



KEMENTERIAN EKONOMI
JABATAN PERANGKAAN MALAYSIA

SURVEI PELANCONGAN DOMESTIK

DOMESTIC TOURISM SURVEY

2024



JABATAN PERANGKAAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA



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Pemakluman

Kepengerusian ASEAN-Malaysia 2025: Jabatan Perangkaan Malaysia (DOSM) akan mempengerusikan Jawatankuasa Sistem Statistik Komuniti ASEAN Ke-15 (ACSS15) yang bertujuan untuk memperkukuh kerjasama statistik ke arah pembangunan serantau yang mampan.

Malaysia buat julung kalinya telah menduduki tangga pertama (1) di peringkat global dalam laporan dwi-tahunan Open Data Inventory (ODIN) 2024/25 yang dikeluarkan oleh Open Data Watch (ODW), mengatasi 198 negara lain. Pencapaian ini merupakan lonjakan ketara daripada kedudukan ke-67 dalam penilaian ODIN 2022/23.

Kerajaan Malaysia telah mengisytiharkan 20 Oktober sebagai Hari Statistik Negara (MyStats Day), dengan tema 'Statistik Nadi Kehidupan'. Sementara itu, Hari Statistik Dunia Keempat akan disambut pada 20 Oktober 2025 dengan tema 'Driving Change with Quality Statistics and Data for Everyone'.

OpenDOSM NextGen adalah medium yang menyediakan katalog data dan visualisasi bagi memudahkan pengguna menganalisis pelbagai data dan boleh diakses melalui portal <https://open.dosm.gov.my>.

Announcement

ASEAN-Malaysia 2025 Chairmanship: The Department of Statistics Malaysia (DOSM) will chair the 15th ASEAN Community Statistical System Committee (ACSS15) which aims to strengthen the statistical cooperation towards sustainable regional development.

Malaysia, for the first time, ranked as number one (1) globally in the biennial Open Data Inventory (ODIN) 2024/25 report released by Open Data Watch (ODW), surpassing 198 other countries. This achievement marks a significant leap from its 67th position in the ODIN 2022/23 assessment.

The Government of Malaysia has declared October 20th as National Statistics Day (MyStats Day), with the theme 'Statistics is the Essence of Life.' Meanwhile, the Fourth World Statistics Day will be celebrated on 20th October 2025, with the theme 'Driving Change with Quality Statistics and Data for Everyone'.

OpenDOSM NextGen is a medium that provides data catalogue and visualisations to facilitate users' analysis and can be accessed through <https://open.dosm.gov.my>.

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62514 Putrajaya,

MALAYSIA

Tel.	:	03-8885 7000
Faks	:	03-8888 9248
Portal	:	https://www.dosm.gov.my
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Laporan Survei Pelancongan Domestik (DTS) 2024 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 2025



PREFACE

The Domestic Tourism Survey (DTS) 2024 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 2025



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PART

1

**INDIKATOR UTAMA &
RINGKASAN PENEMUAN**

*MAIN FINDINGS & SUMMARY OF
FINDINGS*



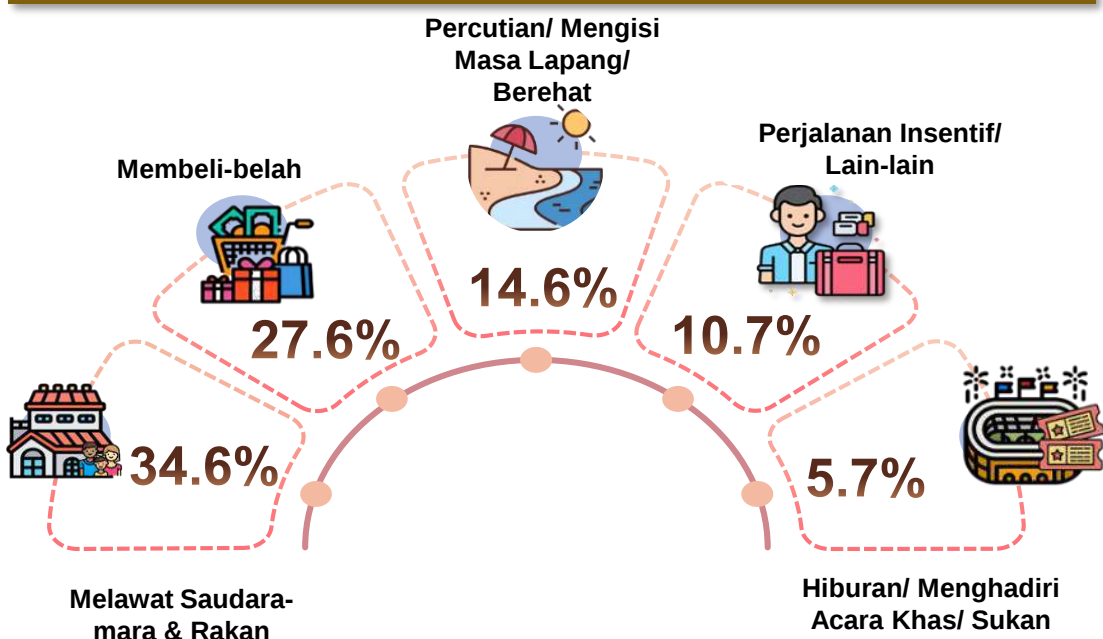
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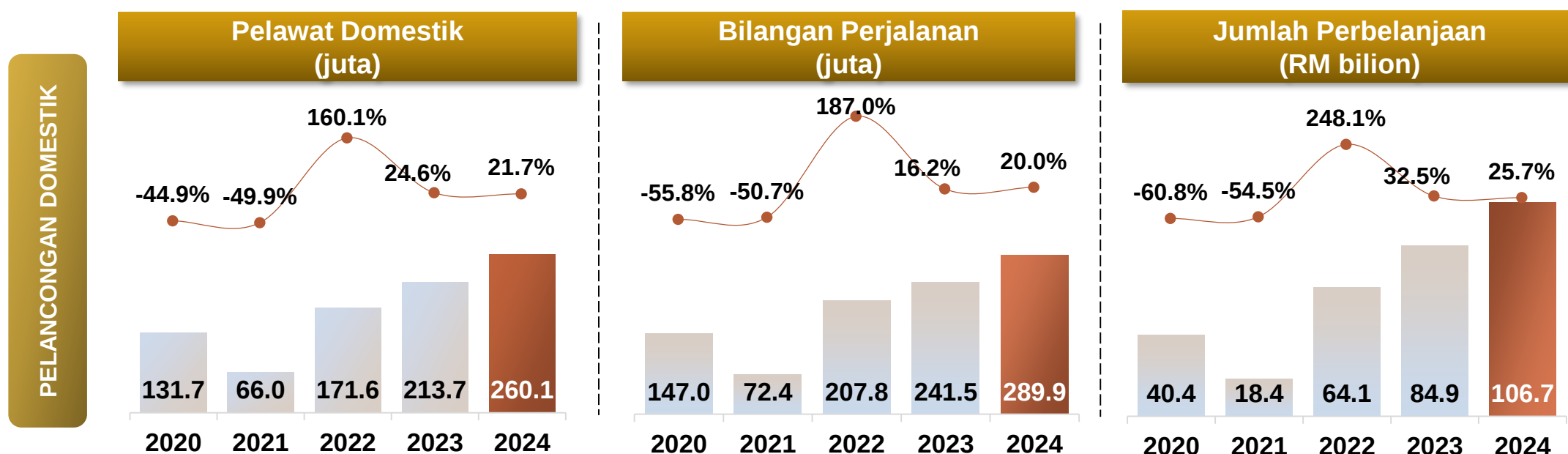
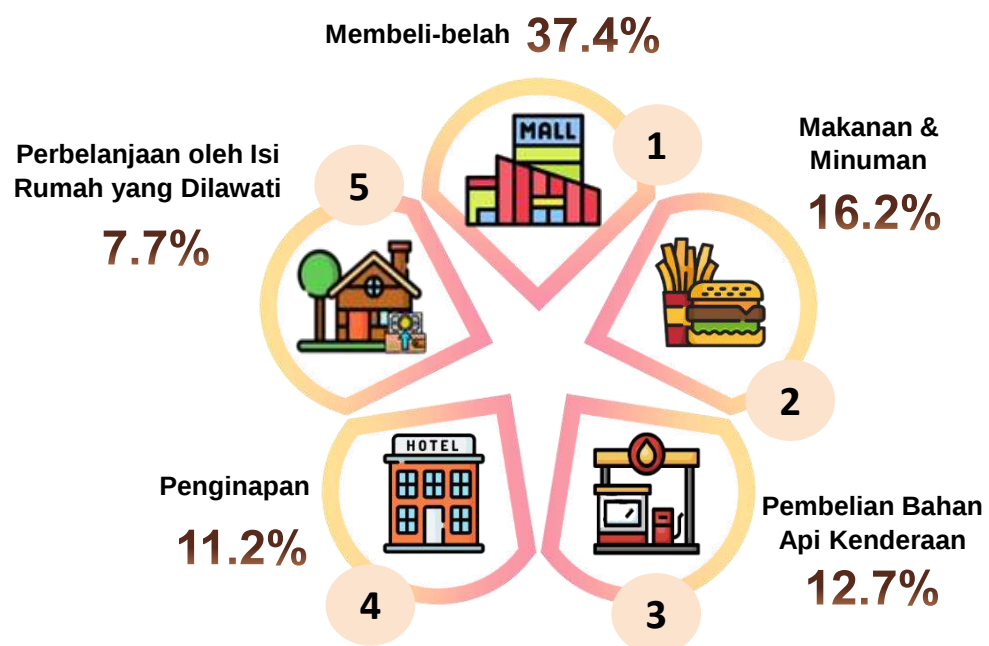
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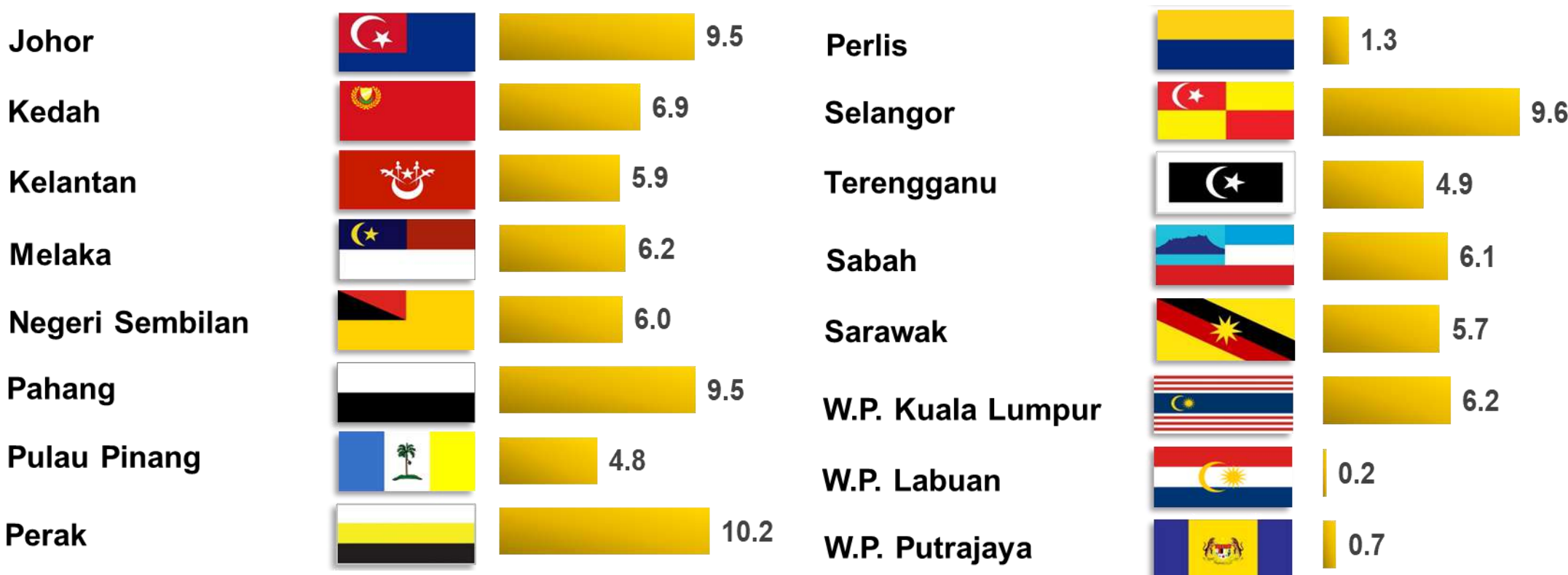
5 Tujuan Utama Perjalanan Pelawat Domestik



5 Komponen Perbelanjaan Pelawat Domestik



Negeri Tumpuan Pelancong (juta)



Sumber: Survei Pelancongan Domestik 2024, Jabatan Perangkaan Malaysia (DOSM)



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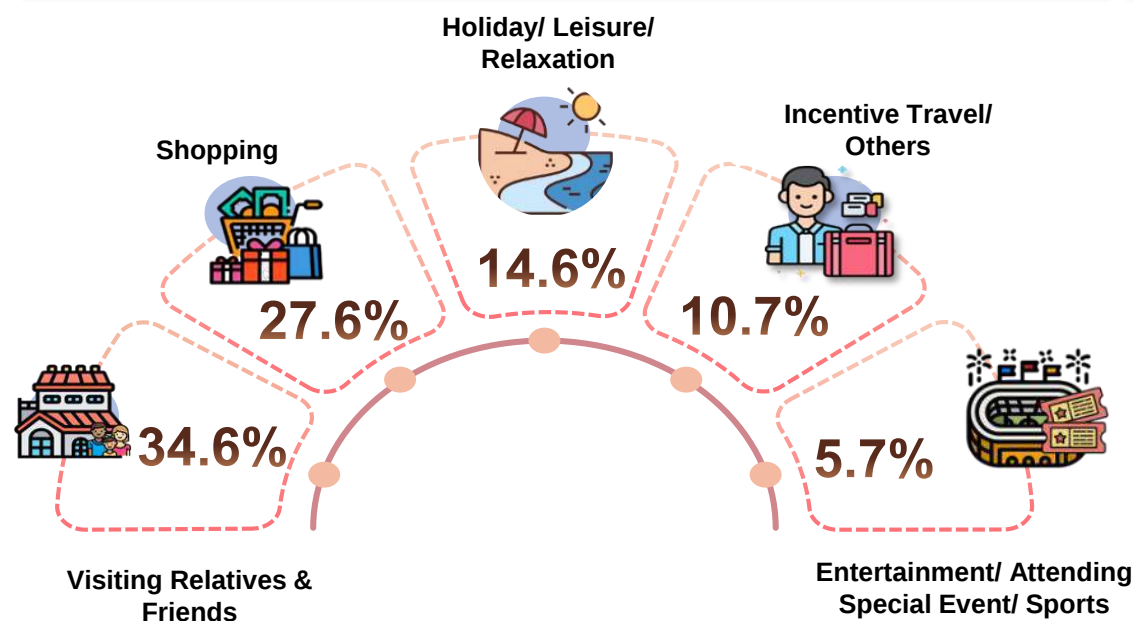


