,408	221,272	239,121	131,660	65,976	171,603	213,744
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>	7.0	8.5	7.7	8.1	-44.9	-49.9	160.1	24.6
Jumlah Perjalanan Pelancongan ('000) <i>Number of Tourism Trips</i>	253,878	276,147	302,415	332,378	146,990	72,399	207,785	241,474
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>	7.9	8.8	9.5	9.9	-55.8	-50.7	187.0	16.2
Purata Bilangan Hari Menginap <i>Average Length of Stay</i>	2.31	2.35	2.44	2.52	1.93	2.19	2.55	2.45
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>	0.4	1.7	4.0	3.1	-23.4	13.2	16.6	-4.0
Purata Perbelanjaan per Perjalanan (RM) <i>Average Expenditure per Trip (RM)</i>	294	301	306	310	275	254	308	352
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>	2.1	2.4	1.7	1.3	-11.3	-7.5	21.3	14.0

Jadual 2: Bilangan Pelawat Domestik mengikut Jenis Pelawat dan Strata, 2022 dan 2023

Table 2: Number of Domestic Visitors by Type of Visitors and Strata, 2022 and 2023

Jenis Pelawat/ <i>Type of Visitor</i>	2022				2023			
	Peratus Sumbangan <i>Percentage Share</i>	Strata / <i>Strata</i>			Peratus Sumbangan <i>Percentage Share</i>	Strata / <i>Strata</i>		
		Jumlah <i>Total</i>	Bandar <i>Urban</i>	Luar Bandar <i>Rural</i>		Jumlah <i>Total</i>	Bandar <i>Urban</i>	Luar Bandar <i>Rural</i>
	(%)		('000)		(%)		('000)	
Jumlah/ <i>Total</i>	100.0	171,603	144,054	27,549	100.0	213,744	175,072	38,671
Pelawat Harian/ <i>Excursionists</i>	62.1	106,547	87,231	19,316	62.8	134,184	107,245	26,939
Pelancong/ <i>Tourists</i>	37.9	65,056	56,824	8,232	37.2	79,559	67,827	11,732

Jadual 3: Bilangan Perjalanan dan Perbelanjaan Pelancongan Domestik mengikut Strata, 2022 dan 2023

Table 3: Number of Domestic Tourism Trips and Expenditure by Strata, 2022 and 2023

	2022				2023			
	Peratus Sumbangan <i>Percentage Share</i>	Strata / <i>Strata</i>			Peratus Sumbangan <i>Percentage Share</i>	Strata / <i>Strata</i>		
		Jumlah <i>Total</i>	Bandar <i>Urban</i>	Luar Bandar <i>Rural</i>		Jumlah <i>Total</i>	Bandar <i>Urban</i>	Luar Bandar <i>Rural</i>
	(%)		('000)		(%)		('000)	
Jumlah/ <i>Total</i>	100.0	207,785	173,700	34,086	100.0	241,474	197,628	43,846
Perjalanan Harian/ <i>Same Day Trip</i>	65.4	135,869	111,384	24,485	65.0	157,004	125,584	31,420
Perjalanan Bermalam/ <i>Overnight Trip</i>	34.6	71,916	62,316	9,601	35.0	84,470	72,044	12,427
	(%)	(RM juta/ <i>million</i>)				(RM juta/ <i>million</i>)		
Jumlah/ <i>Total</i>	100.0	64,080	52,409	11,671	100.0	84,932	69,449	15,483
Perbelanjaan Harian/ <i>Same Day Expenditure</i>	39.3	25,201	20,917	4,284	38.5	32,691	27,133	5,557
Perbelanjaan Bermalam/ <i>Overnight Expenditure</i>	60.7	38,880	31,492	7,387	61.5	52,242	42,316	9,926
		(RM)				(RM)		
Jumlah/ <i>Total</i>		308	302	342		352	351	353
Purata Perbelanjaan Harian per Perjalanan <i>Average Same Day Expenditure per Trip</i>		185	203	140		208	216	177
Purata Perbelanjaan Bermalam per Perjalanan <i>Average Overnight Expenditure per Trip</i>		541	465	544		618	587	799

Jadual 4: Bilangan Perjalanan Pelancongan Domestik mengikut Jenis Perjalanan dan Strata, 2022 dan 2023

Table 4 : Number of Domestic Tourism Trips by Type of Trips and Strata, 2022 and 2023

Jenis Perjalanan <i>Type of Trip</i>	2022			2023		
	Strata / Strata			Strata / Strata		
	Jumlah <i>Total</i>	Bandar <i>Urban</i>	Luar Bandar <i>Rural</i>	Jumlah <i>Total</i>	Bandar <i>Urban</i>	Luar Bandar <i>Rural</i>
		(‘000)			(‘000)	
Jumlah Perjalanan <i>Total Trips</i>	207,785	173,700	34,086	241,474	197,628	43,846
Individu <i>Individual</i>	37,978	31,842	6,137	37,612	30,454	7,158
Perjalanan Harian <i>Same Day Trip</i>	26,934	22,308	4,626	24,777	19,625	5,152
Perjalanan Bermalam <i>Overnight Trip</i>	11,044	9,533	1,510	12,834	10,829	2,005
Bersama Keluarga <i>With Family</i>	169,807	141,858	27,949	203,862	167,174	36,689
Perjalanan Harian <i>Same Day Trip</i>	108,934	89,076	19,859	132,226	105,959	26,267
Perjalanan Bermalam <i>Overnight Trip</i>	60,873	52,782	8,090	71,636	61,215	10,421

Jadual 5: Purata Bilangan Hari Menginap bagi Pelancong mengikut Strata, 2022 dan 2023

Table 5 : Average Length of Stay of Tourists by Strata, 2022 and 2023

	2022			2023		
	Strata / Strata			Strata / Strata		
	Jumlah <i>Total</i>	Bandar <i>Urban</i>	Luar Bandar <i>Rural</i>	Jumlah <i>Total</i>	Bandar <i>Urban</i>	Luar Bandar <i>Rural</i>
Purata Bilangan Hari Menginap <i>Average Length of Stay</i>	2.55	2.56	2.48	2.45	2.46	2.36
Perjalanan Bermalam (‘000) <i>Overnight Trip</i>	71,916	62,316	9,601	84,470	72,044	12,427
Bilangan Malam (‘000) <i>No. of Nights</i>	183,154	159,382	23,773	206,605	177,232	29,373

Jadual 6: Perbelanjaan Pelawat Domestik mengikut Komponen, 2022 dan 2023

Table 6: Expenditure of Domestic Visitors by Component, 2022 and 2023

Komponen <i>Component</i>	Jumlah Perbelanjaan <i>Total Expenditure</i> (RM '000)		Peratus Sumbangan <i>Percentage Share</i> (%)	
	2022	2023	2022	2023
A. Perbelanjaan oleh pelawat <i>Expenditure by visitors</i>	59,216,956	78,676,422	92.4	92.6
Membeli-belah <i>Shopping</i>	24,939,201	30,842,715	38.9	36.3
Pembelian bahan api kenderaan <i>Purchase of automotive fuel</i>	8,839,688	11,226,727	13.8	13.2
Pengangkutan <i>Transport</i>	4,816,659	5,691,081	7.5	6.7
Makanan & minuman <i>Food & beverage</i>	9,725,150	13,802,774	15.2	16.3
Penginapan <i>Accommodation</i>	5,956,517	10,653,466	9.3	12.5
Perbelanjaan sebelum perjalanan/ pakej/ bayaran masuk/ tiket <i>Expenditure before the trip/ package/ entrance fees/ tickets</i>	2,344,750	3,126,434	3.7	3.7
Aktiviti-aktiviti lain <i>Other activities</i>	2,594,990	3,333,225	4.0	3.9
B. Perbelanjaan oleh isi rumah yang dilawati <i>Expenditure by visited households</i>	4,863,344	6,255,703	7.6	7.4
Jumlah Perbelanjaan (A+B) <i>Total Expenditure (A+B)</i>	64,080,300	84,932,125	100.0	100.0

Jadual 7: Perjalanan Pelancongan Domestik mengikut Tujuan Utama dan Aktiviti, 2023

