



DOMESTIC TOURISM SURVEY 2016



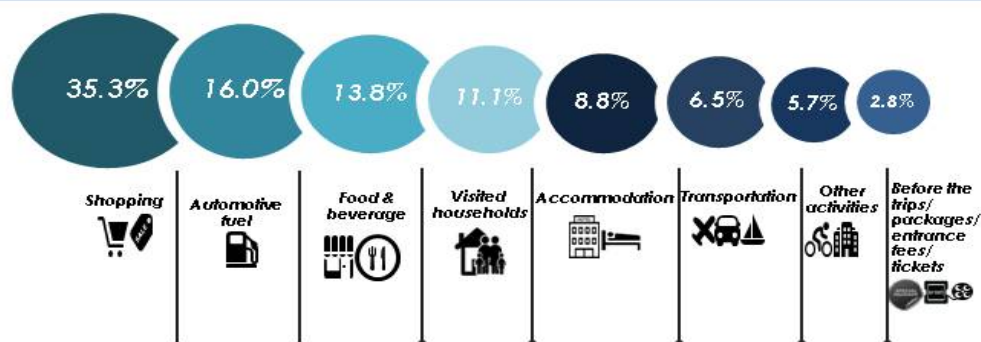
FIVE MAIN PURPOSES OF TRIPS BY DOMESTIC VISITOR



FIVE MOST VISITED STATES BY DOMESTIC VISITOR



EXPENDITURE COMPONENTS OF DOMESTIC TOURISM, 2016



INTRODUCTION

This report presents statistics on domestic tourism which covered Malaysian residents aged 15 years and above in urban and rural areas. The statistics presented are based on Domestic Tourism Survey conducted in 2016.

PERFORMANCE OF DOMESTIC TOURISM, 2016

In 2016, a total of 189.3 million visitors was recorded with a growth of 7.0 per cent compared to 176.9 million in 2015. Meanwhile, number of trips increased by 8.0 per cent from 235.2 million trips in 2015 to 253.9 million trips in 2016.

Domestic visitors expenditure grew by 10.2 per cent in 2016 to register RM74,773 million (2015: RM67,842 million). This was contributed by the increase in spending by excursionists and tourists by 11.8 per cent and 9.4 per cent respectively.

Shopping continued to register the highest share contribution of expenditure components by domestic visitors with 35.3 per cent. This was followed by consumption on automotive fuel, food & beverage, expenditure by visited household, accommodation, transportation and other expenditures.

The detailed information regarding this report can be accessed through the [eStatistik](#) application in the portal of Department of Statistics Malaysia.

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