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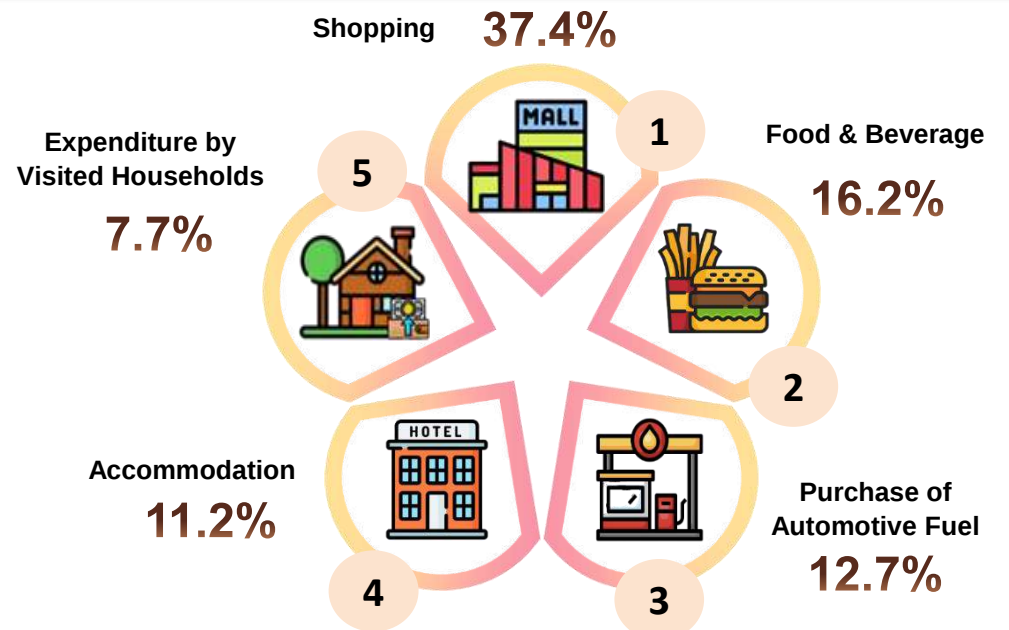


DOMESTIC TOURISM MALAYSIA 2024

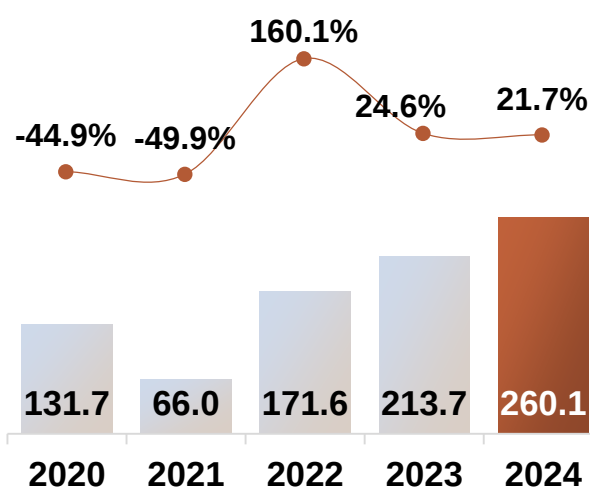
5 Main Purposes of Trips by Domestic Visitors



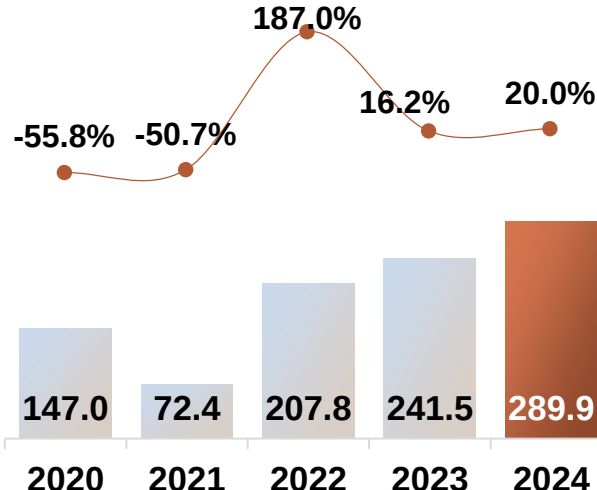
5 Expenditure Components of Domestic Visitors



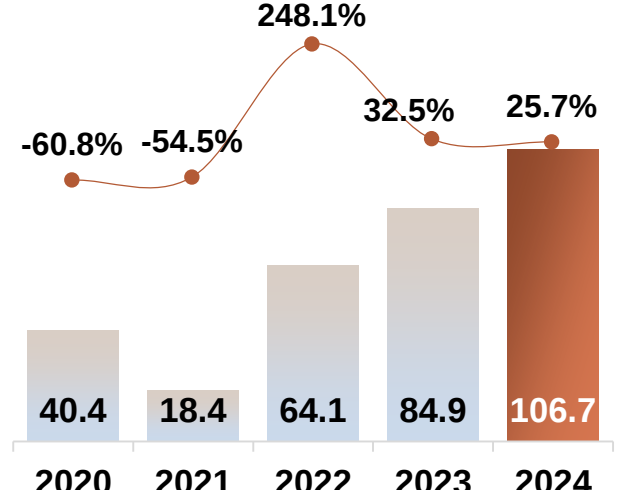
Domestic Visitors (million)



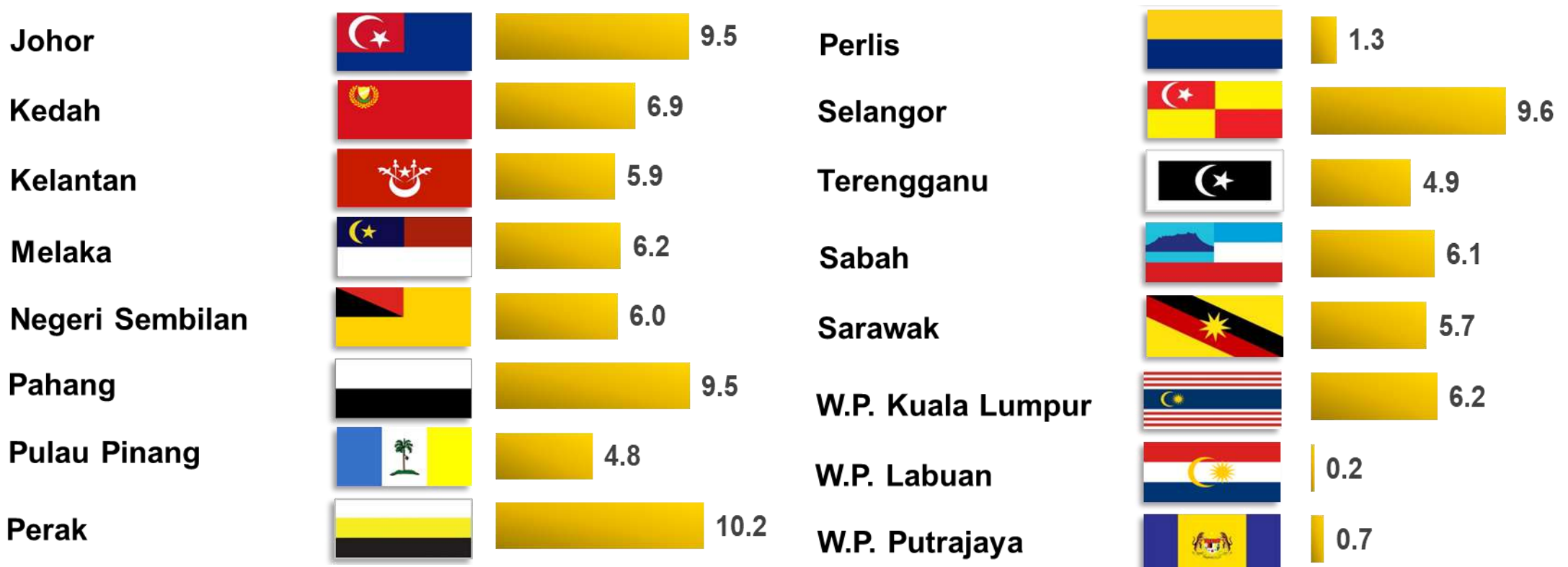
Number of Trips (million)



Total Expenditure (RM billion)



States Visited by Tourists (million)



Source: Domestic Tourism Survey 2024, Department of Statistics Malaysia (DOSM)





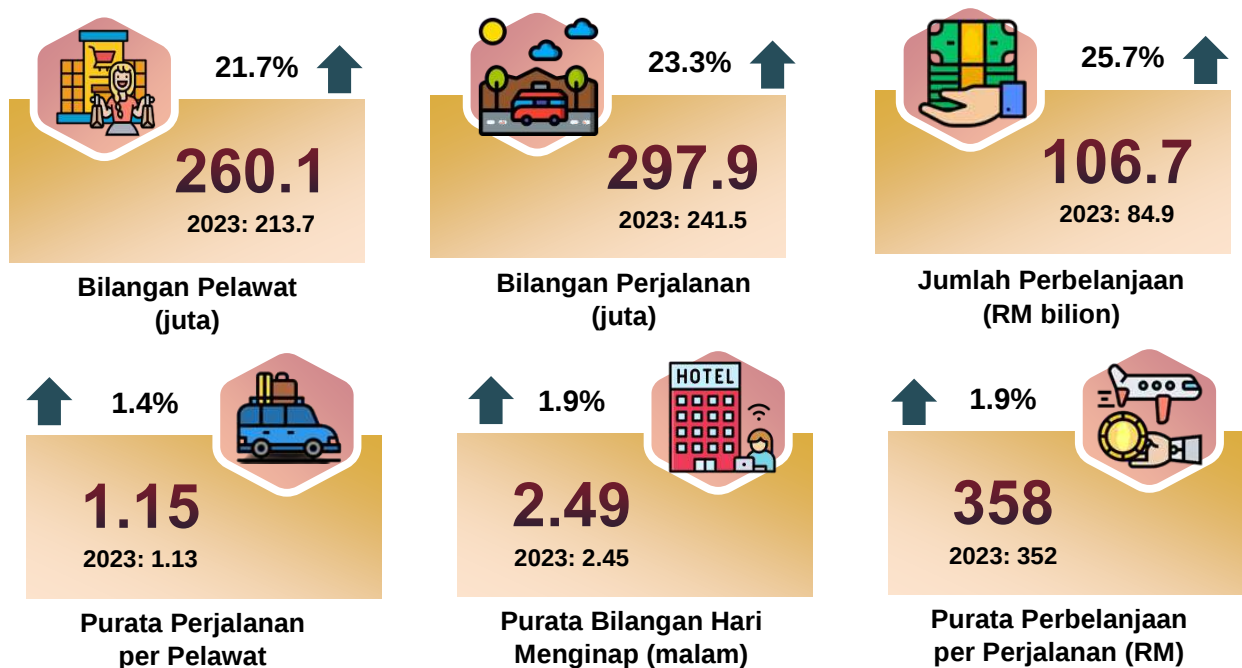
1.0 PENGENALAN

Statistik pelancongan domestik Malaysia merangkumi ketibaan pelawat¹, perbelanjaan pelancongan, trend perjalanan dan profil sosial dan demografi pelawat domestik. Statistik ini adalah penemuan daripada Survei Pelancongan Domestik (DTS) yang dijalankan pada tahun 2024.

2.0 PRESTASI PELANCONGAN DOMESTIK, 2024

Prestasi pelancongan domestik Malaysia menunjukkan peningkatan yang signifikan bagi bilangan pelawat domestik, bilangan perjalanan dan perbelanjaan pelancongan pada tahun 2024 selepas pemulihan ekonomi. Seramai 260.1 juta pelawat domestik dicatatkan pada 2024 dengan kenaikan sebanyak 21.7 peratus berbanding tahun sebelumnya (2023: 24.6%). Sementara itu, pelawat domestik melakukan sejumlah 297.9 juta perjalanan pelancongan dalam negara dengan purata 1.15 perjalanan bagi setiap pelawat.

Paparan 1: Statistik Penting Pelancongan Domestik, 2023 dan 2024



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

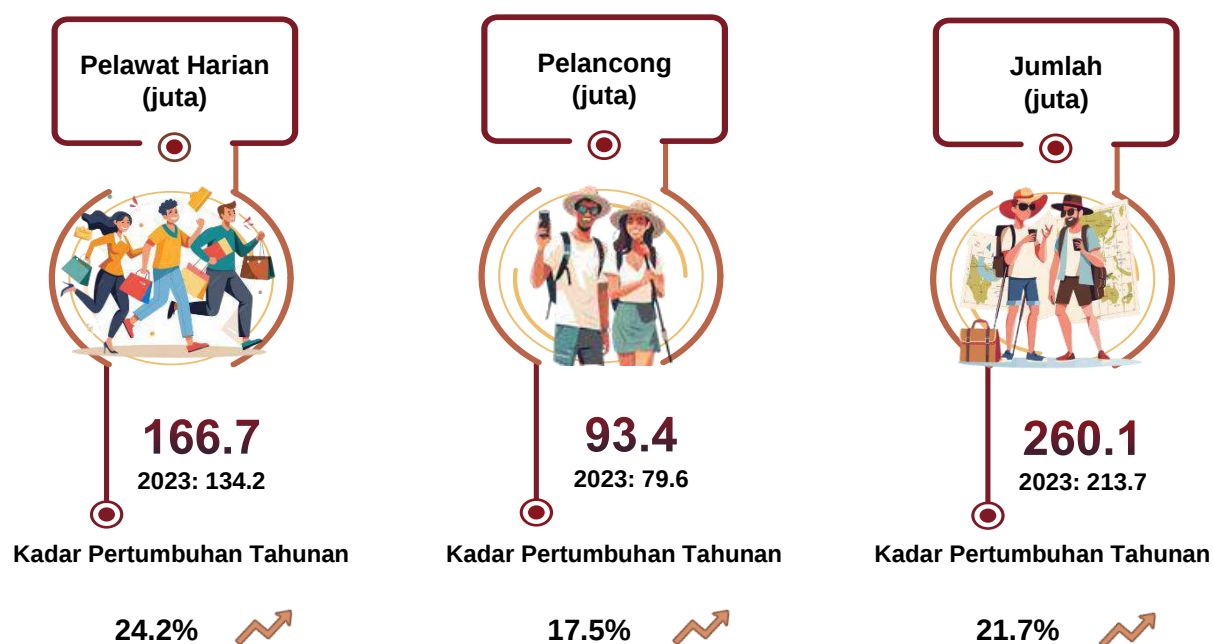


Secara keseluruhan, perbelanjaan pelancongan domestik mencatatkan pertumbuhan 25.7 peratus pada 2024, berbanding peningkatan 32.5 peratus pada 2023. Jumlah perbelanjaan berjumlah RM106.7 bilion pada 2024, meningkat daripada RM84.9 bilion yang dicatatkan pada tahun sebelumnya. Trend menaik ini telah menyumbang kepada peningkatan dalam purata perbelanjaan bagi setiap perjalanan, yang meningkat kepada RM358 pada 2024 daripada RM352 pada 2023. Pada masa yang sama, purata bilangan hari menginap meningkat sedikit kepada 2.49 malam, berbanding 2.45 malam pada tahun sebelumnya.