Table 7: Domestic Tourism Trips by Main Purpose of Visit and Activities, 2023

Tujuan Purpose	Peratus Sumbangan Percentage Share (%)	Aktiviti Activities			
Melawat saudara- mara & rakan <i>Visiting relatives & friends</i>	33.6	Melawat saudara- mara & rakan <i>Visiting relatives & friends</i>	Makan di luar/ restoran <i>Dining out/ restaurants</i>	Membeli-belah <i>Shopping</i>	Berehat & bersiar- siar <i>Rest & sight seeing</i>
Membeli-belah <i>Shopping</i>	32.6	Membeli-belah <i>Shopping</i>	Makan di luar/ restoran <i>Dining out/ restaurants</i>	Berehat & bersiar- siar <i>Rest & sight seeing</i>	Melawat saudara- mara & rakan <i>Visiting relatives & friends</i>
Percutian/ mengisi masa lapang/ berehat <i>Holiday/ leisure/ relaxation</i>	17.9	Makan di luar/ restoran <i>Dining out/ restaurants</i>	Berehat & bersiar- siar <i>Rest & sight seeing</i>	Membeli-belah <i>Shopping</i>	Aktiviti pantai/ laut <i>Beach/ sea activities</i>
Perjalanan insentif/ lain-lain <i>Incentive travel/ others</i>	5.4	Makan di luar/ restoran <i>Dining out/ restaurants</i>	Membeli-belah <i>Shopping</i>	Berehat & bersiar- siar <i>Rest & sight seeing</i>	Melawat saudara- mara & rakan <i>Visiting relatives & friends</i>
Hiburan/ menghadiri acara khas/ sukan <i>Entertainment/ attending special event/ sports</i>	4.8	Makan di luar/ restoran <i>Dining out/ restaurants</i>	Membeli-belah <i>Shopping</i>	Berehat & bersiar- siar <i>Rest & sight seeing</i>	Sukan <i>Sports</i>
Rawatan perubatan/ penjagaan diri <i>Medical treatment/ wellness</i>	3.9	Mendapat rawatan perubatan <i>Medical treatment</i>	Makan di luar/ restoran <i>Dining out/ restaurants</i>	Membeli-belah <i>Shopping</i>	Berehat & bersiar- siar <i>Rest & sight seeing</i>
Amal ibadat/ melawat rumah ibadat <i>Religious worship/ visit places of worship</i>	1.1	Amal ibadat <i>Religious worship</i>	Makan di luar/ restoran <i>Dining out/ restaurants</i>	Membeli-belah <i>Shopping</i>	Melawat rumah ibadat <i>Visit places of worship</i>
Urusan rasmi/ perniagaan/ pendidikan <i>Official business/ business/ education</i>	0.7	Makan di luar/ restoran <i>Dining out/ restaurants</i>	Persidangan/ seminar/ mesyuarat/ pameran <i>Conferences/ seminars/ meetings/ exhibitions</i>	Membeli-belah <i>Shopping</i>	Perniagaan <i>Business</i>
Jumlah Total	100.0				

Jadual 8A: Lima Destinasi Tumpuan Pelawat Domestik, 2023
Table 8A: Top Five Destinations Most Visited by Domestic Visitors, 2023

Negeri <i>State</i>	Lima Destinasi Tumpuan Pelawat Domestik <i>Top Five Destinations Most Visited by Domestic Visitors</i>	Negeri <i>State</i>	Lima Destinasi Tumpuan Pelawat Domestik <i>Top Five Destinations Most Visited by Domestic Visitors</i>
Johor	Paradigm Mall Johor Bahru Pantai Desaru Toppen Shopping Centre The Mall, Mid Valley Southkey Legoland Malaysia	Perlis	Arked Niaga Padang Besar Tasik Timah Tasoh Pantai Peranginan Sg. Berembang Hutan Lipur Bukit Ayer Padang Waremart
Kedah	Pantai Cenang Aman Central Mall Langkawi Cable Car National Art Gallery Pantai Merdeka	Selangor	IOI City Mall Sunway Pyramid Shopping Mall IKEA Damansara GM Klang Wholesale City i-City, Shah Alam
Kelantan	AEON Lembah Sireh Pasar Siti Khadijah KB Mall Pantai Irama Kawasan Membeli Belah Bebas Cukai Rantau Panjang	Terengganu	KTCC Mall Pantai Miami Terengganu Pantai Batu Buruk Pasar Besar Kedai Payang Pulau Warisan (i-City Terengganu)
Melaka	Pantai Klebang Dataran Pahlawan Mahkota Parade Jonker Street/ Jalan Hang Jebat Pantai Pengkalan Balak	Sabah	Imago Shopping Mall Pekan Kundasang & Pekan Nabalu Pantai Tanjung Aru Ladang Lembu Tenusu/ Desa Dairy Farm Centre Point Sabah
Negeri Sembilan	Pantai Port Dickson Palm Mall Seremban Pantai Teluk Kemang City Park Seremban 2 Pantai Cahaya Negeri	Sarawak	Daesco Star Mega Mall Pasar Sentral Sibul The Spring Mall Bintulu AEON MALL Kuching Central Vivacity Megamall
Pahang	East Cost Mall (ECM) Kuantan City Mall Genting Highlands Cameron Highlands Pantai Teluk Cempedak	W.P. Kuala Lumpur	Mid Valley Megamall Pavilion Kuala Lumpur SOGO Suria KLCC Berjaya Times Square
Pulau Pinang	Queensbay Mall Gurney Paragon Mall Pantai Batu Ferringhi 1st Avenue Mall Bukit Bendera	W.P. Labuan	Kampung Patau-Patau Pantai Layang-layang Kompleks Sukan Laut Antarabangsa Labuan Pantai Pohon Batu Kompleks Ujang Kewangan
Perak	Pulau Pangkor Lost World of Tambun Teluk Batik Ipoh Parade Shopping Centre Lumut Waterfront	W.P. Putrajaya	Alamanda Shopping Centre Dataran Putrajaya, Presint 3 Cruise Tasik Putrajaya Putrajaya International Convention Centre (PICC) Taman Wetland, Presint 13

Jadual 8B: Lima Daerah Pentadbiran Tumpuan Pelawat Domestik, 2023
Table 8B: Top Five Administrative Districts Most Visited by Domestic Visitors, 2023

Negeri State	Lima Daerah Pentadbiran Tumpuan Pelawat Domestik Top Five Administrative Districts Most Visited by Domestic Visitors	Negeri State	Lima Daerah Pentadbiran Tumpuan Pelawat Domestik Top Five Administrative Districts Most Visited by Domestic Visitors
Johor	Johor Bahru Batu Pahat Kota Tinggi Muar Mersing	Pulau Pinang	Timur Laut Barat Daya Seberang Perai Tengah Seberang Perai Utara Seberang Perai Selatan
Kedah	Kota Setar Langkawi Baling Kuala Muda Kulim	Perak	Kinta Larut & Matang Manjung Batang Padang Hilir Perak
Kelantan	Kota Bharu Bachok Pasir Mas Machang Pasir Puteh	Selangor	Petaling Sepang Hulu Langat Gombak Sabak Bernam
Melaka	Melaka Tengah Alor Gajah Jasin	Terengganu	Kuala Terengganu Kemaman Besut Kuala Nerus Dungun
Negeri Sembilan	Seremban Port Dickson Jempol Kuala Pilah Tampin	Sabah	Kota Kinabalu Tawau Ranau Lahad Datu Sandakan
Pahang	Kuantan Cameron Highlands Bentong Temerloh Pekan	Sarawak	Kuching Sibu Miri Bintulu Sri Aman

***Nota:** Bagi Negeri Perlis, W.P. Kuala Lumpur, W.P. Labuan dan W.P. Putrajaya, tiada daerah pentadbiran

***Note:** For State of Perlis, W.P. Kuala Lumpur, W.P. Labuan dan W.P. Putrajaya, there is no administrative district

Jadual 9: Bilangan Pelawat Domestik mengikut Negeri Dikunjungi, 2016 - 2023*Table 9: Number of Domestic Visitors by State Visited, 2016 - 2023*

Negeri State	Bilangan Pelawat Domestik Number of Domestic Visitors ('000)							
	2016	2017	2018	2019	2020	2021	2022	2023
Johor	12,207	13,141	13,487	14,274	7,243	3,658	12,376	15,805
Kedah	13,188	13,305	14,480	14,831	10,108	4,023	11,186	13,444
Kelantan	8,646	9,624	9,846	10,986	6,058	1,921	6,627	7,549
Melaka	12,268	12,625	13,123	13,979	7,275	3,878	11,757	15,559
Negeri Sembilan	10,130	10,822	12,802	13,303	7,918	5,485	11,490	14,959
Pahang	14,168	16,491	18,111	18,498	9,905	3,405	13,189	16,456
Pulau Pinang	12,565	12,643	14,450	15,411	8,929	5,061	10,003	13,128
Perak	16,783	20,110	17,553	21,070	13,173	4,489	14,567	17,108
Perlis	1,410	1,414	2,156	2,088	1,193	407	1,669	1,951
Selangor	24,124	25,491	30,179	33,589	19,715	10,212	21,990	27,579
Terengganu	12,010	12,979	13,742	14,158	7,420	3,719	10,233	11,761
Sabah	16,518	17,792	20,360	22,035	10,337	3,815	12,589	16,080
Sarawak	16,282	17,670	19,380	19,793	9,393	6,511	15,465	17,901
W.P. Kuala Lumpur	16,784	19,049	19,165	22,633	12,435	9,116	16,913	22,233
W.P. Labuan	354	381	545	524	107	54	244	331
W.P. Putrajaya	1,816	1,872	1,892	1,949	451	223	1,306	1,900
Jumlah Total	189,253	205,408	221,272	239,121	131,660	65,976	171,603	213,744

