



MINISTRY OF ECONOMY  
DEPARTMENT OF STATISTICS MALAYSIA

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## DOMESTIC TOURISM SURVEY 2018

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### **In 2018, domestic tourism Malaysia achieved a higher record in number of visitor<sup>1</sup> arrivals and tourism expenditure.**

A total of 221.3 million domestic visitors were recorded in 2018 with a growth of 7.7 percent. In terms of the volume of total tourism trips, domestic visitors undertook 302.4 million trips within the country.

Domestic tourism expenditure continued to register a double-digit growth with 11.4 per cent in 2018 (2017: 11.1%). A total of RM92,561 million was spent in domestic tourism during 2018 compared to RM83,103 million recorded in the previous year.

Shopping registered the highest share of total expenditure made by a visitor for his/her trip with a share of 37.6 per cent.

### **TRAVELLING PATTERNS OF DOMESTIC VISITORS**

Visiting relatives & friends (40.6%) was the highest main purpose of visit for visitors, followed by shopping (34.7%) and holiday/ leisure/ relaxation (10.4%).

Selangor was the most visited state by domestic visitors in 2018 which accounted for 30.2 million visitors, followed by Sabah (20.4 million), Sarawak (19.4 million), W.P. Kuala Lumpur (19.2 million) and Pahang (18.1 million).

Land transport was widely used by domestic visitors in 2018 with 98.3 per cent.

In 2018, an unpaid accommodation provided by relatives & friends (68.2%) was the most popular type of accommodation among the tourists. This was followed by hotel (20.4%), apartment (4.4%), homestay/ vacation homes (3.0%), chalet (2.3%) and rest house (1.7%).

### **DEMOGRAPHIC PROFILE OF DOMESTIC VISITORS**

Majority of the domestic visitors were from the age group of 25 to 39 years with a contribution of 39.6 per cent. This was followed by domestic visitors aged 40 to 54 years (26.4%), 15 to 24 years (19.1%) and 55 years and above (14.9%).

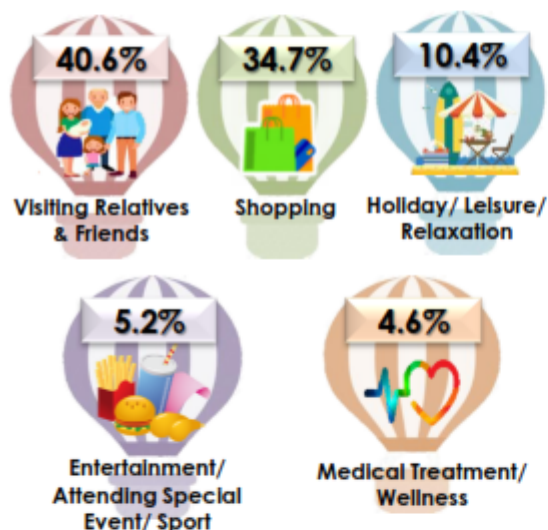
Domestic visitors by household income class between RM1,001 to RM3,000 per month recorded the highest share of 43.3 per cent. This was followed by visitors earning between RM3,001 to RM5,000 per month (23.7%) and RM5,001 to RM10,000 per month (17.4%).

# DOMESTIC TOURISM MALAYSIA 2018

## MAIN INDICATORS



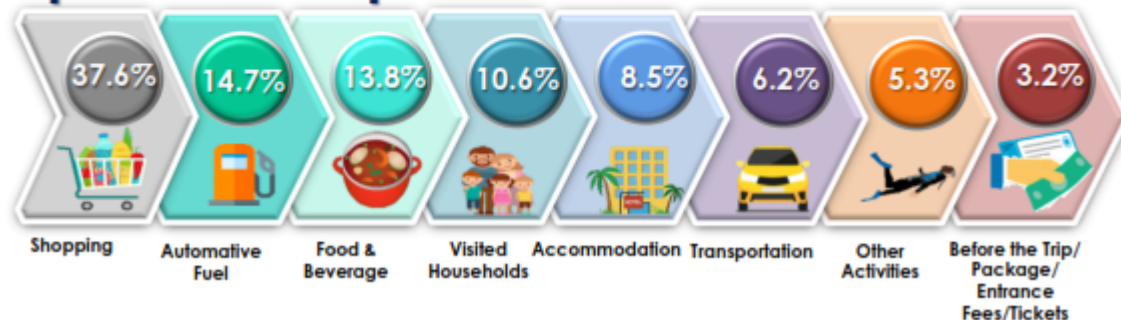
### 5 Main Purposes of Trips by Domestic Visitors



### 5 Top States of Domestic Visitors (Million)



### Expenditure Components of Domestic Visitor



Source: Domestic Tourism Survey, Department of Statistics Malaysia

#### \*Note:

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

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