2.1 PELAWAT DOMESTIK

Bilangan pelawat harian pada tahun 2024 adalah seramai 166.7 juta pelawat dengan peningkatan sebanyak 24.2 peratus berbanding tahun sebelumnya. Sementara itu, bilangan pelancong turut meningkat daripada 79.6 juta pada tahun 2023 kepada 93.4 juta pada 2024 (17.5%) seperti yang ditunjukkan di **Paparan 2**.

Paparan 2: Bilangan Pelawat Domestik mengikut Jenis Pelawat, 2023 dan 2024

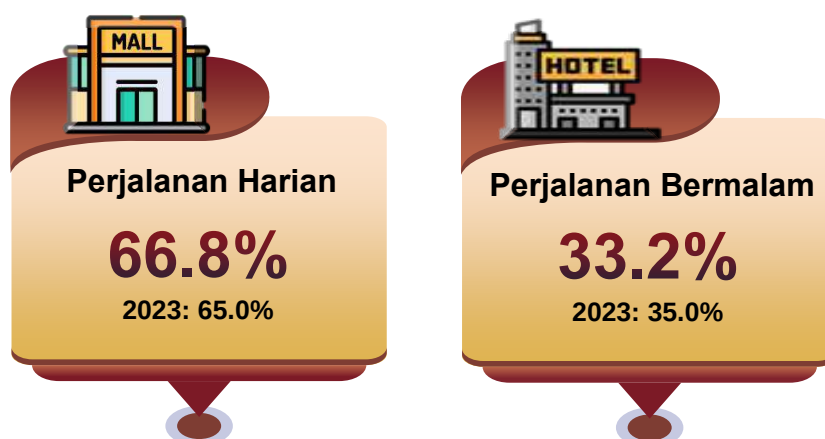


2.2 PERJALANAN PELANCONGAN DOMESTIK

Perjalanan pelancongan domestik terdiri daripada perjalanan harian dan perjalanan bermalam. Peratus sumbangan perjalanan harian dan perjalanan bermalam masing-masing adalah 66.8 peratus (198.9 juta perjalanan) dan 33.2 peratus (99.0 juta perjalanan). Peratus sumbangan perjalanan harian meningkat sebanyak 1.8 mata peratus berbanding yang dicatatkan pada 2023, iaitu 65.0 peratus (**Paparan 3**).



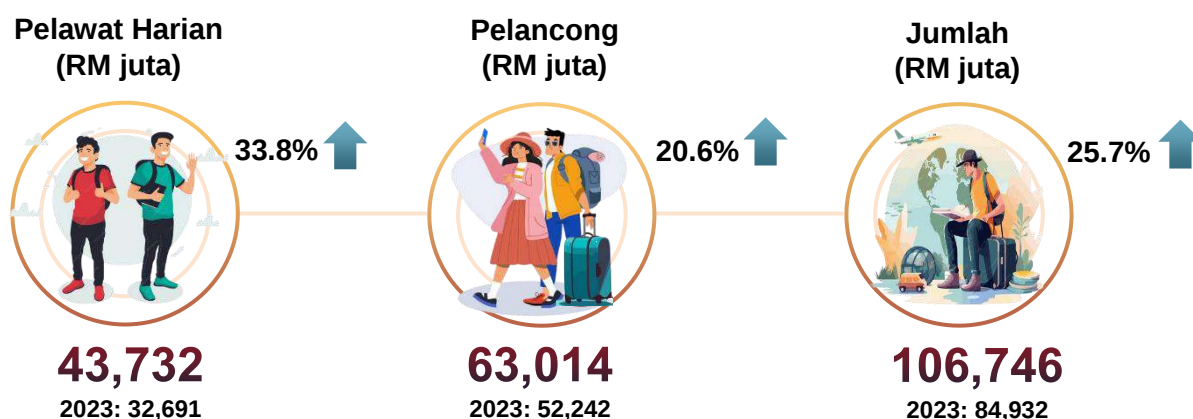
Paparan 3: Peratus Sumbangan Perjalanan Pelawat Domestik, 2023 dan 2024



2.3 PERBELANJAAN PELANCONG DOMESTIK

Perbelanjaan pelancongan domestik disokong oleh kedua-dua perbelanjaan pelawat harian dan pelancong. Pada 2024, kedua-dua segmen mencatatkan peningkatan ketara dalam perbelanjaan. Perbelanjaan pelancong meningkat 20.6 peratus, mencecah RM63.0 bilion, berbanding RM52.2 bilion pada 2023. Perbelanjaan pelancong juga turut meningkat dengan ketara sebanyak 33.8 peratus kepada RM43.7 bilion pada 2024, meningkat daripada RM32.7 bilion pada tahun lepas seperti yang ditunjukkan di Paparan 4.

Paparan 4: Jumlah Perbelanjaan mengikut Jenis Pelawat, 2023 dan 2024



Purata perbelanjaan bagi perjalanan harian pada 2024 meningkat sebanyak 5.6 peratus kepada RM220 berbanding tahun sebelumnya (2023: RM208). Purata perbelanjaan bagi perjalanan bermalam juga meningkat kepada RM637 berbanding RM618 pada tahun sebelumnya seperti yang ditunjukkan di **Paparan 5**.



Paparan 5: Purata Perbelanjaan mengikut Jenis Perjalanan, 2023 dan 2024

Perjalanan Harian

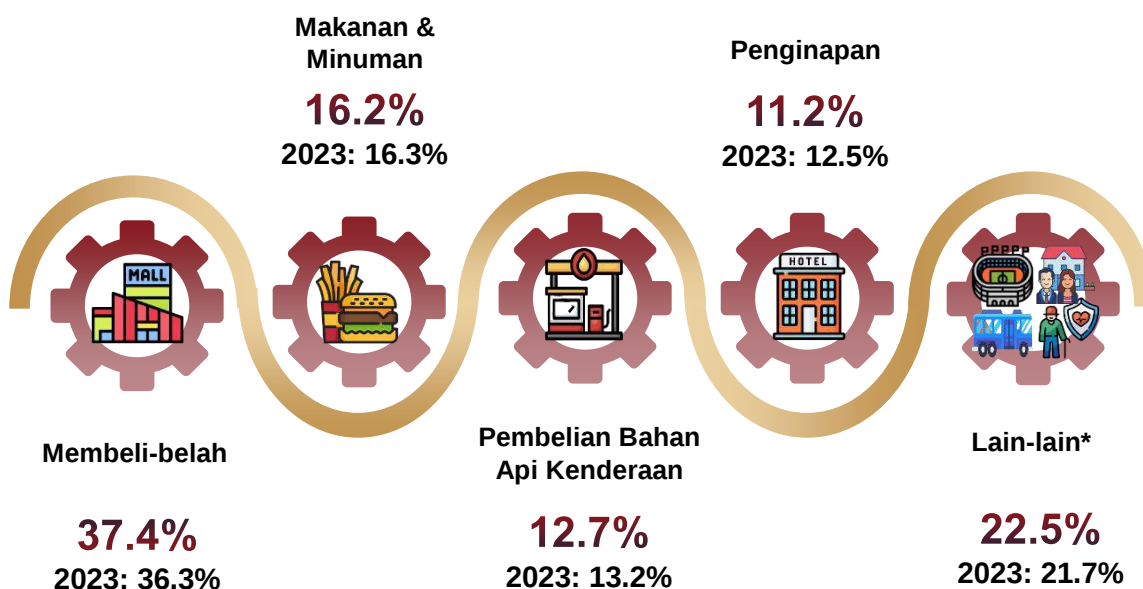


Perjalanan Bermalam



Membeli-belah mencatatkan peratus sumbangan tertinggi daripada keseluruhan jumlah perbelanjaan yang dibuat oleh pelawat domestik semasa perjalanannya, iaitu sebanyak 37.4 peratus. Ini diikuti oleh perbelanjaan bagi makanan dan minuman (16.2%), pembelian bahan api kenderaan (12.7%) dan penginapan (11.2%) seperti yang dipaparkan di Paparan 6.

Paparan 6: Peratus Sumbangan Perbelanjaan Pelawat Domestik, 2023 dan 2024



*Lain-lain merangkumi 4 Sumbangan Perbelanjaan Lain



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

Pada 2024, melawat saudara-mara dan rakan menjadi tujuan utama untuk perjalanan domestik, menyumbang 34.6 peratus daripada semua perjalanan yang dibuat oleh pelawat domestik. Ini diikuti oleh membeli-belah (27.6%) dan percutian/ mengisi masa lapang/ berehat (14.6%) seperti di **Paparan 7**.

Paparan 7: Tujuan Utama Perjalanan Pelawat Domestik, 2024

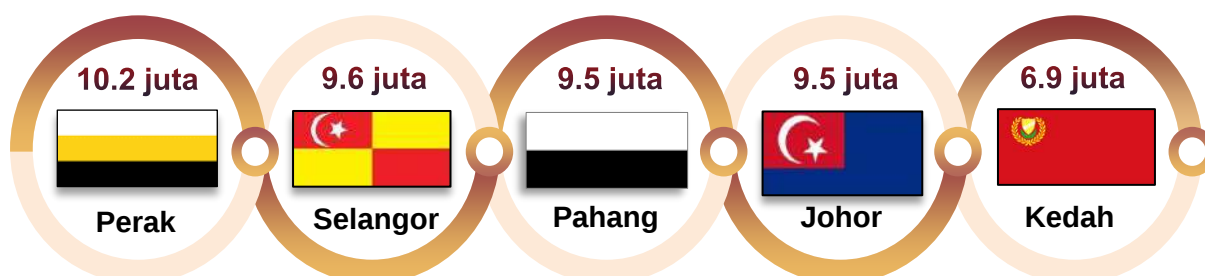


*Lain-lain merangkumi 4 Tujuan Utama Lain

3.2 LIMA NEGERI MENERIMA KETIBAAN PELANCONG TERTINGGI

Perak merupakan negeri destinasi paling popular pada 2024, menarik 10.2 juta ketibaan pelancong. Selangor dan Pahang menduduki tempat kedua dan ketiga, masing-masing menerima 9.6 juta dan 9.5 juta pelancong. Ini diikuti oleh Johor dengan 9.5 juta pelancong dan Kedah dengan 6.9 juta pelancong seperti yang digambarkan dalam Paparan 8.

Paparan 8: Lima Negeri Tertinggi Menerima Ketibaan Pelancong, 2024



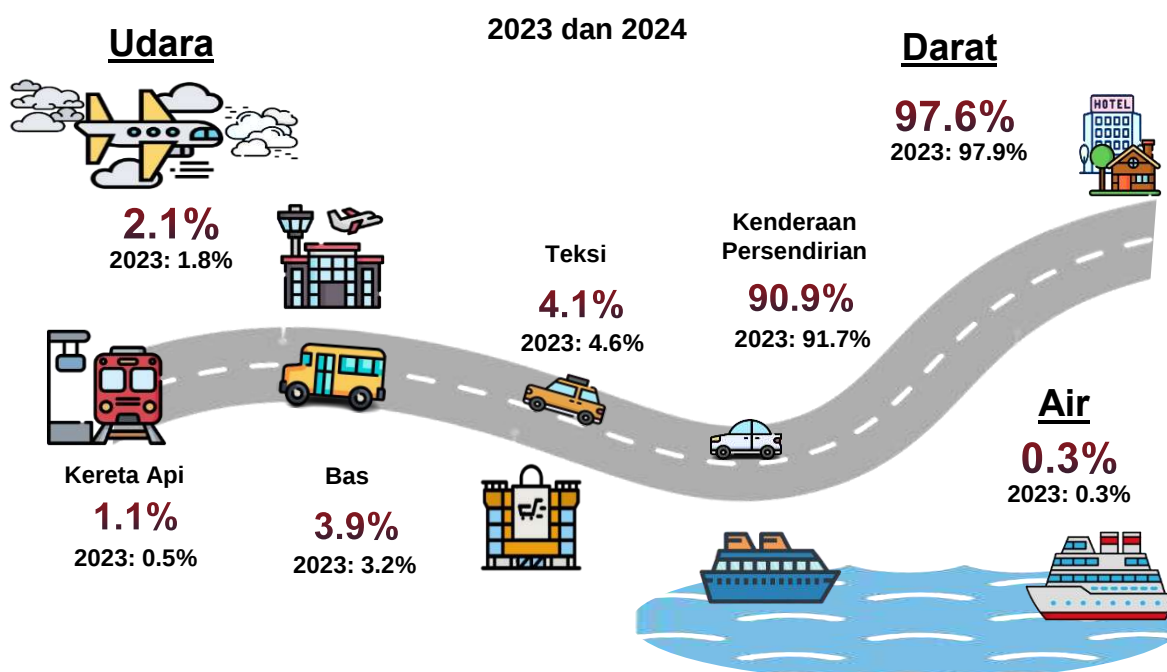


3.3 MOD PENGANGKUTAN

Pengangkutan darat digunakan secara meluas oleh pelawat domestik pada tahun 2024, iaitu sebanyak 97.6 peratus. Ini diikuti oleh pengangkutan udara (2.1%) dan pengangkutan air (0.3%).

Bagi mod pengangkutan darat, kenderaan persendirian merupakan jenis pengangkutan yang paling banyak digunakan oleh pelawat domestik dengan sumbangan sebanyak 90.9 peratus. Sementara itu, 4.1 peratus pelawat domestik menggunakan teksi, manakala selebihnya memilih bas (3.9%) dan kereta api (1.1%) seperti ditunjukkan di dalam Paparan 9.