Jadual 10: Bilangan Pelancong mengikut Negeri Dikunjungi, 2023

Table 10: Number of Tourists by State Visited, 2023

('000)																	
Negeri Asal State of Origin	Negeri Dikunjungi/ State Visited																
	Malaysia	Johor	Kedah	Kelantan	Melaka	Negeri Sembilan	Pahang	Pulau Pinang	Perak	Perlis	Selangor	Terengganu	Sabah	Sarawak	W.P. Kuala Lumpur	W.P. Labuan	W.P. Putrajaya
Malaysia	79,559.4	8,923.0	6,452.4	4,085.8	4,991.1	4,255.5	8,537.1	4,069.7	7,503.4	736.0	8,455.7	4,060.0	5,775.1	5,324.6	5,724.8	164.1	501.1
Johor	8,963.6	4,416.0	287.3	227.6	961.1	506.8	581.8	312.7	426.1	12.1	574.6	153.5	9.8	5.2	432.7	9.9	46.3
Kedah	3,677.7	49.5	1,553.8	175.5	81.5	82.5	205.7	260.3	443.3	122.9	195.6	83.9	22.6	23.8	321.2	13.3	42.2
Kelantan	3,173.5	152.6	68.5	905.9	46.4	11.2	391.0	79.8	109.5	15.1	537.8	422.5	13.2	17.6	369.9	4.8	27.6
Melaka	2,753.3	401.1	94.2	124.6	870.1	182.1	260.7	61.2	115.1	7.6	245.0	108.7	6.9	1.7	234.9	6.0	33.3
Negeri Sembilan	2,992.1	402.8	82.6	76.2	238.4	1,088.6	417.3	162.8	162.9	12.9	169.9	96.2	22.7	6.1	33.7	11.7	7.4
Pahang	5,562.3	361.1	100.0	482.8	205.4	194.1	2,507.8	81.4	232.1	6.5	541.1	399.1	43.8	7.3	355.3	13.8	30.5
Pulau Pinang	3,746.9	68.3	1,394.0	60.8	58.1	50.4	196.3	720.3	545.9	200.4	154.4	81.1	66.3	7.9	107.5	12.7	22.7
Perak	4,972.2	147.0	507.9	264.5	78.0	45.2	182.9	259.4	2,254.2	61.6	619.9	149.0	33.4	17.8	327.4	8.5	15.5
Perlis	581.3	16.7	168.6	48.7	12.1	5.3	16.9	85.1	62.5	70.6	37.6	2.3	3.1	0.9	43.0	2.5	5.1
Selangor	21,084.0	2,048.5	1,815.9	1,030.8	1,693.2	1,553.0	2,381.6	1,491.4	2,119.9	156.0	3,206.0	1,203.2	203.3	169.8	1,854.6	3.8	153.1
Terengganu	2,824.7	43.0	29.5	424.0	38.7	6.2	183.6	29.5	22.4	11.4	119.7	1,187.3	47.1	24.2	618.7	15.0	24.3
Sabah	5,573.2	66.8	35.4	17.1	22.0	13.6	11.7	18.7	20.7	14.8	231.6	15.2	4,852.0	54.6	149.9	39.2	9.8
Sarawak	6,157.7	99.1	2.4	28.7	6.1	49.2	17.1	64.5	3.4	6.5	117.3	21.5	248.5	4,938.3	528.8	8.2	18.2
W.P. Kuala Lumpur	7,039.8	616.6	284.8	189.1	644.9	443.9	1,151.5	434.7	929.1	33.5	1,677.6	127.0	119.0	41.9	317.3	7.2	21.8
W.P. Labuan	122.2	0.2	0.1	4.0	0.1	6.3	1.1	0.1	8.1	0.8	3.1	2.5	75.1	0.4	6.8	6.0	7.4
W.P. Putrajaya	334.8	33.8	27.4	25.5	34.9	17.0	30.1	7.8	48.2	3.2	24.4	6.8	8.3	7.1	23.0	1.5	35.8

Jadual 11: Taburan Peratus Pelawat Domestik mengikut Mod Pengangkutan, 2022 dan 2023

Table 11: Percentage Distribution of Domestic Visitors by Mode of Transport, 2022 and 2023

Mod Pengangkutan <i>Mode of Transport</i>	2022			2023		
	Pelawat Visitors	Pelawat Harian Excursionists	Pelancong Tourists	Pelawat Visitors	Pelawat Harian Excursionists	Pelancong Tourists
		(%)			(%)	
Jumlah/ Total	100.0	100.0	100.0	100.0	100.0	100.0
Udara/ Air	1.7	0.1	4.5	1.8	0.1	4.8
Air/ Water	0.3	0.2	0.7	0.3	0.3	0.4
Darat/ Land	98.0	99.7	94.8	97.9	99.6	94.8
Kenderaan persendirian/ Private vehicles	96.7	96.2	97.7	91.7	92.0	91.3
Teksi/ Taxi	1.8	2.2	0.9	4.6	4.4	4.7
Bas/ Bus	0.8	0.7	1.1	3.2	3.0	3.6
Kereta api/ Train	0.7	0.9	0.3	0.5	0.6	0.4

Jadual 12: Taburan Peratus Pelancong mengikut Jenis Penginapan, 2022 dan 2023

Table 12: Percentage Distribution of Tourists by Type of Accommodation, 2022 and 2023

Jenis Penginapan <i>Type of Accommodation</i>	Peratus Percentage (%)	
	2022	2023
Jumlah/ Total	100.0	100.0
Rumah saudara-mara & rakan/ Relatives' & friends' house	67.9	61.3
Hotel/ Hotel	21.2	22.3
Chalet/ Chalet	1.9	3.1
Apartmen/ Apartment	3.3	3.9
Inap desa/ Rumah percutian/ Homestay/ Vacation homes	3.4	6.7
Rumah rehat/ Rest house	2.3	2.7

Jadual 13: Profil Sosial & Demografi Pelawat Domestik, 2022 dan 2023
Table 13: Social & Demographic Profile of Domestic Visitors, 2022 and 2023

Jantina Sex	Kumpulan umur Age group	Peratus/ Percentage (%)	
		2022	2023
Jumlah/ Total			
	Jumlah/ Total	100.0	100.0
	15 - 24	22.0	21.9
	25 - 39	38.3	38.7
	40 - 54	23.6	23.5
	≥ 55	16.1	15.9
Lelaki/ Male			
	Jumlah/ Total	100.0	100.0
	15 - 24	21.9	21.9
	25 - 39	38.4	39.1
	40 - 54	23.8	23.3
	≥ 55	15.9	15.7
Perempuan/ Female			
	Jumlah/ Total	100.0	100.0
	15 - 24	22.1	21.9
	25 - 39	38.3	38.4
	40 - 54	23.4	23.7
	≥ 55	16.2	16.0
	Kumpulan etnik Ethnic group	Peratus/ Percentage (%)	
		2022	2023
Jumlah/ Total			
	Bumiputera/ Bumiputera	62.7	60.9
	Cina/ Chinese	22.9	23.1
	India/ Indians	7.1	6.8
	Lain-Lain/ Others	7.3	9.2
	Tahap pendidikan Educational level	Peratus/ Percentage (%)	
		2022	2023
Jumlah/ Total			
	Tertiari/ Tertiary	37.2	35.9
	Menengah/ Secondary	48.0	48.0
	Rendah/ Primary	12.4	12.6
	Tiada pendidikan rasmi No formal education	2.4	3.5

Jadual 13: Profil Sosial & Demografi Pelawat Domestik, 2022 dan 2023 (samb.)
Table 13: Social & Demographic Profile of Domestic Visitors, 2022 and 2023 (cont.)

