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DOMESTIC TOURISM SURVEY 2020



DOMESTIC TOURISM MALAYSIA 2020 MAIN INDICATORS

Domestic Visitors (Million)



Number of Trips (Million)



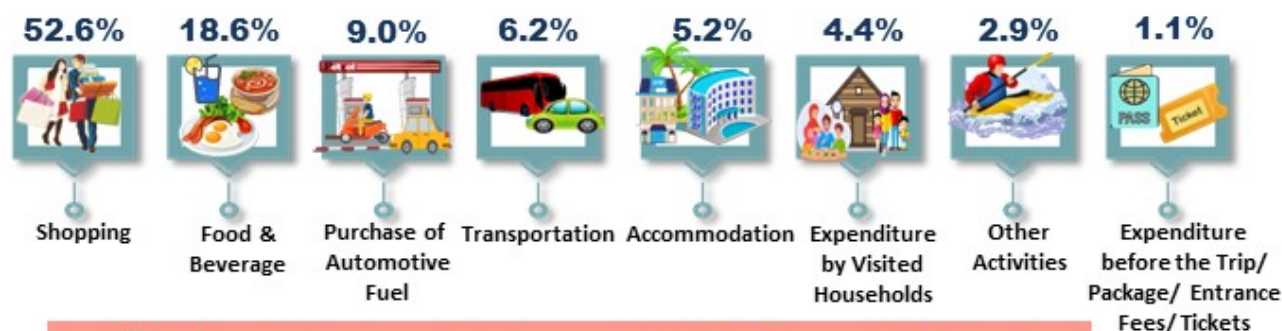
Total Expenditure (RM Billion)



5 Main Purposes of Trips by Domestic Visitors



Expenditure Components of Domestic Visitors



5 Top States of Domestic Visitors (Million)



Source: Domestic Tourism Survey, Department of Statistics Malaysia

Domestic Tourism Spending in Malaysia Plunged 60.8 per cent in 2020 to Record RM40.4 Billion

INTRODUCTION

This publication presents statistics on domestic tourism, 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 2020.

PERFORMANCE OF DOMESTIC TOURISM, 2020

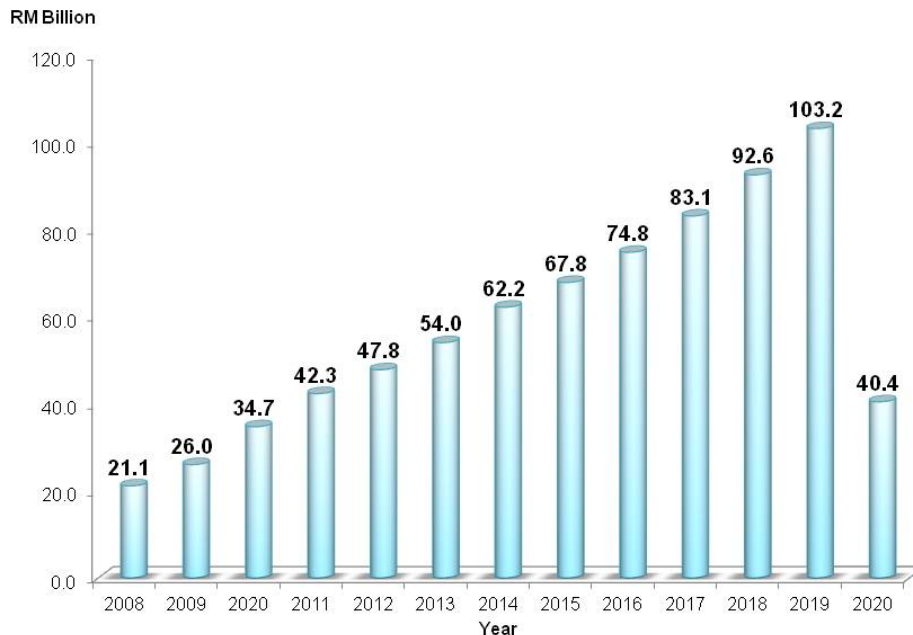
In 2020, domestic tourism in Malaysia experienced a significant drop in the number of visitor arrivals and tourism expenditure due to the COVID-19 lockdown.

A total of 131.7 million domestic visitors were recorded in 2020 with a decrease of 44.9 per cent as compared to the previous year (2019: 8.1%).

In terms of volume of total tourism trips, domestic visitors undertook 147.0 million trips within the country, declined by 55.8 per cent as against 2019.

Domestic tourism expenditure in 2020 plummeted 60.8 per cent with only recorded RM40.4 billion (2019: RM103.2 billion). This was the first drop since 2008 when DOSM started to compile Domestic Tourism Survey statistics.

Chart: Malaysia's Domestic Tourism Expenditure, 2008 - 2020



In 2020, shopping registered the highest percentage share from the total expenditure made by a domestic visitor for his/her trip with a share of 52.6 per cent (2019: 37.8%), followed by food & beverage, 18.6 per cent (2019: 14.3%) and automotive fuel, 9.0 per cent (2019: 15.0%). This was the first time the expenditure on food & beverage preceded the expenditure on automotive fuel.

TRAVELLING TREND OF DOMESTIC TOURISM, 2020

In 2020, the percentage share of trips for shopping purposes recorded 42.3 per cent (2019: 35.4%) exceeded the share of trips for visiting relatives and friends, 32.0 per cent (2019: 42.3%) for the first time since year 2008. This was followed by the share of holiday/ leisure/ relaxation, 16.9 per cent (2019: 9.0%).

Selangor was the most visited state by domestic visitors in 2020 which accounted for 19.7 million visitors, followed by Perak (13.2 million), W.P. Kuala Lumpur (12.4 million), Sabah (10.3 million) and Kedah (10.1 million).

Land transport was widely used by domestic visitors in 2020 with 98.6 per cent. This was followed by air transport (1.0%) and water transport (0.4%).

In 2020, unpaid accommodation provided by relatives & friends (65.1%) was the most popular type of accommodation among the tourists. This was followed by hotel (24.1%), rest house (3.9%), homestay/ vacation homes (3.8%), apartment (2.3%) and chalet (0.8%).

The full publication of the Domestic Tourism Survey, 2020 can be downloaded through [eStatistik](#) Portal.

*Notes:

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

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