Paparan 9: Peratus Perjalanan Pelawat Domestik mengikut Mod Pengangkutan,

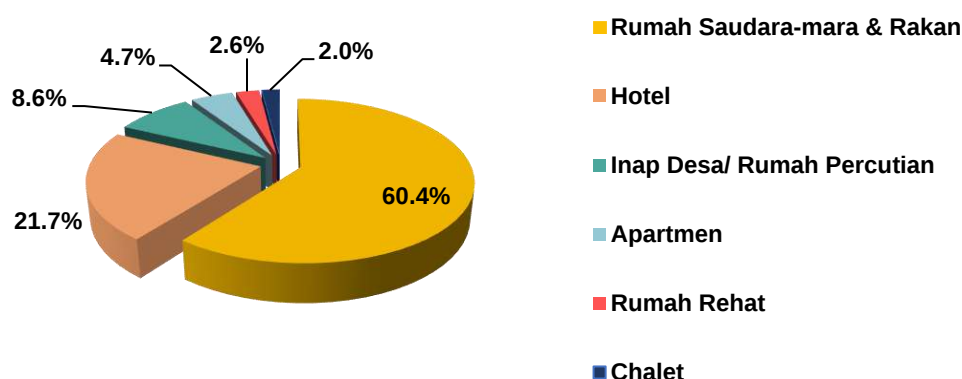


3.4 JENIS PENGINAPAN

Pada 2024, pelancong membuat sejumlah 99.0 juta perjalanan bermalam domestik. Antaranya, 60.4 peratus telah memilih untuk bermalam di rumah saudara-mara dan rakan, mewakili pemilihan penginapan yang paling umum. Ini diikuti oleh hotel (21.7%), inap desa/ rumah percutian (8.6%), apartmen (4.7%), rumah rehat (2.6%) dan chalet (2.0%) seperti yang ditunjukkan di **Carta 1**.



Carta 1: Peratus Sumbangan Pelancong mengikut Jenis Penginapan, 2024



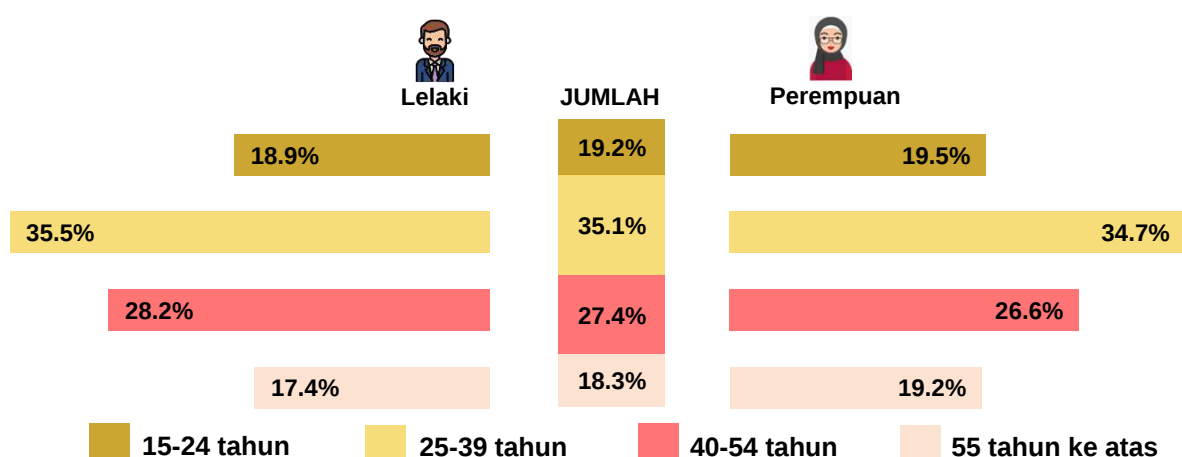
4.0 PROFIL SOSIAL & DEMOGRAFI PELAWAT DOMESTIK

Profil sosial dan 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 35.1 peratus (**Carta 2**). Ini diikuti oleh pelawat domestik berumur 40 hingga 54 tahun (27.4%), 15 hingga 24 tahun (19.2%) dan 55 tahun ke atas (18.3%). Dari segi jantina, pelawat domestik lelaki berumur 25 hingga 39 tahun mencatatkan sumbangan tertinggi sebanyak 35.5 peratus berbanding perempuan dalam kumpulan umur yang sama (34.7%).

Carta 2: Peratus Sumbangan Pelawat Domestik mengikut Jantina dan Kumpulan Umur, 2024

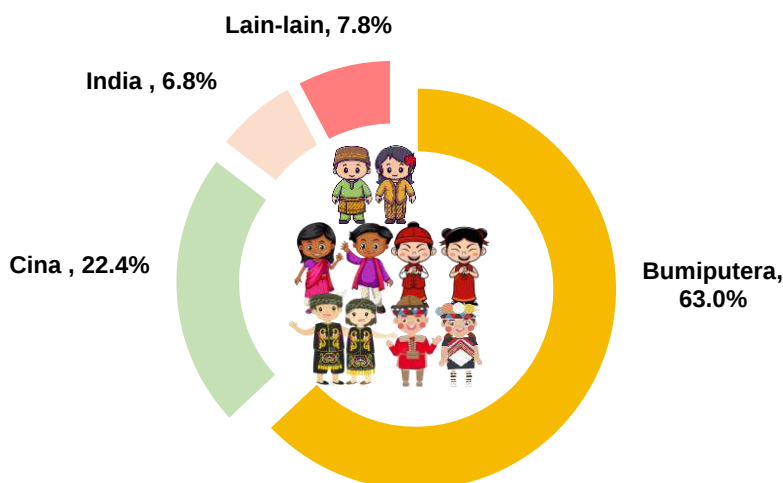




4.2 PELAWAT DOMESTIK MENGIKUT KUMPULAN ETNIK

Berdasarkan kumpulan etnik, Bumiputera mencatatkan sumbangan tertinggi iaitu 63.0 peratus pelawat domestik. Ini diikuti oleh kumpulan etnik Cina (22.4%) dan India (6.8%) seperti yang dipaparkan di **Carta 3**.

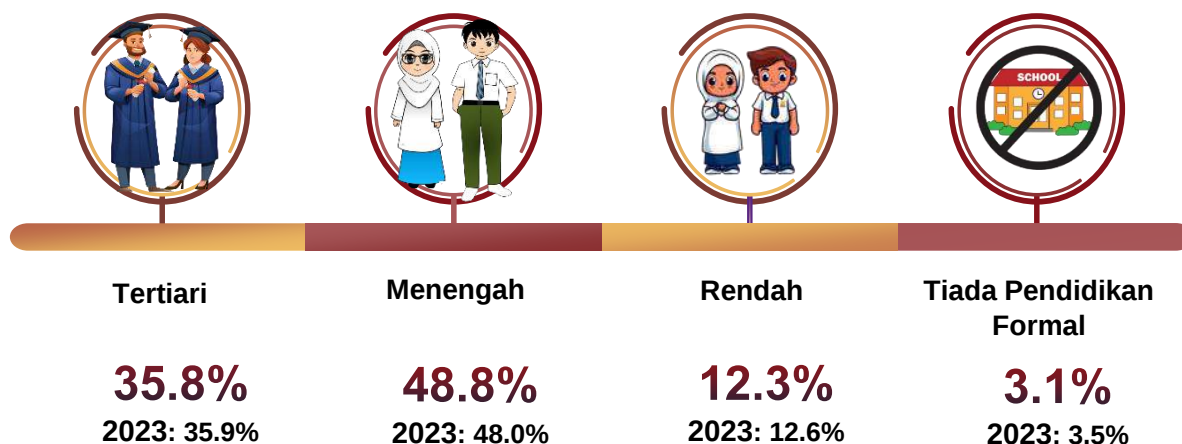
Carta 3: Peratus Sumbangan Pelawat Domestik mengikut Kumpulan Etnik, 2024



4.3 PELAWAT DOMESTIK MENGIKUT TAHAP PENDIDIKAN

Pada 2024, pelawat dengan pendidikan menengah menyumbang kepada 48.8 peratus daripada keseluruhan pelawat domestik. Sementara itu, peratus sumbangan pelawat domestik yang berpendidikan tertiar merekodkan 35.8 peratus (2023: 35.9%) menurun 0.1 mata peratus seperti di **Paparan 10**.

Paparan 10: Peratus Sumbangan Pelawat Domestik mengikut Sijil Tertinggi Diperoleh, 2023 dan 2024

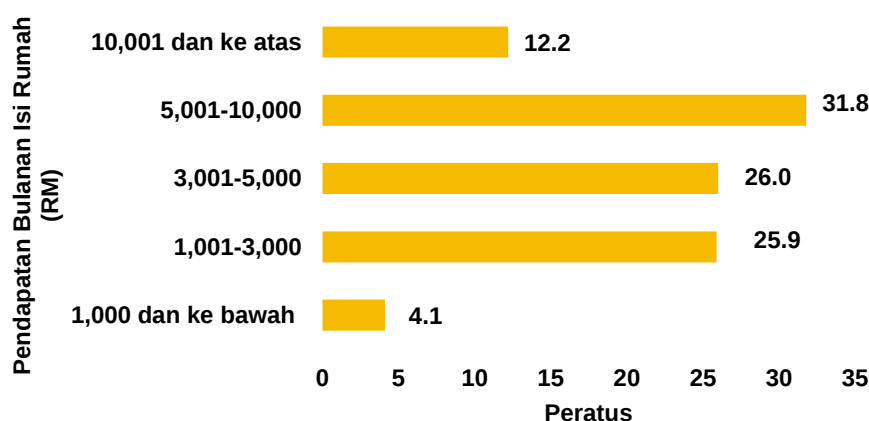




4.4 PELAWAT DOMESTIK MENGIKUT PENDAPATAN BULANAN ISI RUMAH

Pelawat domestik mengikut pendapatan bulanan isi rumah antara RM5,001 dan RM10,000 sebulan merekodkan sumbangan tertinggi iaitu 31.8 peratus. Ini diikuti oleh pelawat yang berpendapatan RM3,001 hingga RM5,000 sebulan (26.0%) dan RM1,001 hingga RM3,000 sebulan (25.9%) seperti di **Carta 4**.

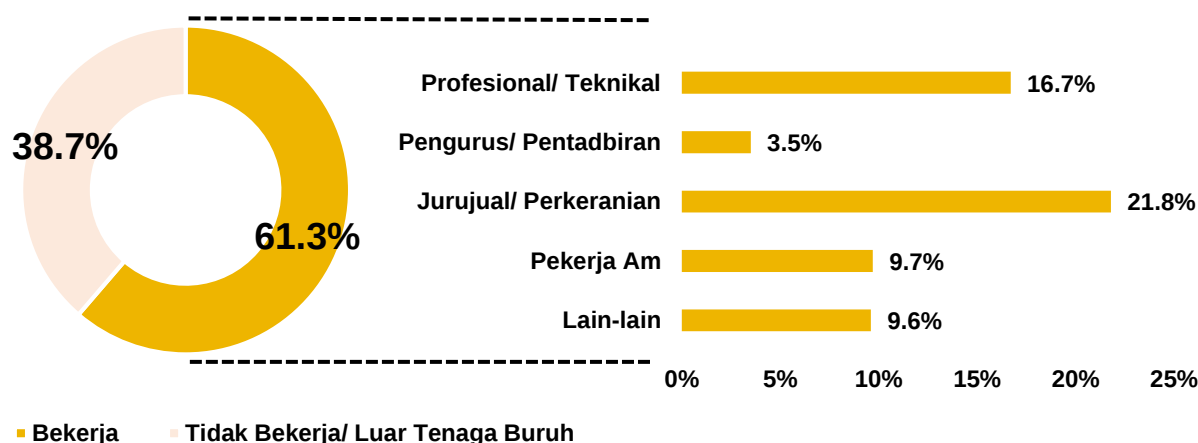
Carta 4: Peratus Sumbangan Pelawat Domestik mengikut Kelas Pendapatan Bulanan Isi Rumah, 2024



4.5 PELAWAT DOMESTIK MENGIKUT STATUS GUNA TENAGA

Berdasarkan status guna tenaga, sebanyak 61.3 peratus pelawat domestik terdiri daripada mereka yang bekerja, manakala selebihnya tidak bekerja/ luar tenaga buruh mencatat 38.7%. Pelawat domestik yang bekerja merangkumi profesional/ teknikal (16.7%), pengurusan/ pentadbiran (3.5%), jurujual/ perkeranian (21.8%), pekerja am (9.7%) dan lain-lain (9.6%).

Carta 5: Peratus Sumbangan Pelawat Domestik mengikut Status Guna Tenaga, 2024



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

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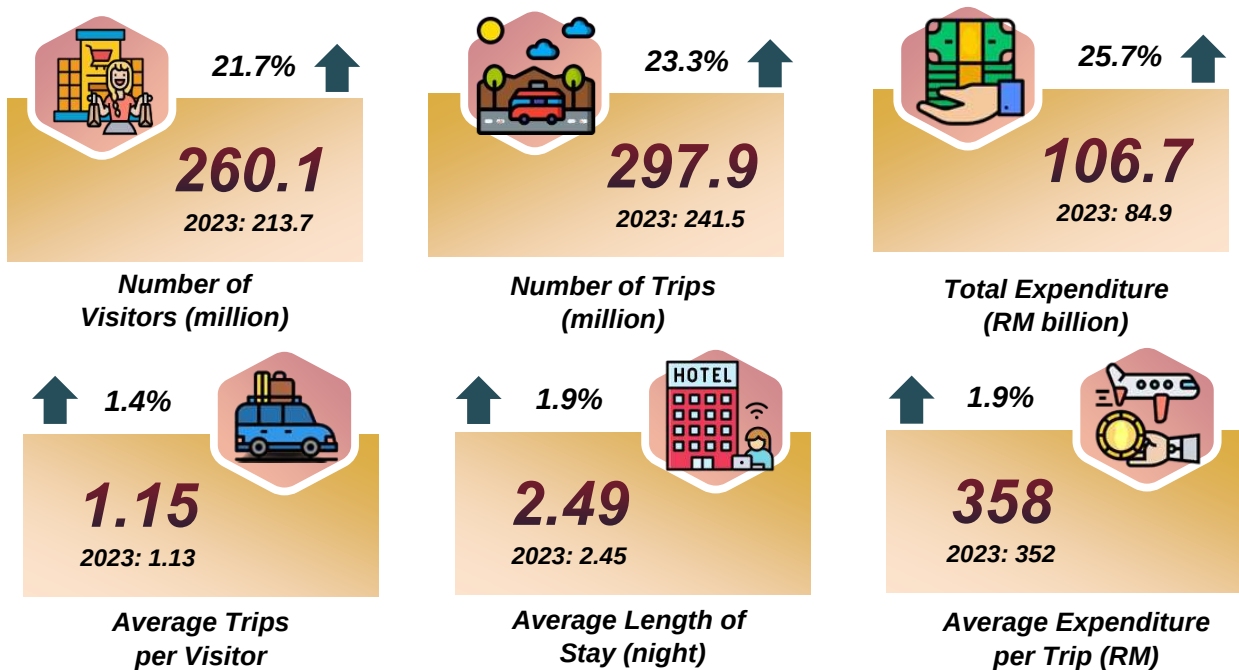
1.0 INTRODUCTION

The statistics on domestic tourism in Malaysia consists of visitor¹ arrivals, tourism expenditure, travelling pattern, and social and demographic profile of domestic visitors. These statistics were findings from the Domestic Tourism Survey (DTS) conducted in 2024.