	Pendapatan bulanan isi rumah (RM) <i>Monthly household income</i>	Peratus/ Percentage (%)	
		2022	2023
Jumlah/ Total		100.0	100.0
≤ 1,000		4.1	3.8
1,001 - 3,000		27.1	25.5
3,001 - 5,000		24.7	26.2
5,001 - 10,000		31.2	32.1
≥ 10,001		12.9	12.4

	Status guna tenaga <i>Employment status</i>	Peratus/ Percentage (%)	
		2022	2023
Jumlah/ Total		100.0	100.0
Bekerja <i>Employed</i>		59.5	60.8
Profesional/ teknikal <i>Professional/ technical</i>		17.0	16.2
Pengurusan/ pentadbiran <i>Managerial/ administrative</i>		3.4	3.3
Jurujual/ perkeranian <i>Sales person/ clerical</i>		20.8	20.7
Pekerja am <i>General worker</i>		8.1	10.2
Lain-lain <i>Others</i>		10.2	10.4
Tidak bekerja/ luar tenaga buruh <i>Unemployed/ outside labour force</i>		40.5	39.2
Tidak bekerja <i>Unemployed</i>		5.8	5.3
Pesara <i>Retiree</i>		4.6	4.3
Pelajar <i>Student</i>		13.7	13.3
Suri rumah <i>Housewife</i>		16.4	16.3

BAHAGIAN

PART

3

NOTA TEKNIKAL

TECHNICAL NOTES



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Objektif survei

Objektif utama Survei Pelancongan Domestik (DTS) ialah untuk mengukur prestasi pelancongan domestik, mengumpul maklumat berkaitan profil serta corak perbelanjaan pelancongan domestik. Maklumat yang diperolehi digunakan untuk membantu kerajaan dalam merancang dan menggubal dasar pelancongan negara. Data yang dikumpul juga adalah bertujuan untuk:

- a) memberi input kepada penyusunan Akaun Satelit Pelancongan (TSA) yang dibangunkan oleh Jabatan Perangkaan Malaysia; dan
- b) memenuhi permintaan data daripada agensi-agensi berkaitan industri pelancongan.

Kaedah pengumpulan

DTS dijalankan melalui kaedah temuramah secara bersemuka dengan responden. Dalam tempoh survei, penemuramah yang terlatih akan melawat isi rumah di tempat kediaman terpilih untuk mengumpulkan maklumat pelancongan domestik termasuk butiran profil sosial & demografi semua ahli isi rumah.

Semakan kualiti dijalankan dengan mengadakan lawatan semula bagi isi rumah terpilih untuk memastikan borang soal selidik lengkap diisi.

Data yang dipungut

Soal selidik telah direka bentuk bagi membolehkan pengumpulan data yang berkaitan profil sosial & demografi dan maklumat terperinci berkaitan ciri-ciri ekonomi pelawat domestik.

Semua ahli isi rumah ditanya berkaitan maklumat berikut:

- a) perhubungan dengan ketua isi rumah;
- b) jantina;
- c) umur;
- d) kumpulan etnik dan kewarganegaraan;
- e) pencapaian pendidikan; dan
- f) pekerjaan.



Soalan-soalan berikut turut disoal bagi ahli isi rumah yang melakukan perjalanan pelancongan domestik:

- a) Jenis perjalanan;
 - i. Perjalanan harian; dan
 - ii. Perjalanan bermalam.
- b) Pendapatan bulanan;
- c) Bilangan hari bagi setiap perjalanan bermalam;
- d) Destinasi utama;
- e) Tujuan utama;
- f) Aktiviti utama; dan
- g) Perbelanjaan perjalanan pelancongan.

Tempoh rujukan

Pengumpulan data dibuat secara bulanan dari bulan Januari hingga Disember pada tahun rujukan. Maklumat yang dikumpulkan merujuk kepada bulan semasa.

Skop dan liputan

DTS meliputi kedua-dua kawasan bandar dan luar bandar bagi negeri-negeri di Malaysia.

Survei ini meliputi residen yang tinggal di tempat kediaman persendirian dan tidak termasuk mereka yang tinggal di institusi-institusi seperti hotel, asrama, hospital, penjara, berek tentera dan rumah tumpangan.

Bagi tujuan pelaporan, hanya maklumat lengkap residen yang berumur 15 tahun dan ke atas yang ada melakukan perjalanan pelancongan domestik dipungut.

Tempat kediaman

Tempat kediaman ditakrifkan sebagai sebarang jenis tempat tertutup yang bebas dan berasingan yang dibina sebagai (atau dijadikan) rumah untuk kediaman. Unit sampel terakhir dalam survei ini ialah tempat kediaman dan hanya tempat kediaman persendirian dijadikan sampel.

Isi rumah

Isi rumah ditakrifkan sebagai seorang atau sekumpulan orang yang bersaudara atau tidak bersaudara yang biasanya tinggal bersama dan membuat peruntukan yang sama untuk makanan dan keperluan-keperluan hidup lain.



Rangka pensampelan

Rangka pensampelan bagi DTS adalah berdasarkan Rangka Pensampelan Isi Rumah Kebangsaan (RPIK) yang terdiri daripada Blok Penghitungan (BP) yang diwujudkan untuk Banci Penduduk dan Perumahan. BP ialah suatu kawasan muka bumi yang diwujudkan secara rekaan dan biasanya mempunyai sempadan tertentu. Secara purata, setiap BP mempunyai dalam lingkungan 80 hingga 120 buah tempat kediaman. Pada amnya, kesemua BP dibentuk di dalam lingkungan sempadan yang diwartakan iaitu di dalam negeri, mukim atau pihak berkuasa tempatan.

BP dalam rangka pensampelan juga dikelaskan mengikut kawasan bandar dan luar bandar. Kawasan bandar sebagaimana ditakrifkan dalam Banci Penduduk dan Perumahan ialah kawasan yang diwartakan serta kawasan tepubina yang bersempadan dengannya dan gabungan kedua-dua kawasan ini mempunyai penduduk seramai 10,000 atau lebih. Kawasan tepubina didefinisikan sebagai kawasan yang terletak bersebelahan kawasan yang diwartakan dan mempunyai sekurang-kurangnya 60 peratus penduduk (berumur 15 tahun dan ke atas) yang terlibat dalam aktiviti bukan pertanian.

Reka bentuk pensampelan

Reka bentuk pensampelan berstrata dua peringkat telah digunakan iaitu:

Strata utama - Negeri-negeri di Malaysia

Strata kedua - Strata bandar dan luar bandar

Saiz sampel

Unit pensampelan peringkat pertama ialah BP, sementara unit peringkat kedua ialah tempat kediaman (TK) di dalam BP tersebut. TK terpilih meliputi kesemua isi rumah dan orang yang tinggal di dalamnya. Di setiap peringkat pemilihan, unit-unit telah dipilih menggunakan kaedah sistematik supaya setiap BP dan TK mempunyai kebarangkalian yang sama untuk terpilih.

Saiz sampel yang diperlukan ditentukan berdasarkan reliabiliti (seperti aras keyakinan, varian dan kadar respon) data survei lepas. *Variable of selection* yang digunakan dalam pengiraan saiz sampel ialah purata perbelanjaan pelancongan domestik.



NOTA TEKNIKAL

Nilai ralat piawai relatif (RSE) pula ditetapkan 4 hingga 10 peratus setiap strata (negeri dan bandar/ luar bandar).

Sebanyak 2,809 BP telah terpilih dan bilangan TK yang perlu diliputi pula adalah sebanyak 22,472 TK. Seterusnya, BP-BP tersebut diagihkan secara seragam pada setiap bulan untuk memudahkan kerja lapangan/ logistik.

Bilangan saiz sampel terpilih untuk DTS 2023 adalah seperti di Jadual 1.


Jadual 1: Saiz Sampel Survei Pelancongan Domestik mengikut Negeri, 2023

Negeri	Saiz Sampel	
	BP	TK
Johor	244	1,952
Kedah	221	1,768
Kelantan	178	1,424
Melaka	173	1,384
Negeri Sembilan	164	1,312
Pahang	216	1,728
Pulau Pinang	204	1,632
Perak	231	1,848
Perlis	101	808
Selangor	255	2,040
Terengganu	132	1,056
Sabah	236	1,888
Sarawak	220	1,760
W.P. Kuala Lumpur	140	1,120
W.P. Labuan	49	392
W.P. Putrajaya	45	360
Jumlah	2,809	22,472

Prosedur menganggar Teknik anggaran nisbah bergabung (*adjusted weight*¹ dan faktor penduduk²) digunakan untuk mendapatkan anggaran sesuatu ciri tertentu bagi populasi survei. Faktor penduduk menggunakan anggaran penduduk pertengahan tahun bagi tahun 2023 mengikut kumpulan umur, jantina, etnik dan negeri sebagai penanda aras.

¹ *Adjusted Weight* digunakan bagi mengambil kira kes tidak respon.

