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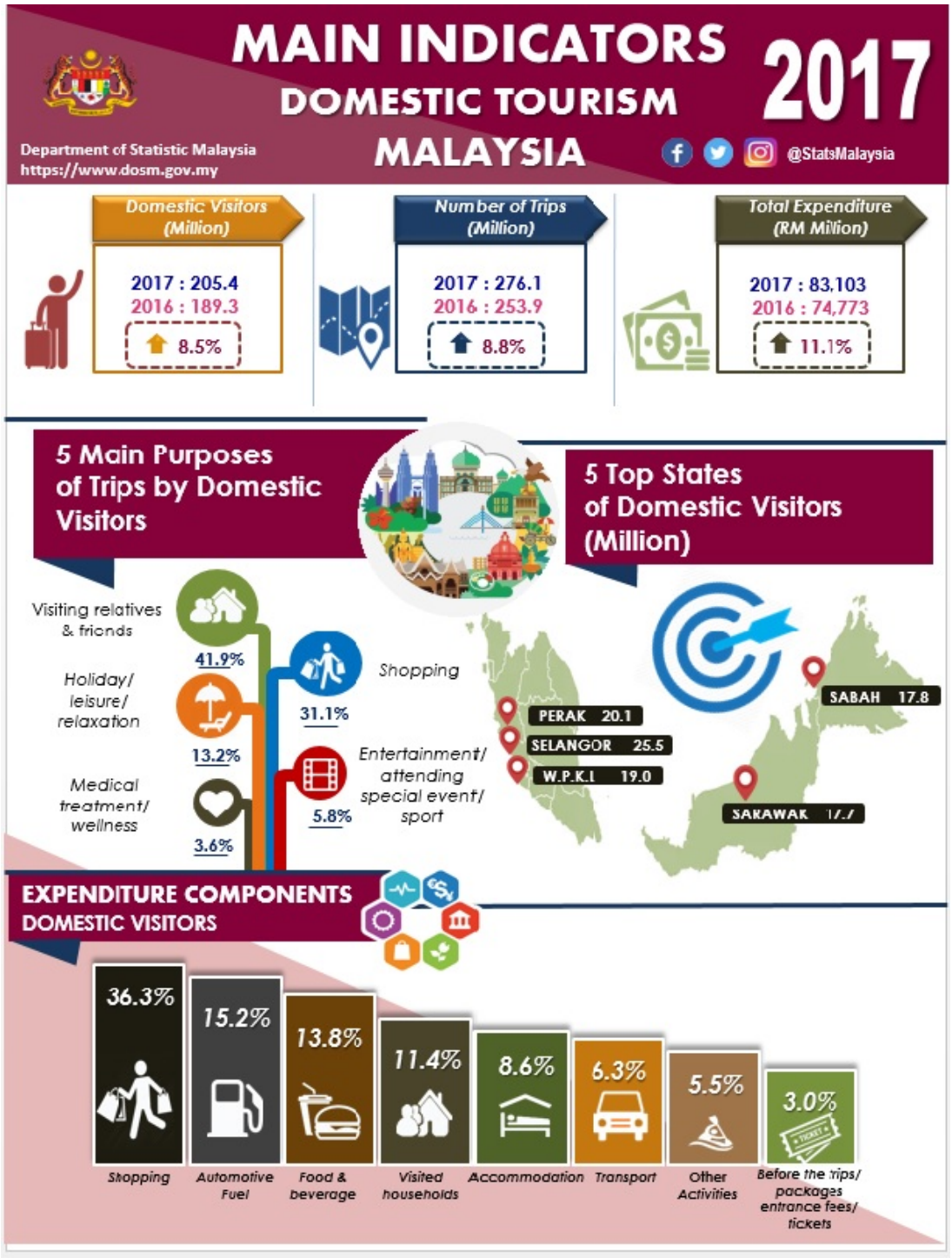
MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

DOMESTIC TOURISM SURVEY 2017



In 2017, domestic tourism Malaysia achieved a higher record in number of visitor arrivals and tourism expenditure.

A total of 205.4 million domestic visitors[1] were recorded in 2017 with a growth of 8.5 per cent compared to 189.3 million registered in 2016. Meanwhile, number of trips increased from 253.9 million trips in 2016 to 276.1 million trips.

Domestic tourism expenditure continued to register a double digit growth with 11.1 per cent in 2017 (2016: 10.2%). In terms of value, a total of RM83,103 million was spent in domestic tourism during 2017 compared to RM74,773 million recorded in the previous year.

Shopping continued to register the highest contribution of expenditure components by domestic visitors with 36.3 per cent.

Travelling Patterns of Domestic Visitors

Visiting relatives & friends registered the highest share in 2017 with 41.9 per cent. This was followed by shopping (31.1%) and holiday/ leisure/ relaxation (13.2%).

Selangor received the highest number of domestic visitors amounted to 25.5 million, followed by Perak (20.1 million), Wilayah Persekutuan Kuala Lumpur (19.0 million), Sabah (17.8 million) and Sarawak (17.7 million).

Land transport remained the main mode of transport used by domestic visitors in 2017 with 97.6 per cent.

In 2017, 68.1 per cent of tourists chose to stay at relative's & friend's house. This was followed by hotel (20.5%), apartment (4.6%), homestay/ vacation homes (3.5%), chalet (2.5%) and rest house (0.8%).

Demographic Profile of Domestic Visitors

Majority of the domestic visitors were from the age group of 25 to 39 years with a contribution of 39.1 per cent. This was followed by domestic visitors aged 40 to 54 years (26.3%), 15 to 24 years (19.6%) and 55 years and above (15.0%).

Domestic visitors by household income class between RM1,001 to RM3,000 per month recorded the highest share of 34.7 per cent. This was followed by visitors earning between RM3,001 to RM5,000 per month (23.4%) and RM10,001 and above per month (22.5%).

***Notes:**

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

Released By:

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