2.0 THE PERFORMANCE OF DOMESTIC TOURISM, 2024

The performance of domestic tourism in Malaysia experienced a significant rise in the number of domestic visitors, number of trips and tourism expenditure in 2024 after the recovery of the economy. A total of 260.1 million domestic visitors were recorded in 2024 with an increase of 21.7 per cent as compared to the previous year (2023: 24.6%). Domestic visitors undertook a total of 297.9 million tourism trips within the country, with an average of 1.15 trips per visitor.

Exhibit 1: Key Statistics of Domestic Tourism, 2023 and 2024



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



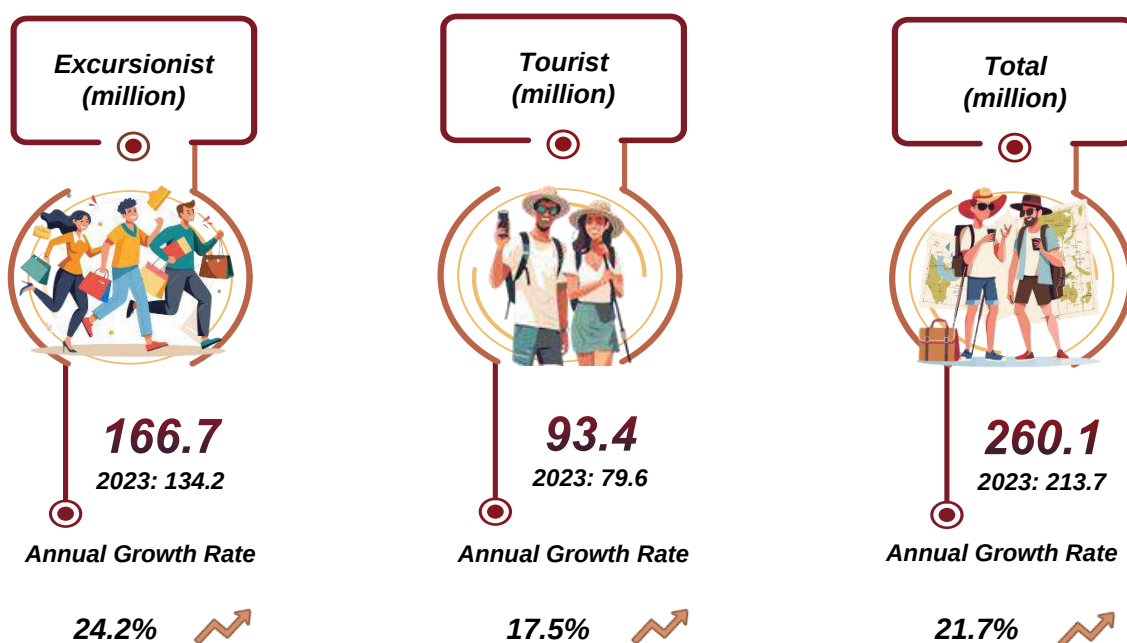
SUMMARY OF FINDINGS

Overall, domestic tourism expenditure registered a growth of 25.7 per cent in 2024, compared to an increase of 32.5 per cent in 2023. Total expenditure amounted to RM106.7 billion in 2024, up from RM84.9 billion recorded in the previous year. This upward trend contributed to an increase in the average expenditure per trip, which rose to RM358 in 2024 from RM352 in 2023. Concurrently, the average length of stay extended slightly to 2.49 nights, compared to 2.45 nights in the preceding year.

2.1 DOMESTIC VISITORS

The total number of excursionists was 166.7 million in 2024 with an increase of 24.2 per cent as compared to the previous year. At the same time, the number of tourists also increased from 79.6 million in 2023 to 93.4 million in 2024 (17.5%) as shown in **Exhibit 2**.

Exhibit 2: Number of Domestic Visitors by Type of Visitors, 2023 and 2024

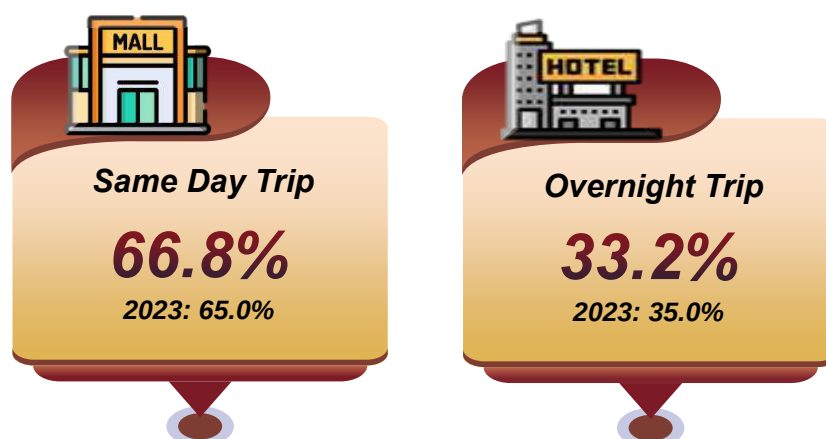


2.2 DOMESTIC TOURISM TRIP

Domestic tourist trip consists of same day trip and overnight trip. The percentage share of same day trip and overnight trip in 2024 were 66.8 per cent (198.9 million trips) and 33.2 per cent (99.0 million trips) respectively. The percentage share of same day trip increased by 1.8 percentage points as compared to 65.0 per cent recorded in 2023 (**Exhibit 3**).



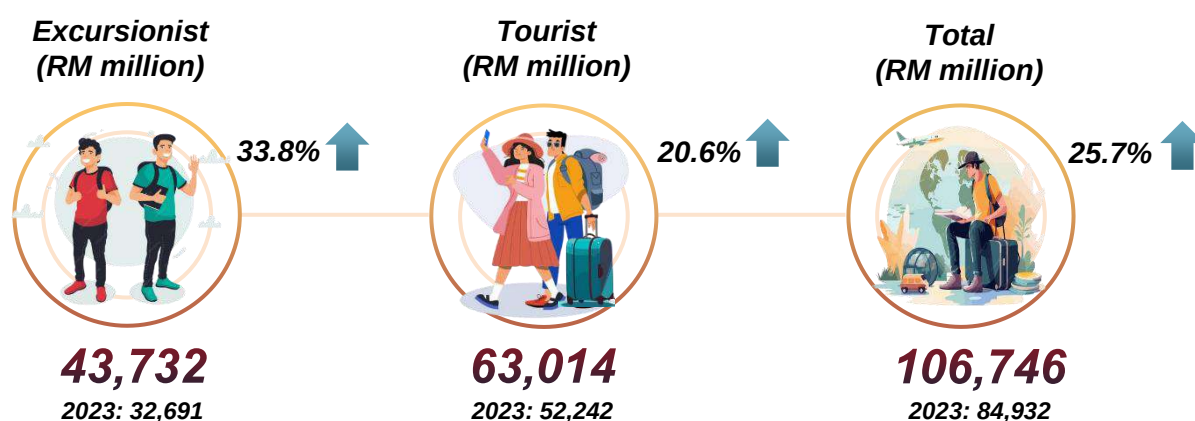
Exhibit 3: Composition of Percentage Share of Domestic Tourism Trip, 2023 and 2024



2.3 DOMESTIC TOURISM EXPENDITURE

Domestic tourism expenditure was supported by the spending of both tourists and excursionists. In 2024, both segments registered notable increases in expenditure. Tourist expenditure grew by 20.6 per cent, reaching RM63.0 billion, compared to RM52.2 billion in 2023. Similarly, expenditure by excursionists rose significantly by 33.8 per cent, amounting to RM43.7 billion in 2024, up from RM32.7 billion in the preceding year, as shown in Exhibit 4.

Exhibit 4: Total Expenditure by Type of Visitors, 2023 and 2024



The average expenditure on same day trip in 2024 increased by 5.6 per cent to RM220 as compared to the previous year (2023: RM208). Similarly, the average expenditure for overnight trip also increased to RM637 as compared to RM618 in the previous year as shown in Exhibit 5.



SUMMARY OF FINDINGS

Exhibit 5: Average Expenditure by Type of Trip, 2023 and 2024

Same Day Trip

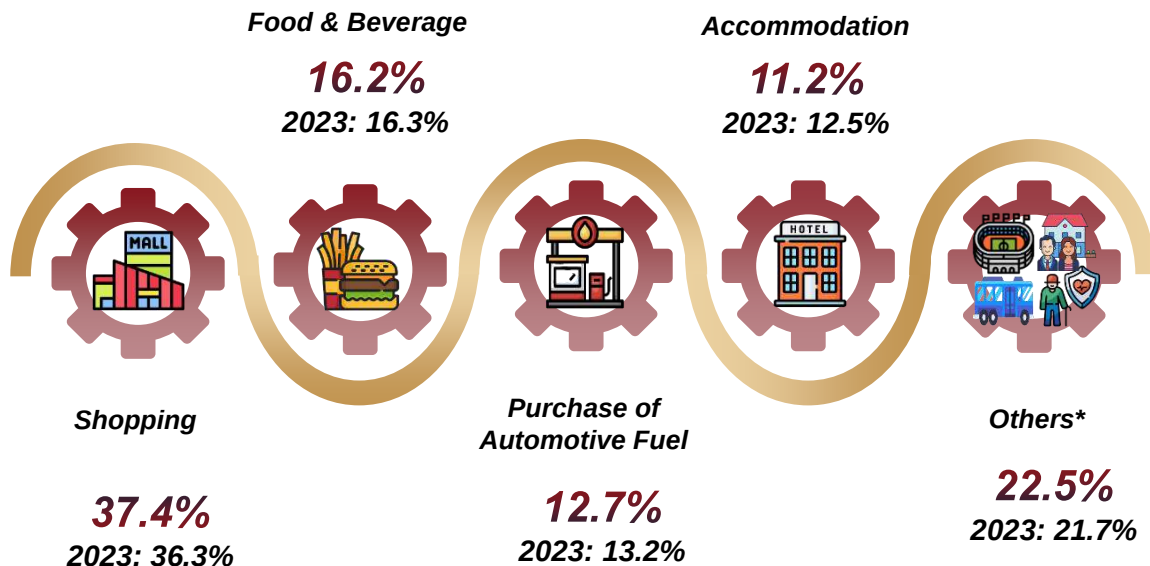


Overnight Trip



Shopping registered the highest share of total expenditure made by a visitor for his/ her trip, at 37.4 per cent. This was followed by expenditure on food and beverage (16.2%), purchase of automotive fuel (12.7%), and accommodation (11.2%) as depicted in **Exhibit 6**.

Exhibit 6: Percentage Share of Expenditure Components by Domestic Visitors, 2023 and 2024



*Others include 4 Other Expenditure Components



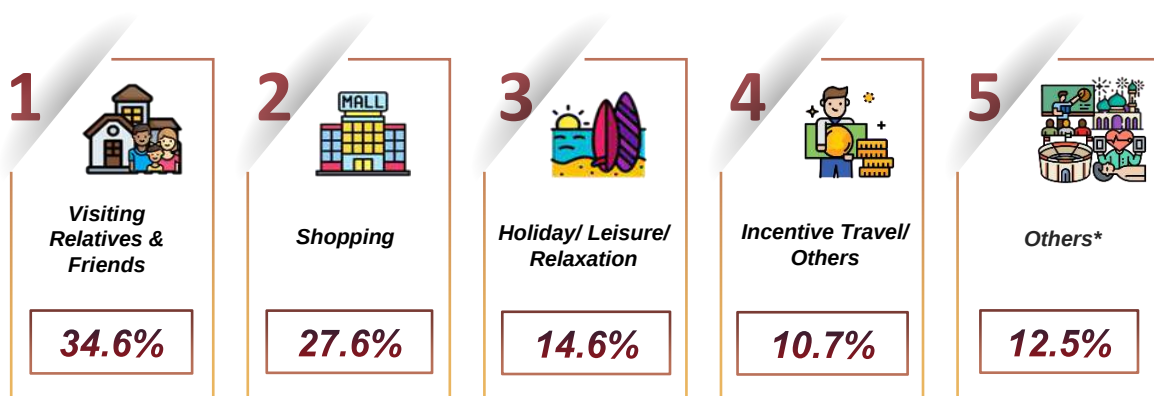
3.0 TRAVELLING TREND OF DOMESTIC VISITORS

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

3.1 MAIN PURPOSE OF TRIPS

In 2024, visiting relatives and friends stood as the primary purpose for domestic travel, accounting for 34.6 per cent of all trips made by domestic visitors. This was followed by shopping (27.6%) and holiday/ leisure/ relaxation (14.6%) as depicted in Exhibit 7.

Exhibit 7: Main Purposes of Trips of Domestic Visitors, 2024

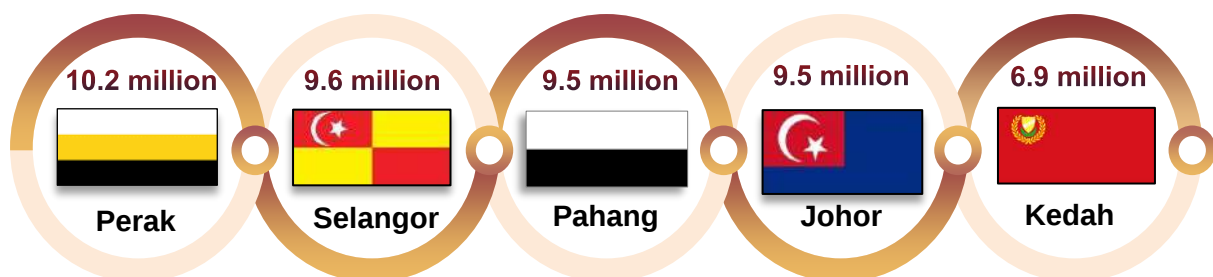


*Others included 4 Other Expenditure Components

3.2 TOP FIVE MOST VISITED STATES BY TOURISTS

Perak held the position as the most popular destination state in 2024, attracting 10.2 million tourist arrivals. Selangor and Pahang ranked second and third, receiving 9.6 million and 9.5 million tourists, respectively. These were followed by Johor with 9.5 million visitors and Kedah with 6.9 million tourists, as depicted in Exhibit 8.