² Dalam rekabentuk pensampelan berperingkat, saiz sampel adalah pembolehubah rawak dan jumlah agregat yang dianggar daripada survei boleh menghasilkan ralat pensampelan yang tinggi. Wajaran *external* digunakan untuk meminimalkan ralat pensampelan. Bagi Survei Pelancongan Domestik, wajaran *external* yang digunakan ialah faktor penduduk. Faktor penduduk diperoleh melalui anggaran terkini jumlah penduduk di mana ianya digunakan untuk mengubahsuai kadar dan nisbah yang dianggarkan daripada survei.



Anggaran sesuatu ciri dikira dengan menggunakan formula seperti berikut:

di mana

$$E' = \sum_{n=1}^k E_n \left(\frac{W_n}{w_n} \right)$$

E' diperoleh dengan mencampurkan anggaran yang diubahsuai bagi kesemua kumpulan umur-jantina-etnik-negeri.

$$E_n \left(\frac{W_n}{w_n} \right)$$

Dengan itu E' ialah penganggar nisbah bagi ciri-ciri tersebut.

E_n ialah anggaran berwajaran daripada kiraan sampel bilangan orang bagi sesuatu ciri (contoh: pelawat domestik) dalam sesuatu kumpulan umur-jantina-etnik-negeri (contoh: lelaki Melayu dalam kumpulan umur 15 hingga 19 tahun di Johor).

w_n ialah anggaran berwajaran daripada kiraan sampel bilangan orang dalam sesuatu kumpulan umur-jantina-etnik-negeri.

W_n ialah anggaran penduduk pertengahan tahun yang dianggar secara bebas bagi bilangan orang dalam sesuatu kumpulan umur-jantina-etnik-negeri.

$\frac{W_n}{w_n}$ ialah pemalar (*constant*) yang digunakan untuk mendapatkan anggaran nisbah sesuatu ciri dalam kumpulan umur-jantina-etnik-negeri. Tiap-tiap pemalar yang merupakan nisbah anggaran penduduk bebas kepada angka-angka kiraan sampel dalam sesuatu kumpulan umur-jantina-etnik-negeri digunakan untuk membesarkan angka bagi sebarang ciri yang dikehendaki dalam sesuatu kumpulan umur-jantina etnik-negeri.



$E_n \left(\frac{W_n}{w_n} \right)$ ialah anggaran yang disesuaikan bagi sesuatu ciri dalam kumpulan umur-jantina-etnik-negeri yang diperoleh menerusi pengubahsuaian umur-jantina-etnik-negeri.

Perlu diambil perhatian bahawa tiada pengubahsuaian dilakukan untuk mengasingkan penduduk institusi daripada anggaran penduduk pertengahan tahun walaupun DTS tidak meliputi penduduk institusi. Penduduk institusi dianggarkan kurang daripada empat peratus jumlah penduduk berasaskan Banci Penduduk dan Perumahan.

KONSEP DAN DEFINISI

Pelawat domestik

Pelawat domestik ditakrifkan sebagai residen atau mereka yang tinggal di Malaysia sekurang-kurangnya setahun termasuk ekspatriat dan bukan warganegara, yang melakukan perjalanan di luar persekitaran biasanya dalam tempoh kurang daripada setahun untuk tujuan perniagaan, mengisi masa lapang atau urusan peribadi selain untuk diambil bekerja di tempat yang dilawati. Pelawat domestik terdiri daripada pelancong dan pelawat harian.

- a) Pelancong merujuk kepada mereka yang melakukan perjalanan di dalam Malaysia sekurang-kurangnya satu malam (24 jam); dan
- b) Pelawat harian merujuk kepada mereka yang melakukan perjalanan di dalam Malaysia kurang daripada 24 jam.

Perjalanan pelancongan

Perjalanan pelancongan ditakrifkan sebagai perjalanan pelawat ke sesebuah tempat di luar dari persekitaran biasa mereka dalam tempoh tidak lebih dari satu tahun dengan tujuan utama (sama ada urusan perniagaan, percutian atau urusan peribadi) selain untuk diambil bekerja oleh residen di tempat yang dilawati.

Perjalanan pelancongan domestik merujuk kepada perjalanan ke sesuatu destinasi utama di dalam negara residen pelawat berkenaan.



Perjalanan pelancongan domestik terbahagi kepada dua:

a) Perjalanan harian

Perjalanan keluar dari rumah yang jaraknya 50 km dan lebih pergi dan balik serta mengambil masa 4 jam dan lebih. Bagi jarak yang kurang dari 50 km pergi dan balik, masa yang digunakan hendaklah 4 jam dan lebih serta menggunakan kemudahan pelancongan seperti kemudahan pengangkutan/ penginapan/ makanan & minuman/ rekreasi.

b) Perjalanan bermalam

Perjalanan yang melibatkan seseorang meninggalkan tempat kediamannya sekurang-kurangnya untuk tempoh satu malam (24 jam) dengan tujuan perjalanan berkaitan dengan aktiviti pelancongan serta menggunakan kemudahan pelancongan. Perjalanan tersebut mestilah dalam tempoh kurang dari 12 bulan.

Persekitaran biasa

Persekitaran biasa seseorang individu merujuk kepada kawasan geografi (walaupun tidak semestinya mempunyai sempadan) di mana seseorang individu menjalankan kehidupan sehariannya.

Tempat kediaman biasa

Tempat kediaman biasa adalah satu kawasan geografi di mana orang yang diliputi biasanya tinggal.

Kemudahan pelancongan

Kemudahan pelancongan adalah segala kemudahan yang membantu dalam menjayakan aktiviti pelancongan seperti kemudahan penginapan, makanan & minuman dan pengangkutan.

Aktiviti pelancongan

Aktiviti pelancongan adalah merujuk kepada perkara yang dilakukan semasa melancong atau semasa melakukan perjalanan pelancongan.

Perbelanjaan pelancongan domestik

Perbelanjaan pelancongan domestik merujuk kepada perbelanjaan yang dikeluarkan oleh pelawat domestik dalam sesebuah negara. Ia merujuk kepada jumlah yang dibayar bagi perolehan penggunaan barangan & perkhidmatan dan barang berharga, untuk kegunaan sendiri atau untuk diberi ketika dan semasa perjalanan pelancongan.



Ini termasuk perbelanjaan yang dilakukan sendiri dan perbelanjaan yang dibayar oleh orang lain (contoh: majikan). Walau bagaimanapun, perbelanjaan berikut dikecualikan daripada perbelanjaan pelancongan domestik:

- a) Pembelian aset kewangan dan aset bukan kewangan, termasuk tanah dan hartanah, tetapi barangan berharga dikecualikan; dan
- b) Perbelanjaan barang-barang bagi tujuan untuk dijual semula samada bagi pihak ketiga (pengeluar atau lain-lain) atau keuntungan sendiri.

Komponen perbelanjaan adalah seperti berikut:

i. Membeli-belah

Pembelian barang-barang termasuk pembelian barangan berharga seperti barangan kemas, lukisan dan lain-lain.

ii. Pembelian bahan api kenderaan

Petrol, diesel dan *Natural Gas Vehicle (NGV)*.

iii. Pengangkutan

Bayaran bagi perkhidmatan pengangkutan iaitu termasuklah tambang kapal terbang, bas, teksi/ *e-hailing* (cth. Grab), feri/ bot/ sampan, dan keretapi. Ia turut meliputi perkhidmatan kereta sewa, bayaran tol dan bayaran tempat letak kereta.

iv. Makanan & minuman

Perbelanjaan makanan & minuman di restoran/ kafe/ gerai makan.

v. Penginapan

Pembayaran bagi kemudahan penginapan berbayar iaitu seperti hotel/ chalet/ pangsapuri/ rumah rehat/ inap desa.

vi. Pakej

Bayaran pakej yang disediakan oleh operator pelancongan atau agensi pelancongan.

vii. Bayaran masuk/ tiket

Perbelanjaan bagi aktiviti kesenian dan rekreasi seperti bayaran masuk taman tema, zoo, wayang gambar, konsert, teater dan lain-lain.

**viii. Aktiviti lain**

Perbelanjaan bagi aktiviti sukan, rawatan di klinik/ hospital/ pusat kesihatan, aktiviti spa, bayaran pendaftaran bagi seminar/ pertandingan, perjudian dan lain-lain.

ix. Perbelanjaan oleh isi rumah yang dilawati

Perbelanjaan ini termasuk perbelanjaan yang dinilai bagi penginapan serta makanan & minuman yang disediakan di rumah saudara/ rakan. Perbelanjaan ini tidak diambil kira di dalam penyusunan TSA.

Destinasi utama

Destinasi utama perjalanan pelancongan ditakrifkan sebagai tempat di mana tujuan utama perjalanan tersebut dilakukan. Walau bagaimanapun, sekiranya tiada destinasi utama yang dapat diberikan oleh pelawat, maka destinasi utama akan dikelaskan berdasarkan masa yang diambil semasa berada di destinasi tersebut. Seterusnya, jika pelawat masih tidak dapat menetapkan destinasi utama maka destinasi utama ditetapkan berdasarkan jarak yang paling jauh dengan tempat tinggal biasa.

