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DOMESTIC TOURISM SURVEY (STATES)



Introduction

This report presents the statistics related to domestic tourism for each state in Malaysia. The annual statistics presented in this publication were obtained from the Domestic Tourism Survey, 2022. This report also presents the performance of domestic tourism in second quarter 2023. The principal statistics reported are related to the key indicators of domestic tourism performance such as the number of domestic visitor arrivals, total of trips and total of receipts. In addition, statistics related to trends of overnight trip and social & demographic profiles of domestic visitors for each state are also included in this publication.

Performance of Domestic Tourism in Second Quarter 2023

Domestic tourism in Malaysia experienced a significant surge to record 54.5 million visitors for the second quarter 2023, increased 20.0 per cent as compared to the same quarter of previous year. Meanwhile, for quarter-on-quarter comparison, domestic visitors increased 12.2 per cent as compared to the first quarter of 2023. Domestic tourism expenditure for the second quarter of 2023 recorded RM21.9 billion, increased 23.9 per cent year-on-year, and rose 13.9 per cent for quarterly comparison.

Domestic Tourism Performance by State 2022

Malaysia's domestic tourism performance in 2022 continued to record positive growth. Domestic visitor arrivals recorded 171.6 million visitors compared to 66.0 million visitors in the previous year, increased 160.1 per cent. Domestic tourism receipts increased 248.1 per cent to record RM64.1 billion (2021: RM18.4 billion), positive growth after the spread of the COVID-19 pandemic.

Shopping was the largest component of the total receipts (RM24.94 billion) for all states, where Selangor dominated with RM3.85 billion, followed by Federal Territory of Kuala Lumpur (RM3.71 billion) and Sarawak (RM2.33 billion).

For the statistic on social & demographic profile of domestic visitors, majority of the domestic visitors received by nine states namely Johor, Melaka, Pahang, Pulau Pinang, Perlis, Selangor, Federal Territory of Kuala Lumpur, Federal Territory of Labuan and Federal Territory of Putrajaya earned between RM5,001 to RM10,000 per month.

Detailed information and technical notes are included in the publication of the Domestic Tourism Survey 2022 by state. This publication can be accessed and downloaded through [eStatistik](#) on the DOSM portal, www.dosm.gov.my.

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