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MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

DOMESTIC TOURISM SURVEY 2015

This report presents statistics on domestic tourism which covered Malaysian residents in urban and rural areas aged 15 years and above. The statistics presented are based on Domestic Tourism Survey conducted in 2015.

KEY FINDINGS

A total of 176.9 million visitors was recorded in 2015 with a growth of 4.5 per cent compared to 2014. Meanwhile, the number of trips increased by 8.1 per cent from 217.5 million trips in 2014 to 235.2 million trips in 2015.

A total of RM67,842 million was spent for domestic tourism in 2015 and average expenditure per trip rose 0.7 per cent to RM288 (2014:RM286).

However, the average length of stay in 2015 declined to 2.3 days compared to the previous year (2.6 days) (**Table 1**).

Table 1: Key statistics of domestic tourism, 2014 and 2015

Key statistics	2014	2015	Annual percentage change (%)
Number of visitors* (million)	169.3	176.9	4.5
Number of trips (million)	217.5	235.2	8.1
Total expenditure (RM million)	62,151	67,842	9.2
Domestic visitors (RM million)	55,539	60,541	9.0
Households visited (RM million)	6,612	7,301	10.4
Average trip per visitor	1.28	1.33	3.9
Average length of stay	2.60	2.30	-11.5
Average expenditure per trip (RM)	286	288	0.7

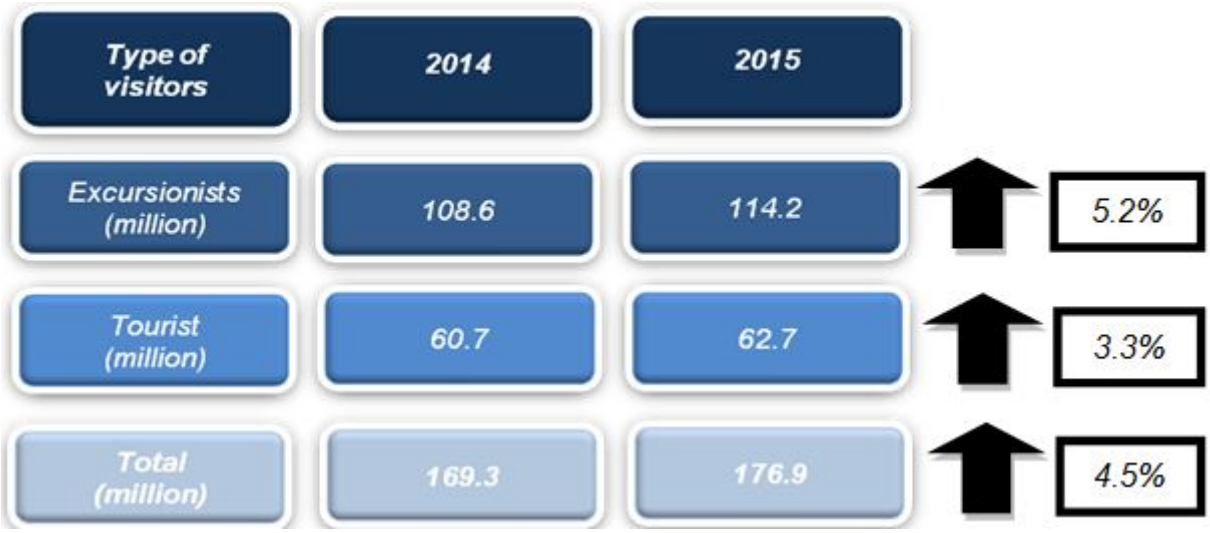
Note: * This number includes the same visitor who makes a trip or multiple trips in a year

Domestic Visitors

A total of 176.9 million domestic visitors were registered in 2015 of which 114.2 million were excursionists,

while the remaining 62.7 million were tourists.The number of excursionists and tourists increased by 5.2 per cent and 3.3 per cent respectively compared to the previous year (**Chart 1**).

Chart 1: Number of domestic visitors by type of visitors, 2014 and 2015



Domestic Tourism Trips

The number of domestic tourism trips increased by 8.1 per cent to register 235.2 million trips in 2015. Domestic tourism trips from the urban areas increased by 20.3 per cent in 2015. However, domestic tourism trips from rural areas decreased by 20.8 per cent compared to 2014 (**Table 2**).

Table 2: Number of domestic tourism trips by strata, 2014 and 2015

Strata	2014	2015	Annual percentage change (%)
Total	**217.5**	**235.2**	**8.1**
Urban	153.0	184.1	20.3
Rural	64.5	51.1	-20.8

Expenditure by Domestic Visitors

In 2015, domestic tourism expenditure grew by 9.2 per cent to register RM67,842 million (2014: RM62,151 million). This was contributed to the increase of spending by excursionists and tourists of 13.7 per cent and 6.9 per cent respectively. In terms of share, shopping remained as the largest component of domestic tourism expenditure with a share of 34.2 per cent (RM23,192 million).

The detailed information regarding this report can be accessed through the eStatistik application in the portal of Department of Statistics Malaysia.

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