Purata perbelanjaan per perjalanan

Merujuk kepada perbelanjaan per pelawat bagi setiap perjalanan. Pengiraan dibuat dengan membahagikan jumlah perbelanjaan dengan bilangan perjalanan.

$$\text{Purata perbelanjaan per perjalanan} = \frac{\sum \text{Jumlah perbelanjaan}}{\sum \text{Bilangan perjalanan}}$$

Purata bilangan hari menginap

Merujuk kepada bilangan hari menginap bagi setiap perjalanan. Pengiraan dibuat dengan membahagikan bilangan malam dengan bilangan perjalanan bermalam.

$$\text{Purata bilangan hari menginap} = \frac{\sum \text{Bilangan malam}}{\sum \text{Bilangan perjalanan bermalam}}$$

Tujuan utama perjalanan

Tujuan utama perjalanan bermaksud sebab utama responden melakukan perjalanan tersebut. Pengelasan perjalanan berdasarkan tujuan utama adalah seperti berikut:



- a) Melawat rakan & saudara mara;
- b) Percutian/ mengisi masa lapang/ berehat;
- c) Hiburan/ menghadiri acara khas/ sukan;
- d) Membeli belah;
- e) Rawatan perubatan/ penjagaan diri;
- f) Urusan rasmi/ pendidikan;
- g) Amal ibadat/ melawat rumah ibadat; dan
- h) Perjalanan insentif/ lain-lain.

Kumpulan etnik

Pengelasan kumpulan etnik yang digunakan dalam laporan ini adalah seperti berikut:

- a) Bumiputera (Melayu dan Bumiputera Lain);
- b) Cina;
- c) India; dan
- d) Lain-lain (termasuk bukan warganegara Malaysia).

Tahap pendidikan

Merujuk kepada peringkat tertinggi seseorang itu telah menamatkan atau sedang mengikuti persekolahan di institusi pendidikan awam atau swasta yang menyediakan pendidikan rasmi. Ia dikategorikan seperti berikut:

a) **Tiada pendidikan rasmi**

Merujuk kepada mereka yang tidak pernah menghadiri mana-mana institusi pendidikan yang memberi pendidikan secara rasmi.

b) **Rendah**

Merujuk kepada mereka yang telah mencapai pendidikan tertinggi di peringkat darjah 1 hingga 6 atau yang setaraf dengannya.

c) **Menengah**

Merujuk kepada mereka yang telah mencapai pendidikan tertinggi di peringkat tingkatan 1 (termasuk kelas peralihan) hingga tingkatan 5, *GCE O Level* atau yang setaraf dengannya.

d) **Tertiari**

Merujuk kepada mereka yang telah mencapai pendidikan tertinggi selepas Tingkatan 5.



NOTA TEKNIKAL

Pendapatan isi rumah

Pendapatan isi rumah merujuk kepada jumlah pendapatan terakru kepada ahli isi rumah, dalam bentuk wang tunai atau mata benda yang berlaku berulang kali dalam jangka masa setahun atau lebih kerap lagi.

Status guna tenaga

Status guna tenaga dikelaskan kepada bekerja dan tidak bekerja/ luar tenaga buruh.

a) Bekerja

Profesional/ teknikal, pengurusan/ pentadbiran, jurujual/ perkeranian, pekerja am dan lain-lain.

b) Tidak bekerja/ luar tenaga buruh

Tidak bekerja, pesara, pelajar dan suri rumah.

Pembundaran

Penjumlahan komponen-komponen mungkin berbeza dengan jumlah besar dalam penerbitan ini disebabkan pembundaran angka.

Simbol dan singkatan

Simbol dan singkatan berikut digunakan dalam penerbitan ini:

0.0	Kurang daripada setengah unit terkecil yang ditunjukkan misalnya kurang daripada 0.05 peratus
-	Tidak berkenaan
&	dan
%	peratus
RM	Ringgit Malaysia
$\geq$	lebih daripada atau sama dengan
$\leq$	kurang daripada atau sama dengan
W.P.	Wilayah Persekutuan

Objective

The main objectives of the Domestic Tourism Survey (DTS) are to measure the domestic tourism performance, to collect information on the profile and pattern of domestic travel spending. The information obtained serves to assist the government in the planning and formulation of the national tourism policy. The data collected are intended to:

- a) provide input for the compilation of the Tourism Satellite Account (TSA) developed by the Department of Statistics Malaysia; and*
- b) meet the demands for data from agencies related to tourism industries.*

Method of collection

The (DTS) is conducted through face to face interview with the respondents. During the survey, trained interviewers will visit households in selected dwellings to collect information on domestic tourism including details of social & demographic profiles of all the household's members.

Quality check is performed by doing revisits to the selected household to ensure the completeness of the questionnaire.

Data collected

The questionnaire was designed to enable the collection of data related to the social & demographic profile and detailed information relating to the economic characteristics of the domestic visitors.

All household members will be asked the following information:

- a) relationship with the head of household;*
- b) sex;*
- c) age;*
- d) ethnic group and citizenship;*
- e) educational level attainment; and*
- f) occupation.*

Household members, who made domestic tourism trips, will be asked the following questions:

- a) Type of trips;*
 - i. Same day trip; and*
 - ii. Overnight trip.*



- b) Monthly income;
- c) Length of stay per overnight trip;
- d) Main destination;
- e) Main purpose;
- f) Main activities; and
- g) Expenditure during tourism trip.

Reference year	<i>The data are collected on monthly basis from January to December of reference year. The information collected is based on the current month of the survey.</i>
Scope and coverage	<i>The DTS covered both urban and rural areas of all the states in Malaysia.</i> <i>The survey covered residents living in private dwellings and excludes those living in institutions such as hotels, hostels, hospitals, prisons, military barracks and boarding houses.</i> <i>For reporting purposes, only the details of residents aged 15 years and above who make domestic tourism trips will be collected.</i>
Living quarters	<i>Living quarters is defined as any structurally separated and independent enclosure which is constructed as (or converted to) quarters intended for living purposes. The ultimate sampling unit in this survey is the living quarters and only private living quarters are sampled.</i>
Household	<i>A household is defined as a person or a group of related or unrelated persons who usually live together and make common provision for food and other essentials of living.</i>
Sampling frame	<i>The sampling frame used for the DTS was from the National Household Sampling Frame (NHSF) which was made up of Enumeration Blocks (EBs) created for the Population and Housing Census. EBs are geographically contiguous areas of land with identifiable boundaries. On average, each EB contains about 80 - 120 living quarters. Generally, all EBs are formed within gazette boundaries, i.e. within state administration, mukim or local authority areas.</i> <i>The EBs in the sampling frame are also classified according to urban and rural areas. Urban areas, as defined in the Population and</i>

Housing Census, are gazetted areas with their adjoining built-up areas which had a combined population of 10,000 or more. Built-up area is defined as areas contiguous to a gazetted area and had at least 60 per cent of their population (aged 15 years and above) engaged in non-agricultural activities.

Sampling design

A stratified two-stage sampling design is adopted, that is:

- Primary stratum - States in Malaysia*
- Secondary stratum - Urban and rural strata*

Sample size

The first stage unit of sample selection were the EBs while the second stage unit were the living quarters (LQs) within the EBs. All households and persons within the selected LQs will be covered. At every stage of selection, the units were selected using systematic method to ensure every EBs and LQs have an equal probability to be selected.

The sample size required was based on the reliability (such as confidence level, variance and response rate) of available past data. Average domestic tourism expenditure is used as the variable of selection in the calculation of sample size. The value of the relative standard error (RSE) is set at 4 to 10 per cent in each stratum (state and urban/ rural).

A total of 2,809 EBs were selected, comprising 22,472 LQs. Subsequently, all EBs will be distributed on a monthly basis to facilitate field work/ logistics.

The number of selected sample size for DTS 2023 is shown in Table 1.


Table 1: Sample Size of Domestic Tourism Survey by State, 2023

State	Sample Size	
	EB	LQ
Johor	244	1,952
Kedah	221	1,768
Kelantan	178	1,424
Melaka	173	1,384
Negeri Sembilan	164	1,312
Pahang	216	1,728
Pulau Pinang	204	1,632
Perak	231	1,848
Perlis	101	808
Selangor	255	2,040
Terengganu	132	1,056
Sabah	236	1,888
Sarawak	220	1,760
W.P. Kuala Lumpur	140	1,120
W.P. Labuan	49	392
W.P. Putrajaya	45	360
Total	2,809	22,472

Estimation procedures The combined ratio estimated method (adjusted weight¹ and population factor²) was used to obtain the estimate of a specific characteristic in the survey population. Population factor uses mid-year population estimates of 2023 by age group, sex, ethnic and state as benchmarks.