Exhibit 8: Top Five Most Visited States by Tourists, 2024





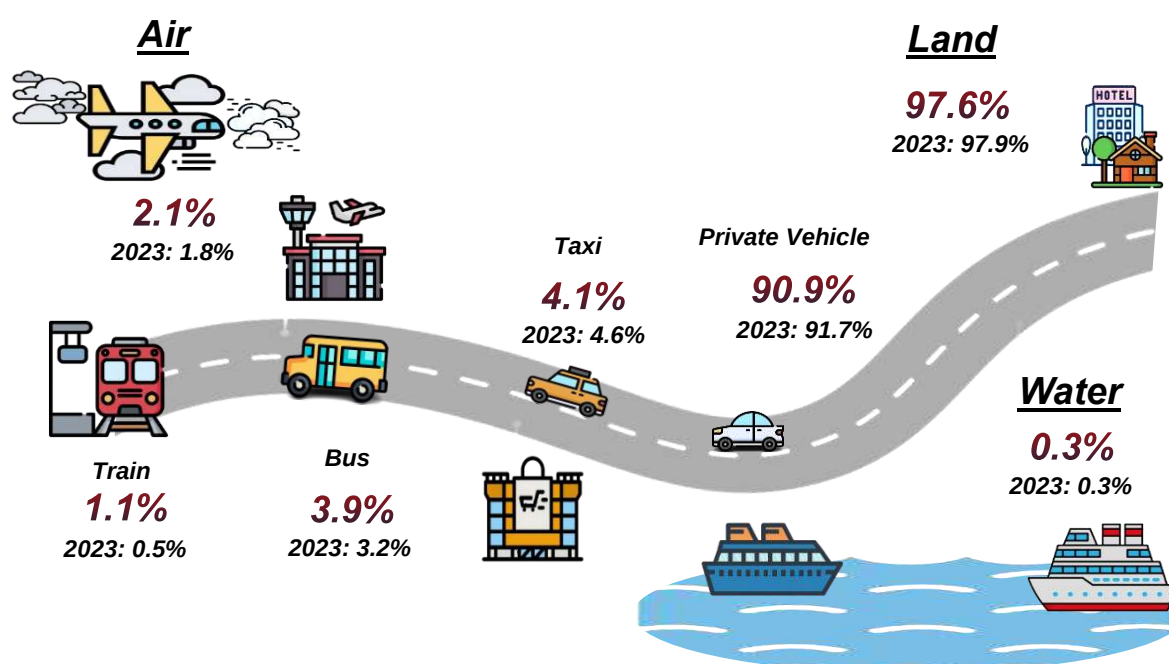
SUMMARY OF FINDINGS

3.3 MODE OF TRANSPORT

Land transport was widely used by domestic visitors in 2024, at 97.6 per cent. This was followed by air transport (2.1%) 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 90.9 per cent. Meanwhile, a total of 4.1 per cent of domestic visitors travelled by taxi, while the remaining chose bus (3.9%) and train (1.1%) as illustrated in **Exhibit 9**.

Exhibit 9: Percentage Share of Trips of Domestic Visitors by Mode of Transport, 2023 and 2024

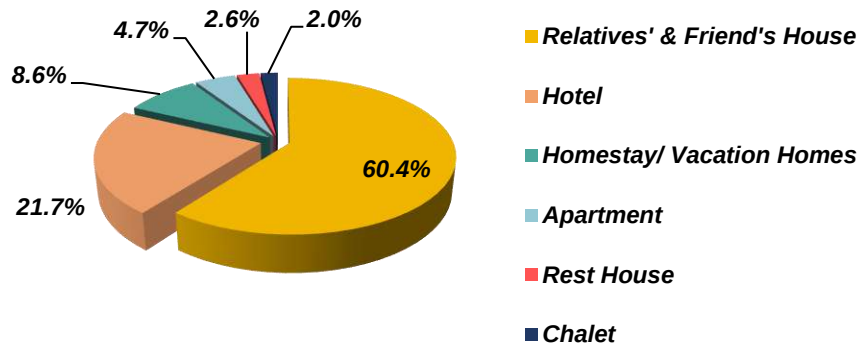


3.4 TYPE OF ACCOMMODATION

In 2024, tourists made a total of 99.0 million domestic overnight trips. Among these, 60.4 per cent chose to stay overnight at the homes of relatives and friends, representing the most common accommodation choice. This was followed by hotel (21.7%), homestay/vacation homes (8.6%), apartment (4.7%), rest house (2.6%) and chalet (2.0%) as shown in Chart 1.



Chart 1: Percentage Share of Tourists by Type of Accommodation, 2024



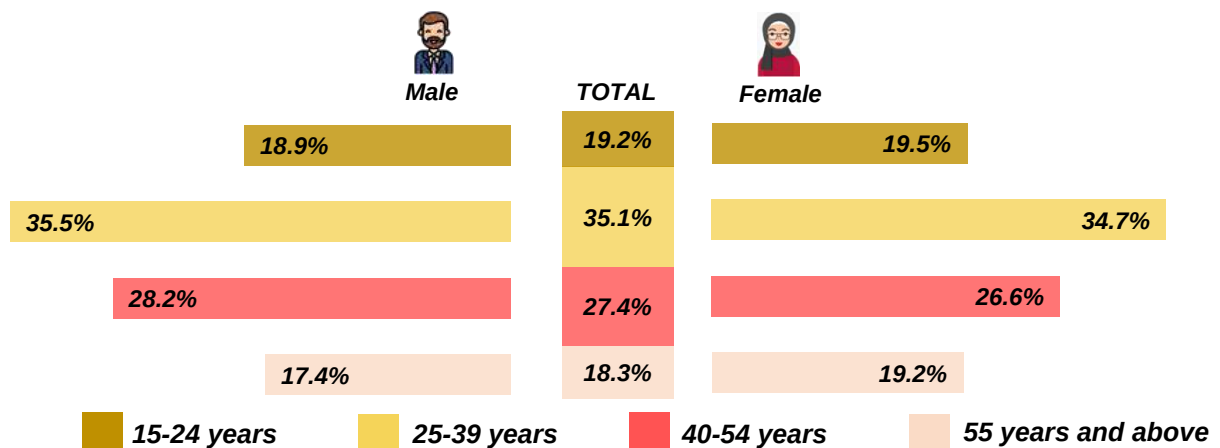
4.0 SOCIAL & DEMOGRAPHIC PROFILE OF DOMESTIC VISITORS

Social and 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 35.1 per cent (**Chart 2**). This was followed by domestic visitors aged 40 to 54 years (27.4%), 15 to 24 years (19.2%) and 55 years and above (18.3%). In terms of sex, male domestic visitors aged 25 to 39 years recorded the highest share at 35.5 per cent as compared to female in the same age group (34.7%).

Chart 2: Percentage Share of Domestic Visitors by Sex and Age Group, 2024



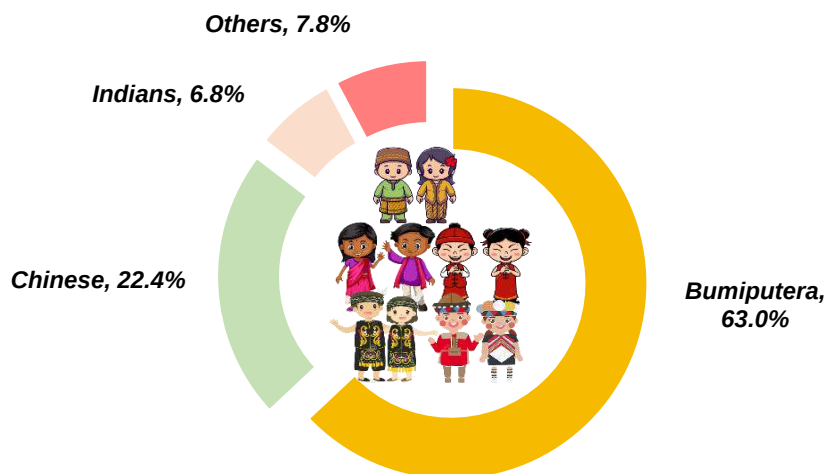


SUMMARY OF FINDINGS

4.2 DOMESTIC VISITORS BY ETHNIC GROUP

Based on ethnic group, Bumiputera registered the highest contribution with 63.0 per cent of domestic visitors. This was followed by Chinese (22.4%) and Indians (6.8%) as shown in Chart 3.

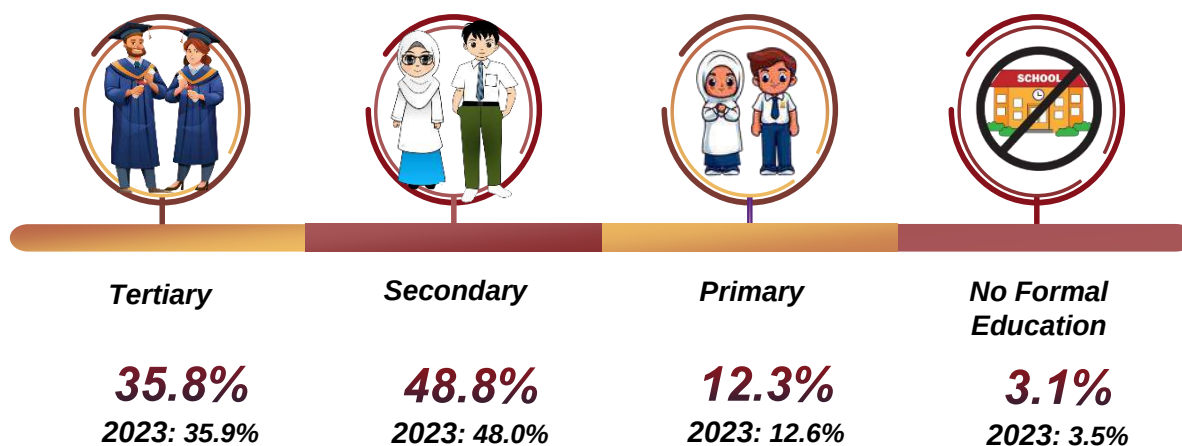
Chart 3: Percentage Share of Domestic Visitors by Ethnic Group, 2024



4.3 DOMESTIC VISITORS BY EDUCATIONAL ATTAINMENT

In 2024, domestic visitors with secondary education accounted for 48.8 per cent of all domestic visitors. Meanwhile, the percentage share of domestic visitors with tertiary education recorded 35.8 per cent (2023: 35.9%), decreased by 0.1 percentage points as shown in Exhibit 10.

Exhibit 10: Percentage Share of Domestic Visitors by Highest Certificate Obtained, 2023 and 2024

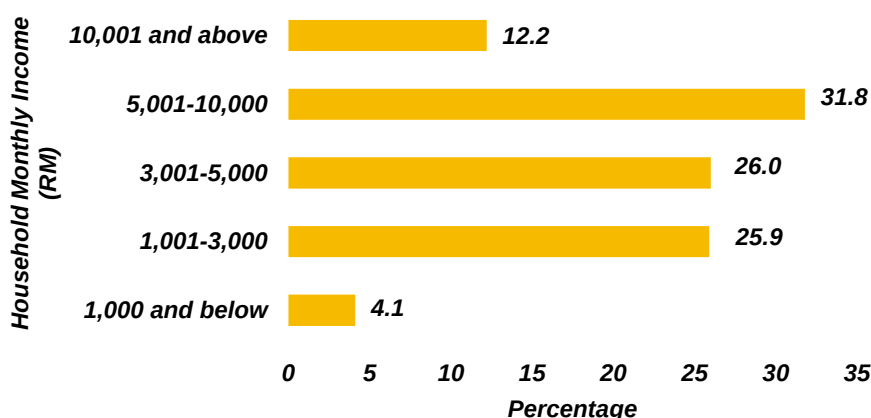




4.4 DOMESTIC VISITORS BY MONTHLY HOUSEHOLD INCOME

Domestic visitors with a monthly household income between RM5,001 and RM10,000 per month recorded the highest share at 31.8 per cent. This was followed by visitors earning RM3,001 to RM5,000 per month (26.0%) and RM1,001 to RM3,000 per month (25.9%) as shown in **Chart 4**.

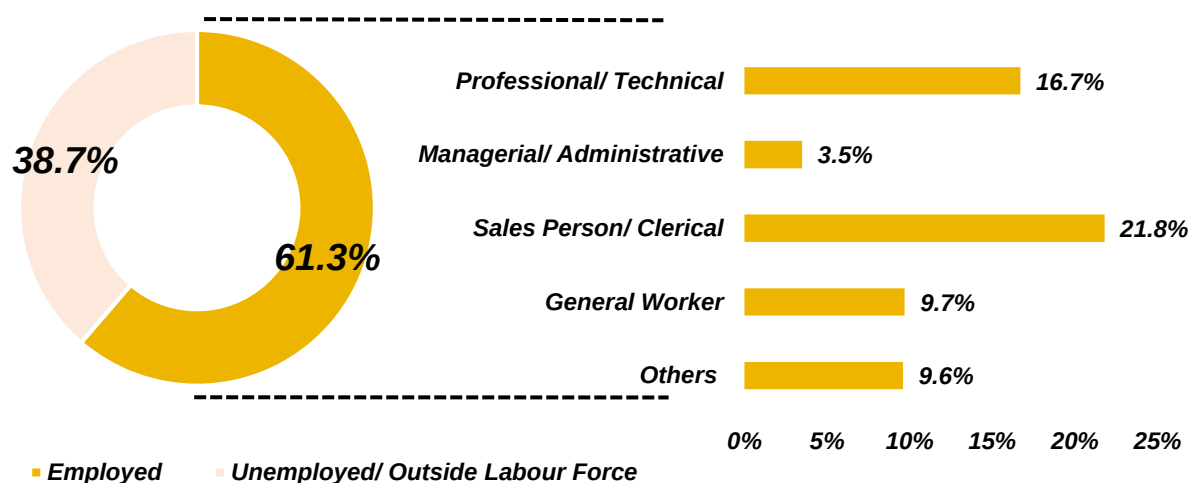
Chart 4: Percentage Share of Domestic Visitors by Monthly Household Income Class, 2024



4.5 DOMESTIC VISITORS BY EMPLOYMENT STATUS

Referring to employment status, a total of 61.3 per cent of domestic visitors consisted of those who were employed, while the remaining 38.7 per cent were unemployed/ outside labour force. The employed domestic visitors comprised of professional/ technical (16.7%), managerial/ administrative (3.5%), sales person/ clerical (21.8%), general worker (9.7%) and others (9.6%).

