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MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

DOMESTIC TOURISM SURVEY REPORT, MALAYSIA, 2014

The Domestic Tourism Survey (DTS) is monthly survey conducted by the Department of Statistics, Malaysia that collects information on the profile and pattern of domestic tourism. This survey has been conducted using personal interview in 2014, covering Malaysian residents aged 15 years and above in all states.

KEY FINDINGS

The Domestic Tourism Survey Report presents the annual statistics on domestic tourism in Malaysia. Key statistics published are including the number of visitors, trips and expenditure of domestic tourism.

Table A: Key statistics of domestic tourism 2013 and 2014

Key statistics	2013	2014	Percentage change
Number of visitors[1] (million)	152.9	169.3	10.7%
Number of trips (million)	193.3	217.5	12.5%
Total expenditure (RM million)	54,016	62,151	15.1%
Domestic visitors (RM million)	47,558	55,539	16.8%
Visited households (RM million)	6,457	6,613	2.4%
Average trip per visitor	1.26	1.28	1.6%
Average length of stay	2.56	2.60	1.6%
Average expenditure per trip (RM)	279	286	2.5%

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

i. Domestic visitors

A total of 169.3 million domestic visitors were registered in 2014 of which 108.6 million excursionists, while the remaining 60.7 million were tourists. The number of excursionists and domestic tourists increased by 10.3 per cent and 11.6 per cent respectively as compared to the previous year (Table B).

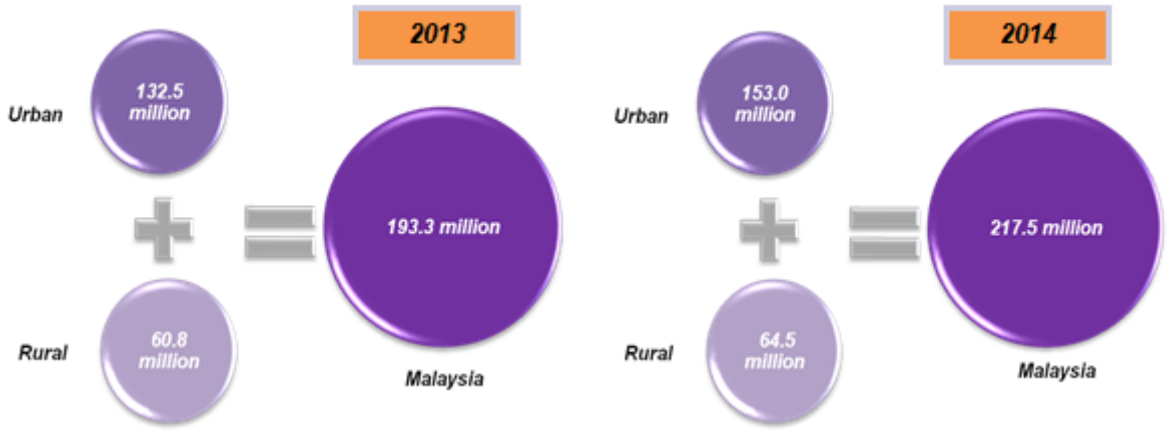
Table B: Number of domestic visitors by type, 2013 and 2014

TYPE OF VISITORS	2013	2014	
Excursionists (million)	98.5	108.6	↑ 10.3%
Tourists (million)	54.4	60.7	↑ 11.6%
Total (million)	152.9	169.3	↑ 10.7%

ii. Domestic tourism trips

The number of domestic tourism trips increased by 12.5 per cent in 2014 to 217.5 million trips as compared to 193.3 million trips in 2013. Domestic tourism trips from the urban and rural areas also increased by 15.5 per cent and 6.1 per cent respectively in 2014.

Chart 1: Number of domestic torism trips by strata, 2013 and 2014



iii. Expenditure by domestic visitors

In 2014, domestic visitors spending amounted to RM55,539 million of the total expenditure RM62,151 million.

Total expenditure by the tourists and excursionists registered a double digit growth of 18.5 per cent and 13.9 per cent to RM35,133 million and RM20,406 million respectively in 2014.

In 2014, shopping remained as the largest component of domestic tourism expenditure which contributed a share of 33.0 per cent (RM20,483 million).

This was followed by consumption on fuel, food & beverage, accommodation, transportation and others expenditure.

The detailed information regarding this report can be accessed through the eStatistik application in

Department of Statistics Malaysia website, www.dosm.gov.my.

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