¹ Adjusted Weight is used to take into account the non-response cases.

² In multi-stage sampling design, the sample size is a random variable and aggregates directly estimated from the survey may result large sampling errors. External weight is used to minimize sampling error. As for Domestic Tourism Survey, the external weight is the population factor. The population factor is obtained through latest estimates of the population total which is used to inflate the various rates and ratios estimated from the survey.



The estimate of a characteristic was obtained by using the following formula:

where
$$E' = \sum_{n=1}^k E_n \left(\frac{W_n}{w_n} \right)$$

E' is obtained by adding the adjusted estimate for all age-sex-ethnic-state.

$$E_n \left(\frac{W_n}{w_n} \right)$$

Thus E' is also known as the ratio estimator of the characteristic.

E_n is the weighted estimate from the sample count of persons of a characteristic (e.g. domestic visitors) in a particular age-sex-ethnic-state (e.g. Malay males in the 15-19 age group in Johor).

W_n is the weighted estimate from the sample count of the number of persons in a particular age-sex-ethnic-state.

W_n is the independent mid-year population estimate of the number of persons in a particular age-sex-ethnic-state.

$\frac{W_n}{w_n}$ is a constant used in deriving the ratio-estimate of any characteristic in a particular age-sex-ethnic-state. Each constant which is the ratio of the independent population estimate to the sample count figures in a particular age-sex-ethnic-state was then used to inflate any required characteristic within the particular age-sex-ethnic-state.

$E_n \left(\frac{W_n}{w_n} \right)$ is the adjusted estimate of a characteristic in a particular age-sex-ethnic-state obtained by the age-sex-ethnic-state adjustment.

It should be noted that no attempt was made to adjust for the exclusion of the institutional population from the mid-year population estimates although the DTS did not cover the institutional population. The institutional population was estimated to comprise less than four per cent of the total population based on the Population and Housing Census.



CONCEPTS AND DEFINITIONS

Domestic visitor

Domestic visitor is defined as a resident or those living in Malaysia for at least a year including expatriate and non-citizen, who makes a trip outside his/ her usual environment, for less than a year for the purpose of business, leisure or personal other than to be employed by a resident entity in the place visited. Domestic visitors consist of tourists and excursionists.

- a) *Tourist refer to those who travel in Malaysia for at least one night (24 hours); and*
- b) *Excursionist refer to those who travel in Malaysia for less than 24 hours.*

Tourism trip

A tourism trip is defined as a visitor's trip to a destination outside his/ her usual environment for less than a year, for any main purpose (business, leisure or personal) other than to be employed by a resident entity in the place visited.

Domestic tourism trip refers to a trip to a main destination within the country of residence of the visitor.

Domestic Tourism Trip is divided into two:

a) Same day trip

Travels round trip from the house for a distance of 50 km or more, to and from and takes 4 hours and more. For distances less than 50 km to and from, the time taken has to be four hours and more, and use tourism facilities such as transportation/ accommodation/ food & beverage/ recreation.

b) Overnight trip

Trip that requires a person to leave home at least for one night (24 hours) with the purpose of travel related to tourism and use tourism facilities. The travelling must be less than 12 months.

Usual environment

The usual environment of an individual is defined as the geographical area (not necessarily a contiguous one) within which an individual conducts his/ her regular life routines.

Usual residence	<i>The place of usual residence is the geographical place where the enumerated person usually resides.</i>
Tourism facilities	<i>Tourism facilities are all facilities that assists in the success of tourism activities such as accommodation, food & beverage and transportation.</i>
Tourism activities	<i>Tourism activities refer to the things done while travelling or during travel trips.</i>
Domestic tourism expenditure	<i>Domestic tourism expenditure refers to the tourism expenditure of a resident visitor within the economy of reference. It refers to the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during the tourism trips. It includes expenditure by visitors themselves, as well as expenses that are paid for or reimbursed by others (example: employer). However, the following payments are excluded from domestic tourism expenditure:</i> <i>a) The purchase of financial and non-financial assets, including land and real estate, but excluding valuables; and</i> <i>b) The purchase of goods for resale purposes, either on behalf of third party (producers or others) or own account.</i> <i>For domestic tourism, the components of expenditure are as follows:</i> i. Shopping <i>The purchase of goods during the trip including valuables such as jewellery, painting and others.</i> ii. Purchase of automotive fuel <i>Petrol, diesel and Natural Gas Vehicle (NGV).</i> iii. Transportation <i>Payment for transportation services which Includes of flight fare, bus, taxi/ e-hailing (i.e Grab), ferry/ boat/ sampan and train. It also includes car rental, toll fee and parking fee.</i> iv. Food & beverage <i>Expenses on food & beverages at restaurant/ cafe/ food stall.</i> v. Accommodation <i>Payment for paid accommodation services such as hotel/ chalet/ apartment/ rest house/ homestay.</i>



vi. Package

Purchase of package provided by tour operator or travel agent.

vii. Entrance fee/ ticket

Expenditure on cultural and recreational activities such as entrance fee for theme park, zoo, cinemas, concert, theatre and others.

viii. Other activity

Expenses on sports activity, treatment at clinic/ hospital/ wellness centre, spa activity, registration fee of conference/ competition & others and gambling.

ix. Expenditure by visited households

This expenditure includes estimated expenditure for accommodation and food & beverages served in the houses of relatives/ friends. This expenditure was not taken into account in the compilation of TSA.

Main destination

The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip. However, if no such place can be identified by the visitor, the main destination is defined as the place where he/ she spent most of his/ her time during the trip. Again, if no such place can be identified by the visitor, then the main destination is defined as the place that is the farthest from the place of usual residence.

Average expenditure per trip

Refers to expenditure per visitor for each trip. This is computed by dividing the total of expenditure by total number of trips.

$$\text{Average expenditure per trip} = \frac{\sum \text{Total of expenditure}}{\sum \text{Number of trips}}$$

Average length of stay

Refers to average duration of stay per trips. Computed by dividing the total number of nights by total number of overnight trips.

$$\text{Average length of stay} = \frac{\sum \text{Number of nights}}{\sum \text{Number of overnight trips}}$$

Main purpose of trips

The main purpose means the main reason for visitor in making a trip. The classification of tourism trips according to the main purpose are as follows:

- a) Visiting friends & relatives;
- b) Holiday/ leisure/ relaxation;
- c) Entertainment/ attending special event/ sports;
- d) Shopping;
- e) Medical treatment/ wellness;
- f) Official business/ education;
- g) Religious worship/ visit places of worship; and
- h) Incentive travel/ others.

Ethnic group

The classification of ethnic group used in this report is as follows:

- a) Bumiputera (Malay and Other Bumiputera);
- b) Chinese;
- c) Indian; and
- d) Others (including non-Malaysian citizens).

Educational level

Refers to the highest level in which a person has completed schooling or is currently attending, in a public or private educational institution that provides formal education. It is categorised as follows:

a) No formal education

Refers to persons who never attended any of the educational institutions that provide formal education.

b) Primary

Refers to those whose highest level of education attained is from Standard 1 to 6 or its equivalent.

c) Secondary

Refers to those whose highest level of education attained is from Form 1 (including remove class) to Form 5, GCE O Level or its equivalent.

d) Tertiary

Refers to those whose highest level of education is above Form 5.



TECHNICAL NOTES

Household income *Household income refers to total income accrued to members of a household, both in cash and/ or in kinds on a regular basis in one year or more often.*

Employment status *Employment status is classified into employed and unemployed/ outside labour force:*

a) Employed

Professional/ technical, managerial/ administrative, sales person/ clerical, general worker and others.

b) Unemployed/ outside labour force

Unemployed, retiree, student and housewife.