Chart 5: Percentage Share of Domestic Visitors by Employment Status, 2024



* 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, 2017 - 2024

Table 1: Key Statistics of Domestic Tourism, 2017 - 2024

Statistik Penting <i>Key Statistics</i>	2017	2018	2019	2020	2021	2022	2023	2024
Jumlah Perbelanjaan (RM juta) <i>Total Expenditure (RM million)</i>	83,103	92,561	103,184	40,424	18,410	64,080	84,932	106,746
Pelawat Domestik <i>Domestic Visitors</i>	73,662	82,741	92,638	38,635	17,451	59,217	78,676	98,446
Isi Rumah yang Dilawati <i>Visited Households</i>	9,440	9,820	10,546	1,790	959	4,863	6,256	8,300
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>	11.1	11.4	11.5	-60.8	-54.5	248.1	32.5	25.7
Jumlah Pelawat ('000) <i>Number of Visitors</i>	205,408	221,272	239,121	131,660	65,976	171,603	213,744	260,126
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>	8.5	7.7	8.1	-44.9	-49.9	160.1	24.6	21.7
Jumlah Perjalanan Pelancongan ('000) <i>Number of Tourism Trips</i>	276,147	302,415	332,378	146,990	72,399	207,785	241,474	297,853
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>	8.8	9.5	9.9	-55.8	-50.7	187.0	16.2	23.3
Purata Bilangan Hari Menginap <i>Average Length of Stay</i>	2.35	2.44	2.52	1.93	2.19	2.55	2.45	2.49
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>	1.7	4.0	3.1	-23.4	13.2	16.6	-4.0	1.9
Purata Perbelanjaan per Perjalanan (RM) <i>Average Expenditure per Trip (RM)</i>	300.936	306	310	275	254	308	352	358
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>	2.4	1.7	1.3	-11.3	-7.5	21.3	14.0	1.9

Jadual 2: Bilangan Pelawat Domestik mengikut Jenis Pelawat dan Strata, 2023 dan 2024

Table 2: Number of Domestic Visitors by Type of Visitors and Strata, 2023 and 2024

Jenis Pelawat/ Type of Visitor	2023				2024			
	Peratus Sumbangan Percentage Share	Strata / Strata			Peratus Sumbangan Percentage Share	Strata / Strata		
		Jumlah Total	Bandar Urban	Luar Bandar Rural		Jumlah Total	Bandar Urban	Luar Bandar Rural
	(%)		('000)		(%)		('000)	
Jumlah/ Total	100.0	213,744	175,072	38,671	100.0	260,126	213,531	46,594
Pelawat Harian/ Excursionists	62.8	134,184	107,245	26,939	64.1	166,681	133,051	33,630
Pelancong/ Tourists	37.2	79,559	67,827	11,732	35.9	93,445	80,481	12,965

Jadual 3: Bilangan Perjalanan dan Perbelanjaan Pelancongan Domestik mengikut Strata, 2023 dan 2024

Table 3: Number of Domestic Tourism Trips and Expenditure by Strata, 2023 and 2024

Jenis Pelawat/ Type of Visitor	2023				2024			
	Peratus Sumbangan Percentage Share	Strata / Strata			Peratus Sumbangan Percentage Share	Strata / Strata		
		Jumlah Total	Bandar Urban	Luar Bandar Rural		Jumlah Total	Bandar Urban	Luar Bandar Rural
	(%)		('000)		(%)		('000)	
Jumlah/ Total	100.0	241,474	197,628	43,846	100.0	297,853	243,714	54,139
Perjalanan Harian/ Same Day Trip	65.0	157,004	125,584	31,420	66.8	198,863	158,682	40,181
Perjalanan Bermalam/ Overnight Trip	35.0	84,470	72,044	12,427	33.2	98,991	85,032	13,959
	(%)	(RM juta/ million)				(RM juta/ million)		
Jumlah/ Total	100.0	84,932	69,449	15,483	100.0	106,746	87,338	19,408
Perbelanjaan Harian/ Same Day Expenditure	38.5	32,691	27,133	5,557	41.0	43,732	36,297	7,435
Perbelanjaan Bermalam/ Overnight Expenditure	61.5	52,242	42,316	9,926	59.0	63,014	51,042	11,973
		(RM)				(RM)		
Jumlah/ Total		352	351	353		358	358	358
Purata Perbelanjaan Harian per Perjalanan <i>Average Same Day Expenditure per Trip</i>		208	216	177		220	229	185
Purata Perbelanjaan Bermalam per Perjalanan <i>Average Overnight Expenditure per Trip</i>		618	587	799		637	600	858

Jadual 4: Bilangan Perjalanan Pelancongan Domestik mengikut Jenis Perjalanan dan Strata, 2023 dan 2024

Table 4 : Number of Domestic Tourism Trips by Type of Trips and Strata, 2023 and 2024

Jenis Perjalanan <i>Type of Trip</i>	2023			2024		
	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>	241,474	197,628	43,846	297,853	243,775	54,078
Individu <i>Individual</i>	37,612	30,454	7,158	21,820	17,719	4,102
Perjalanan Harian <i>Same Day Trip</i>	24,777	19,625	5,152	15,229	12,271	2,958
Perjalanan Bermalam <i>Overnight Trip</i>	12,834	10,829	2,005	6,592	5,448	1,144
Bersama Keluarga <i>With Family</i>	203,862	167,174	36,689	276,033	226,057	49,976
Perjalanan Harian <i>Same Day Trip</i>	132,226	105,959	26,267	183,634	146,472	37,161
Perjalanan Bermalam <i>Overnight Trip</i>	71,636	61,215	10,421	92,399	79,584	12,815

Jadual 5: Purata Bilangan Hari Menginap bagi Pelancong mengikut Strata, 2023 dan 2024

Table 5 : Average Length of Stay of Tourists by Strata, 2023 and 2024

	2023			2024		
	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>	2.45	2.46	2.36	2.49	2.46	2.66
Perjalanan Bermalam ('000) <i>Overnight Trip</i>	84,470	72,044	12,427	98,991	85,032	13,959
Bilangan Malam ('000) <i>No. of Nights</i>	206,605	177,232	29,373	246,690	209,505	37,185

Jadual 6: Perbelanjaan Pelawat Domestik mengikut Komponen, 2023 dan 2024*Table 6: Expenditure of Domestic Visitors by Component, 2023 and 2024*

Komponen <i>Component</i>	Jumlah Perbelanjaan <i>Total Expenditure</i> (RM '000)		Peratus Sumbangan <i>Percentage Share</i> (%)	
	2023	2024	2023	2024
A. Perbelanjaan oleh pelawat <i>Expenditure by visitors</i>	78,676,422	98,446,228	92.6	92.3
Membeli-belah <i>Shopping</i>	30,842,715	39,910,477	36.3	37.4
Pembelian bahan api kenderaan <i>Purchase of automotive fuel</i>	11,226,727	13,507,890	13.2	12.7
Pengangkutan <i>Transport</i>	5,691,081	7,187,187	6.7	6.7
Makanan & minuman <i>Food & beverage</i>	13,802,774	17,342,498	16.3	16.2
Penginapan <i>Accommodation</i>	10,653,466	11,914,439	12.5	11.2
Perbelanjaan sebelum perjalanan/ pakej/ bayaran masuk/ tiket <i>Expenditure before the trip/ package/ entrance fees/ tickets</i>	3,126,434	4,147,411	3.7	3.9
Aktiviti-aktiviti lain <i>Other activities</i>	3,333,225	4,436,327	3.9	4.2
B. Perbelanjaan oleh isi rumah yang dilawati <i>Expenditure by visited households</i>	6,255,703	8,299,883	7.4	7.7
Jumlah Perbelanjaan (A+B) <i>Total Expenditure (A+B)</i>	84,932,125	106,746,111	100.0	100.0

Jadual 7: Perjalanan Pelancongan Domestik mengikut Tujuan Utama dan Aktiviti, 2024
 Table 7: Domestic Tourism Trips by Main Purpose of Visit and Activities, 2024

Tujuan Purpose	Peratus Sumbangan Percentage Share (%)	Aktiviti Activities			
Melawat saudara-mara & rakan <i>Visiting relatives & friends</i>	34.6	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>	27.6	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>	14.6	Berehat & bersiar-siar <i>Rest & sight seeing</i>	Makan di luar/ restoran <i>Dining out/ restaurants</i>	Membeli-belah <i>Shopping</i>	Aktiviti pantai/ laut <i>Beach/ sea activities</i>
Perjalanan insentif/ lain-lain <i>Incentive travel/ others</i>	10.7	Makan di luar/ restoran <i>Dining out/ restaurants</i>	Berehat & bersiar-siar <i>Rest & sight seeing</i>	Membeli-belah <i>Shopping</i>	Melawat saudara-mara & rakan <i>Visiting relatives & friends</i>
Hiburan/ menghadiri acara khas/ sukan <i>Entertainment/ attending special event/ sports</i>	5.7	Makan di luar/ restoran <i>Dining out/ restaurants</i>	Membeli-belah <i>Shopping</i>	Berehat & bersiar-siar <i>Rest & sight seeing</i>	Acara khusus <i>Special event</i>
Rawatan perubatan/ penjagaan diri <i>Medical treatment/ wellness</i>	4.5	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>	1.5	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>	0.8	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 <i>Total</i>	100.0				

Jadual 8A: Lima Destinasi Tumpuan Pelawat Domestik, 2024
Table 8A: Top Five Destinations Most Visited by Domestic Visitors, 2024

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 Toppen Shopping Centre Legoland Malaysia Air Terjun Gunung Ledang The Mall, Mid Valley Southkey	Perlis	Arked Niaga Padang Besar Medan Ikan Bakar Kuala Perlis Padang Waremart Hutan Lipur Bukit Ayer Menara Pandang Wang Kelian
Kedah	Aman Central Mall Amanjaya Mall Pantai Cenang Dataran Lang Pantai Tanjung Dawai	Selangor	IOI City Mall Ikea Damansara Sunway Pyramid 1 Utama Shopping Centre Batu Caves
Kelantan	AEON Lembah Sireh Pasar Siti Khadijah KB Mall Pasar Malam Wakaf Che Yeh Pantai Cahaya Bulan	Terengganu	KTCC Mall Terengganu Drawbridge Pantai Batu Buruk Pasar Besar Kedai Payang Pesisir Pantai Seberang Takir
Melaka	Pantai Klebang Jonker Street Mahkota Parade Dataran Pahlawan Zoo Melaka	Sabah	Imago Shopping Mall One Borneo Hypermall Suria Sabah Shopping Mall Centre Point Sabah Pantai Tanjung Aru
Negeri Sembilan	Palm Mall Seremban City Park Seremban 2 Dataran Nilai Pantai Teluk Kemang Pantai Port Dickson	Sarawak	Daesco Star Mega Mall The Spring Mall Bintulu Pasar Sentral Sibul Vivacity Megamall Wisma Sanyan
Pahang	East Cost Mall (ECM) Pantai Teluk Cempedak Kuantan Parade Genting Highlands Cameron Highlands	W.P. Kuala Lumpur	SOGO Mid Valley Megamall Suria KLCC Petaling Street Market Pasar Seni
Pulau Pinang	Queensbay Mall Pantai Batu Ferringhi Sunway Carnival Mall Gurney Plaza Bukit Bendera	W.P. Labuan	Kompleks Ujana Kewangan Dataran Labuan Pantai Pohon Batu Kompleks Sukan Laut Antarabangsa Labuan Kampung Patau-Patau
Perak	Teluk Batik Lumut Waterfront Ipoh Night Market Taman Rekreasi Gunung Lang Pulau Pangkor	W.P. Putrajaya	Dataran Putrajaya, Presint 3 Alamanda Shopping Centre Masjid Putra Cruise Tasik Putrajaya Dataran Putra

Jadual 8B: Lima Daerah Pentadbiran Tumpuan Pelawat Domestik, 2024
Table 8B: Top Five Administrative Districts Most Visited by Domestic Visitors, 2024

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 Muar Kota Tinggi Segamat	Pulau Pinang	Timur Laut Barat Daya Seberang Perai Tengah Seberang Perai Utara Seberang Perai Selatan
Kedah	Kota Setar Langkawi Kuala Muda Baling Kulim	Perak	Kinta Larut & Matang Manjung Kuala Kangsar Batang Padang
Kelantan	Kota Bharu Bachok Pasir Mas Pasir Puteh Tanah Merah	Selangor	Petaling Sepang Gombak Kuala Selangor Hulu Langat
Melaka	Melaka Tengah Alor Gajah Jasin	Terengganu	Kuala Terengganu Kuala Nerus Kemaman Besut Dungun
Negeri Sembilan	Seremban Port Dickson Tampin Kuala Pilah Jempol	Sabah	Kota Kinabalu Ranau Tawau Sandakan Keningau
Pahang	Kuantan Bentong Cameron Highlands Rompin Temerloh	Sarawak	Kuching Sibu Bintulu Miri 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, 2017 - 2024
Table 9: Number of Domestic Visitors by State Visited, 2017 - 2024

Negeri State	Bilangan Pelawat Domestik Number of Domestic Visitors ('000)							
	2017	2018	2019	2020	2021	2022	2023	2024
Johor	13,141	13,487	14,274	7,243	3,658	12,376	15,805	17,138
Kedah	13,305	14,480	14,831	10,108	4,023	11,186	13,444	14,651
Kelantan	9,624	9,846	10,986	6,058	1,921	6,627	7,549	10,514
Melaka	12,625	13,123	13,979	7,275	3,878	11,757	15,559	19,128
Negeri Sembilan	10,822	12,802	13,303	7,918	5,485	11,490	14,959	17,785
Pahang	16,491	18,111	18,498	9,905	3,405	13,189	16,456	20,174
Pulau Pinang	12,643	14,450	15,411	8,929	5,061	10,003	13,128	16,605
Perak	20,110	17,553	21,070	13,173	4,489	14,567	17,108	21,776
Perlis	1,414	2,156	2,088	1,193	407	1,669	1,951	3,225
Selangor	25,491	30,179	33,589	19,715	10,212	21,990	27,579	34,461
Terengganu	12,979	13,742	14,158	7,420	3,719	10,233	11,761	14,461
Sabah	17,792	20,360	22,035	10,337	3,815	12,589	16,080	20,592
Sarawak	17,670	19,380	19,793	9,393	6,511	15,465	17,901	19,626
W.P. Kuala Lumpur	19,049	19,165	22,633	12,435	9,116	16,913	22,233	26,983
W.P. Labuan	381	545	524	107	54	244	331	450
W.P. Putrajaya	1,872	1,892	1,949	451	223	1,306	1,900	2,557
Jumlah Total	205,408	221,272	239,121	131,660	65,976	171,603	213,744	260,126

