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DOMESTIC TOURISM SURVEY



INTRODUCTION

This publication presents statistics on performance of domestic tourism Malaysia 2022, which consists of visitor* arrivals, tourism expenditure, travelling pattern and social & demographic profile of domestic visitors. The presented statistics are based on the Domestic Tourism Survey (DTS) conducted in 2022. This publication also presents statistics on number of domestic visitors and domestic tourism expenditure for the first quarter of 2023. The quarterly statistics presented are from the first quarter of 2021.

PERFORMANCE OF DOMESTIC TOURISM MALAYSIA IN FIRST QUARTER 2023

Domestic tourism in Malaysia experienced a significant surge to record 48.6 million visitors for the first quarter 2023, increased 33.7% as compared to the same quarter of previous year. Meanwhile, domestic tourism expenditure for the first quarter of 2023 recorded RM19.2 billion, increased 47.0% year-on-year, and rose 4.6% for quarterly comparison.

PERFORMANCE OF DOMESTIC TOURISM, 2022

In 2022, the number of domestic visitor arrivals in Malaysia surged 160.1 per cent to reach 171.6 million visitors compared to the 66.0 million recorded last year. In terms of [volume](#) of total tourism trips, number of trips increased from 72.4 million trips in 2021 to 207.8 million trips, with a growth of 187.0 per cent. Meanwhile, domestic tourism expenditure in 2022 increased 248.1 per cent to record RM64.1 billion (2021: RM18.4 billion).

In 2022, shopping made up the largest contribution from the total expenditure with a share of 38.9 per cent (2021: 50.3%), followed by food & beverage, 15.2 per cent (2020: 15.1%), and automotive fuel, 13.8 per cent (2021: 11.1%).

TRAVELLING TREND OF DOMESTIC TOURISM, 2022

In 2022, visiting relatives & friends was the most popular purpose for domestic visitors, contributed 33.7 per cent (2021: 24.2%), while shopping contributed 29.9 per cent (2020: 36.4%). Selangor was the most visited state by domestic visitors in 2022 which accounted for 22.0 million visitors, followed by W.P Kuala Lumpur, and Sarawak, with 16.9 million, and 15.5 million domestic visitors, respectively. Land transport was widely used by domestic visitors in 2022 with 98.0 per cent. This was followed by air transport (1.7%) and water transport (0.3%).

In 2022, domestic visitors by household income of RM5,001 to RM10,000 increased to record the highest contribution of 31.2 per cent (2019: 23.3%). Meanwhile, domestic visitors from household income between RM1,001 to RM3,000 decreased 2.2 percentage point from 2021 to registered 27.1 per cent.

The full publication of the Domestic Tourism Survey, 2022 can be downloaded through [eStatistik](#) on the DOSM portal, www.dosm.gov.my.



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