Rounding of estimates *The sum of components may not add up to the totals in tables presented in this publication due to rounding.*

Notes and symbols *The following symbols and abbreviations are used in this publication:*

0.0	<i>Less than half the smallest unit shown. For example, less than 0.05 per cent</i>
-	<i>Not applicable</i>
&	<i>and</i>
%	<i>per cent</i>
RM	<i>Ringgit Malaysia</i>
≥	<i>more than or equal to</i>
≤	<i>less than or equal to</i>
W.P.	<i>Wilayah Persekutuan</i>

LAMPIRAN

APPENDIX



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Lampiran 1: Senarai Cuti Umum dan Cuti Sekolah Malaysia, 2023
Appendix 1: List of Malaysia's Public Holidays and School Holidays, 2023

Bulan <i>Month</i>	Tarikh <i>Date</i>	Cuti <i>Holiday</i>
Januari <i>January</i>	1	Tahun Baru/ New Year's Day
	14	Hari Keputeraan D.Y.M.M Yang di-Pertuan Besar Negeri Sembilan <i>Birthday of D.Y.M.M Yang di-Pertuan Besar Negeri Sembilan</i>
	22 - 23	Tahun Baru Cina/ Chinese New Year
Februari <i>February</i>	1	Hari Wilayah Persekutuan/ Federal Territory Day
	5	Thaipusam
	18	Israk dan Mikraj
Mac <i>March</i>	4	Hari Ulang Tahun Pertabalan D.Y.M.M Sultan Terengganu <i>Installation Anniversary of D.Y.M.M Sultan of Terengganu</i>
	23	Hari Keputeraan D.Y.M.M Sultan Johor <i>Birthday of D.Y.M.M Sultan of Johor</i>
	23	Awal Ramadan
April <i>April</i>	7	Good Friday
	8	Hari Nuzul Al-Quran
	15	Hari Perisytiharan Melaka Sebagai Bandaraya Bersejarah <i>Proclamation Day of Melaka as a Historical City</i>
	21	Cuti Peristiwa (Hari Raya Aidilfitri) <i>Special Public Holiday (Hari Raya Aidilfitri)</i>
	22 - 23	Hari Raya Aidilfitri
	26	Hari Keputeraan D.Y.M.M Sultan Terengganu <i>Birthday of D.Y.M.M Sultan of Terengganu</i>
Mei <i>May</i>	1	Hari Pekerja/ Labour Day
	4	Hari Wesak
	17	Hari Keputeraan D.Y.M.M Raja Perlis <i>Birthday of D.Y.M.M Raja of Perlis</i>
	22	Hari Hol Pahang/ Hol Day of Pahang
	30 - 31	Tadau Ka'amatan/ Harvest festival
Jun <i>June</i>	1 - 2	Hari Gawai/ Harvest Festival
	5	Hari Keputeraan Yang di-Pertuan Agong <i>Birthday of Yang di-Pertuan Agong</i>
	18	Hari Keputeraan D.Y.M.M Sultan Kedah <i>Birthday of D.Y.M.M Sultan of Kedah</i>

Lampiran 1: Senarai Cuti Umum dan Cuti Sekolah Malaysia, 2023
Appendix 1: List of Malaysia's Public Holidays and School Holidays, 2023 (cont.)

Bulan <i>Month</i>	Tarikh <i>Date</i>	Cuti <i>Holiday</i>
Jun <i>June</i>	28	Hari Arafah
	29	Hari Raya Qurban/ Eiduladha
Julai <i>July</i>	7	Hari Bandar Warisan Dunia Georgetown
	8	Hari Jadi T.Y.T Yang di-Pertua Negeri Pulau Pinang <i>Birthday of T.Y.T Yang di-Pertua Negeri Pulau Pinang</i>
	19	Awal Muharam/ First Muharram
	22	Hari Kemerdekaan Sarawak <i>Sarawak Independence Day</i>
	30	Hari Keputeraan D.Y.M.M Sultan Pahang <i>Birthday of D.Y.M.M Sultan of Pahang</i>
Ogos <i>August</i>	* 14	Cuti Peristiwa (Pilihan Raya Negeri) <i>Special Public Holiday (State Election)</i>
	23	Hari Hol Almarhum Sultan Iskandar
	24	Hari Jadi T.Y.T Yang di-Pertua Negeri Melaka <i>Birthday of T.Y.T Yang di-Pertua Negeri Melaka</i>
	31	Hari Kebangsaan/ National Day
September <i>September</i>	16	Hari Malaysia/ Malaysia Day
	28	Maulidur Rasul
	29	Hari Keputeraan D.Y.M.M Sultan Kelantan <i>Birthday of D.Y.M.M Sultan of Kelantan</i>
Oktober <i>October</i>	7	Hari Jadi T.Y.T Yang di-Pertua Negeri Sabah <i>Birthday of T.Y.T Yang di-Pertua Negeri Sabah</i>
	14	Hari Jadi T.Y.T Yang di-Pertua Negeri Sarawak <i>Birthday of T.Y.T Yang di-Pertua Negeri Sarawak</i>
November <i>November</i>	3	Hari Keputeraan D.Y.M.M Sultan Perak <i>Birthday of D.Y.M.M Sultan of Perak</i>
	12	Hari Deepavali
Disember <i>December</i>	11	Hari Keputeraan D.Y.M.M Sultan Selangor <i>Birthday of D.Y.M.M Sultan of Selangor</i>
	25	Hari Krismas/ Christmas Day

Nota/ Notes :

* Selangor sahaja/ *Selangor only*

**MAKLUMAT LANJUT BERHUBUNG PENERBITAN INI BOLEH DIRUJUK DI JABATAN PERANGKAAN NEGERI
SEPERTI BERIKUT:**

*FURTHER INFORMATION ON THIS PUBLICATION CAN BE REFERRED TO THE FOLLOWING STATES
DEPARTMENT OF STATISTICS:*

Pengarah

Jabatan Perangkaan Malaysia Negeri Johor,
Tingkat 14, Menara Tabung Haji,
Jalan Air Molek,
80000 Johor Bahru, Johor.
Tel : 07 - 225 3700
Faks : 07 - 224 9972
E-mel : jpjohor@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Kedah,
Aras 1, Zon C, Wisma Persekutuan,
Pusat Pentadbiran Kerajaan Persekutuan,
Bandar Muadzam Shah,
06550 Anak Bukit, Alor Setar, Kedah.
Tel : 04 - 700 1240
Faks : 04 - 733 8412
E-mel : jpkedah@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Kelantan,
Tingkat 8, Bangunan Persekutuan,
Jalan Bayam,
15514 Kota Bharu, Kelantan.
Tel : 09 - 741 9449
Faks : 09 - 748 2142
E-mel : jpkelantan@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Melaka,
Aras 7 & 8, Wisma Persekutuan,
Jalan MITC, Hang Tuah Jaya,
75450 Ayer Keroh, Melaka.
Tel : 06 - 252 2725
Faks : 06 - 252 2711
E-mel : jpmelaka@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Sembilan,
Tingkat 12, Wisma Persekutuan,
Jalan Dato' Abdul Kadir,
70000 Seremban, Negeri Sembilan.
Tel : 06 - 765 5000
Faks : 06 - 765 5002
E-mel : jpnsembilan@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Pahang,
Tingkat 7, Bangunan Persekutuan,
Jalan Gambut,
25000 Kuantan, Pahang.
Tel : 09 - 516 3931/7
Faks : 09 - 514 4636
E-mel : jppahang@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Pulau
Pinang,
Tingkat 6, Bangunan Persekutuan,
10400, Jalan Anson, Pulau Pinang.
Tel : 04 - 226 6244
Faks : 04 - 229 9499
E-mel : jppulaupinang@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Perak,
Tingkat 3, Blok A, Bangunan Persekutuan Ipoh,
Jalan Dato' Seri Ahmad Said (Greentown)
30450 Ipoh, Perak.
Tel : 05 - 255 4963
Faks : 05 - 255 1073
E-mel : jpperak@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Perlis,
Tingkat 2, 26B, KPARC,
01000 Kangar,
Perlis.
Tel : 04 - 977 1221
Faks : 04 - 977 1223
E-mel : jpperlis@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Selangor,
Tingkat 9, Bangunan Darul Ehsan,
Jalan Indah, Seksyen 14,
40000 Shah Alam, Selangor.
Tel : 03 - 5515 0200
Faks : 03 - 5518 0408
E-mel : jpselangor@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Terengganu,
Tingkat 9, Wisma Persekutuan,
Jalan Sultan Ismail,
20200 Kuala Terengganu, Terengganu.
Tel : 09 - 622 3062
Faks : 09 - 622 9659
E-mel : admin_jptrg@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Sabah,
Tingkat 1-3, Blok C, Kompleks Pentadbiran
Kerajaan Persekutuan Sabah, Jalan UMS,
Beg Berkunci No. 2046, 88999 Kota Kinabalu,
Sabah.
Tel : 088 - 484 602
Faks : 088 - 484 659
E-mel : jpsabah@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Sarawak,
Tingkat 7 & 8, Bangunan Tun Datuk Patinggi
Tuanku Haji Bujang, Jalan Simpang Tiga,
93514 Kuching, Sarawak.
Tel : 082 - 240 287
Faks : 082 - 242 609
E-mel : sarawak@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia
Wilayah Persekutuan,
Tingkat 14 & 15, Wisma FGV, Jalan Raja Laut,
50350 Kuala Lumpur.
Tel : 03 - 2267 2400
Faks : 03 - 2691 0639
E-mel : dosmwp@dosm.gov.my

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