Jadual 10: Bilangan Pelancong mengikut Negeri Dikunjungi, 2024
Table 10: Number of Tourists by State Visited, 2024

('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	93,445.3	9,481.1	6,854.4	5,863.8	6,158.4	5,987.5	9,525.8	4,766.0	10,209.0	1,262.0	9,574.4	4,918.4	6,081.5	5,701.0	6,216.3	194.1	651.6
Johor	11,279.8	3,704.7	196.7	425.3	1,528.0	617.0	920.0	221.3	403.3	95.6	1,746.8	188.5	168.9	209.9	787.6	13.4	52.9
Kedah	4,850.2	133.1	1,787.5	276.2	96.2	233.3	248.8	450.1	723.3	130.8	297.1	61.2	32.9	30.2	254.9	7.1	87.5
Kelantan	3,115.7	115.9	132.2	978.0	8.6	106.1	251.9	146.9	222.0	34.5	259.0	496.8	28.8	3.6	232.4	3.3	95.8
Melaka	2,989.8	459.1	122.6	79.5	266.1	379.1	254.6	106.2	259.2	3.2	378.1	74.9	78.2	27.8	458.3	1.6	41.3
Negeri Sembilan	3,608.3	464.8	71.6	258.2	359.6	714.6	459.9	140.5	315.0	18.3	351.4	136.4	8.8	9.9	256.1	6.8	36.3
Pahang	5,745.0	538.8	122.4	474.4	134.3	221.1	1,981.2	119.9	489.0	25.8	383.8	686.1	61.9	8.7	467.8	5.9	23.8
Pulau Pinang	4,612.8	124.8	962.0	4.8	210.4	67.8	396.0	523.1	487.1	216.4	354.5	489.9	181.9	1.1	539.0	8.0	46.0
Perak	6,827.5	282.4	659.7	245.4	202.4	186.8	432.2	384.4	1,887.0	102.5	1,053.9	256.3	77.6	37.4	909.0	20.3	90.3
Perlis	933.2	20.5	238.6	34.6	6.8	13.4	75.1	197.3	97.4	51.0	73.1	49.4	4.2	3.1	56.9	0.8	11.0
Selangor	21,506.2	1,837.8	1,793.6	1,366.0	1,698.8	1,524.3	1,637.0	1,199.2	3,336.2	461.2	2,953.3	973.6	770.9	588.1	1,291.2	9.7	65.4
Terengganu	1,574.3	12.1	7.9	346.7	10.5	19.3	293.9	34.8	19.1	5.5	224.9	487.7	26.8	2.7	74.3	5.0	3.0
Sabah	5,323.4	27.4	34.3	7.9	28.1	6.9	11.5	86.5	6.0	4.4	200.9	10.2	4,132.3	386.6	277.9	64.2	38.4
Sarawak	5,067.5	41.5	72.6	23.4	7.0	8.1	12.6	41.9	5.6	13.2	211.8	22.4	247.5	4,055.8	246.0	27.3	30.9
W.P. Kuala Lumpur	15,233.5	1,689.7	624.9	1,289.4	1,520.4	1,815.3	2,485.9	1,088.2	1,881.6	97.9	1,026.4	954.5	106.0	304.5	338.1	4.0	6.8
W.P. Labuan	238.3	0.1	1.8	1.9	0.2	1.3	21.0	0.5	1.2	0.6	3.5	1.8	151.3	16.2	13.7	15.2	7.9
W.P. Putrajaya	539.9	28.4	26.1	52.1	80.8	73.1	44.2	25.3	76.0	1.4	55.9	28.7	3.4	15.3	13.2	1.6	14.4

Jadual 11: Taburan Peratus Pelawat Domestik mengikut Mod Pengangkutan, 2023 dan 2024*Table 11: Percentage Distribution of Domestic Visitors by Mode of Transport, 2023 and 2024*

Mod Pengangkutan <i>Mode of Transport</i>	2023			2024		
	Pelawat <i>Visitors</i>	Pelawat Harian <i>Excursionist</i> S (%)	Pelancong <i>Tourists</i>	Pelawat <i>Visitors</i>	Pelawat Harian <i>Excursionist</i> S (%)	Pelancong <i>Tourists</i>
Jumlah/ Total	100.0	100.0	100.0	100.0	100.0	100.0
Udara/ Air	1.8	0.1	4.8	2.1	0.2	4.9
Air/ Water	0.3	0.3	0.4	0.3	0.1	0.8
Darat/ Land	97.9	99.6	94.8	97.6	99.7	94.3
Kenderaan persendirian/ Private vehicles	91.7	92.0	91.3	90.9	91.0	91.7
Teksi/ Taxi	4.6	4.4	4.7	4.1	4.6	2.1
Bas/ Bus	3.2	3.0	3.6	3.9	3.5	4.7
Kereta api/ Train	0.5	0.6	0.4	1.1	0.9	1.5

Jadual 12: Taburan Peratus Pelancong mengikut Jenis Penginapan, 2023 dan 2024*Table 12: Percentage Distribution of Tourists by Type of Accommodation, 2023 and 2024*

Jenis Penginapan <i>Type of Accommodation</i>	Peratus <i>Percentage</i> (%)	
	2023	2024
Jumlah/ Total	100.0	100.0
Rumah saudara-mara & rakan/ Relatives' & friends' house	61.3	60.4
Hotel/ Hotel	22.3	21.7
Chalet/ Chalet	3.1	2.0
Apartmen/ Apartment	3.9	4.7
Inap desa/ Rumah percutan/ Homestay/ Vacation homes	6.7	8.6
Rumah rehat/ Rest house	2.7	2.6

Jadual 13: Profil Sosial & Demografi Pelawat Domestik, 2023 dan 2024
Table 13: Social & Demographic Profile of Domestic Visitors, 2023 and 2024

Jantina Sex	Kumpulan umur Age group	Peratus/ Percentage (%)	
		2023	2024
Jumlah/ Total			
	Jumlah/ Total	100.0	100.0
	15 - 24	21.9	19.2
	25 - 39	38.7	35.1
	40 - 54	23.5	27.4
	≥ 55	15.9	18.3
Lelaki/ Male			
	Jumlah/ Total	100.0	100.0
	15 - 24	21.9	18.9
	25 - 39	39.1	35.5
	40 - 54	23.3	28.2
	≥ 55	15.7	17.4
Perempuan/ Female			
	Jumlah/ Total	100.0	100.0
	15 - 24	21.9	19.5
	25 - 39	38.4	34.7
	40 - 54	23.7	26.6
	≥ 55	16.0	19.2
Kumpulan etnik Ethnic group		Peratus/ Percentage (%)	
		2023	2024
Jumlah/ Total			
	Bumiputera/ Bumiputera	60.9	63.0
	Cina/ Chinese	23.1	22.4
	India/ Indians	6.8	6.8
	Lain-Lain/ Others	9.2	7.8
Tahap pendidikan Educational level		Peratus/ Percentage (%)	
		2023	2024
Jumlah/ Total			
	Tertiari/ Tertiary	35.9	35.8
	Menengah/ Secondary	48.0	48.8
	Rendah/ Primary	12.6	12.3
	Tiada pendidikan rasmi No formal education	3.5	3.1

Jadual 13: Profil Sosial & Demografi Pelawat Domestik, 2023 dan 2024 (samb.)*Table 13: Social & Demographic Profile of Domestic Visitors, 2023 and 2024 (cont.)*

	Pendapatan bulanan isi rumah (RM) <i>Monthly household income</i>	Peratus/ Percentage (%)	
		2023	2024
Jumlah/ Total		100.0	100.0
≤ 1,000		3.8	4.1
1,001 - 3,000		25.5	25.9
3,001 - 5,000		26.2	26.0
5,001 - 10,000		32.1	31.8
≥ 10,001		12.4	12.2

	Status guna tenaga <i>Employment status</i>	Peratus/ Percentage (%)	
		2023	2024
Jumlah/ Total		100.0	100.0
Bekerja <i>Employed</i>		60.8	61.3
Profesional/ teknikal <i>Professional/ technical</i>		16.2	16.7
Pengurusan/ pentadbiran <i>Managerial/ administrative</i>		3.3	3.5
Jurujual/ perkeranian <i>Sales person/ clerical</i>		20.7	21.8
Pekerja am <i>General worker</i>		10.2	9.7
Lain-lain <i>Others</i>		10.4	9.6
Tidak bekerja/ luar tenaga buruh <i>Unemployed/ outside labour force</i>		39.2	38.7
Tidak bekerja <i>Unemployed</i>		5.3	5.1
Pesara <i>Retiree</i>		4.3	5.4
Pelajar <i>Student</i>		13.3	12.4
Suri rumah <i>Housewife</i>		16.3	15.8

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.



NOTA TEKNIKAL

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 2,819 BP telah terpilih dan bilangan TK yang perlu diliputi pula adalah sebanyak 22,552 TK. Seterusnya, BP-BP tersebut diagihkan secara seragam pada setiap bulan untuk memudahkan kerja lapangan/ logistik.

Bilangan saiz sampel terpilih untuk DTS 2024 adalah seperti di Jadual 1.

**Jadual 1: Saiz Sampel Survei Pelancongan Domestik mengikut Negeri, 2024**

Negeri	Saiz Sampel	
	BP	TK
Johor	244	1,952
Kedah	221	1,768
Kelantan	178	1,424
Melaka	178	1,424
Negeri Sembilan	169	1,352
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	2,819	22,552

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 2024 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.



NOTA TEKNIKAL

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.*



TECHNICAL NOTES

- 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

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.

Scope and coverage

The DTS covered both urban and rural areas of all the states in Malaysia.

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.

For reporting purposes, only the details of residents aged 15 years and above who make domestic tourism trips will be collected.

Living quarters

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.

Household

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.

Sampling frame

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.



The EBs in the sampling frame are also classified according to urban and rural areas. Urban areas, as defined in the Population and 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 2,819 EBs were selected, comprising 22,552 LQs. Subsequently, all EBs will be distributed on a monthly basis to facilitate field work/ logistics.

The number of selected sample size for DTS 2024 is shown in Table 1.



Table 1: Sample Size of Domestic Tourism Survey by State, 2024

State	Sample Size	
	EB	LQ
Johor	244	1,952
Kedah	221	1,768
Kelantan	178	1,424
Melaka	178	1,424
Negeri Sembilan	169	1,352
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	2,819	22,552

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 2024 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

The place of usual residence is the geographical place where the enumerated person usually resides.

Tourism facilities

Tourism facilities are all facilities that assists in the success of tourism activities such as accommodation, food & beverage and transportation.

Tourism activities

Tourism activities refer to the things done while travelling or during travel trips.

Domestic tourism expenditure

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:

- a) The purchase of financial and non-financial assets, including land and real estate, but excluding valuables; and
- b) The purchase of goods for resale purposes, either on behalf of third party (producers or others) or own account.

For domestic tourism, the components of expenditure are as follows:

i. Shopping

The purchase of goods during the trip including valuables such as jewellery, painting and others.

ii. Purchase of automotive fuel

Petrol, diesel and Natural Gas Vehicle (NGV).

iii. Transportation

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.

iv. Food & beverage

Expenses on food & beverages at restaurant/ cafe/ food stall.

v. Accommodation

Payment for paid accommodation services such as hotel/ chalet/ apartment/ rest house/ homestay.

**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.



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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, 2024
Appendix 1: List of Malaysia's Public Holidays and School Holidays, 2024

Bulan <i>Month</i>	Tarikh <i>Date</i>	Cuti <i>Holiday</i>
Januari <i>January</i>	1	Tahun Baru/ <i>New Year's Day</i>
	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>
	25	Thaipusam
Februari <i>February</i>	1	Hari Wilayah Persekutuan/ <i>Federal Territory Day</i>
	8	Israk dan Mikraj
	10	Tahun Baru Cina/ <i>Chinese New Year</i>
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>
	12	Awal Ramadan
	23	Hari Keputeraan D.Y.M.M Sultan Johor <i>Birthday of D.Y.M.M Sultan of Johor</i>
	28	Hari Nuzul Al-Quran
	29	Good Friday
April <i>April</i>	10	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/ <i>Labour Day</i>
	17	Hari Keputeraan D.Y.M.M Raja Perlis <i>Birthday of D.Y.M.M Raja of Perlis</i>
	22	Hari Hol Pahang/ <i>Hol Day of Pahang</i>
	22	Hari Wesak
	30 - 31	Tadau Ka'amatan/ <i>Harvest festival</i>
Jun <i>June</i>	1 - 2	Hari Gawai/ <i>Harvest Festival</i>
	3	Hari Keputeraan Yang di-Pertuan Agong <i>Birthday of Yang di-Pertuan Agong</i>
	17	Hari Raya Haji
	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, 2024
Appendix 1: List of Malaysia's Public Holidays and School Holidays, 2024 (cont.)

Bulan <i>Month</i>	Tarikh <i>Date</i>	Cuti <i>Holiday</i>
Julai <i>July</i>	7	Hari Bandar Warisan Dunia Georgetown
	7	Awal Muharam/ First Muharram
	13	Hari Jadi T.Y.T Yang di-Pertua Negeri Pulau Pinang <i>Birthday of T.Y.T Yang di-Pertua Negeri Pulau Pinang</i>
	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>	11	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
	16	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>	5	Hari Jadi T.Y.T Yang di-Pertua Negeri Sabah <i>Birthday of T.Y.T Yang di-Pertua Negeri Sabah</i>
	12	Hari Jadi T.Y.T Yang di-Pertua Negeri Sarawak <i>Birthday of T.Y.T Yang di-Pertua Negeri Sarawak</i>
	31	Hari Deepavali
November <i>November</i>	1	Hari Keputeraan D.Y.M.M Sultan Perak <i>Birthday of D.Y.M.M Sultan of Perak</i>
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

**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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