



JABATAN PERDANA MENTERI
JABATAN PERANGKAAN MALAYSIA

ISSN 2636-9524



9 772636 952008

SURVEI PELANCONGAN DOMESTIK

DOMESTIC TOURISM SURVEY

2021



JABATAN PERANGKAAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA



**JABATAN PERDANA MENTERI
JABATAN PERANGKAAN MALAYSIA**

SURVEI PELANCONGAN DOMESTIK **DOMESTIC TOURISM SURVEY** **MALAYSIA** **2021**

Pemakluman

Jabatan Perangkaan Malaysia (DOSM) sedang menjalankan Survei Pendapatan, Perbelanjaan Isi Rumah dan Kemudahan Asas (HIES/BA) 2022 bermula dari 1 Januari 2022 sehingga 31 Disember 2022 dan Survei Ekonomi Tahunan (AES) 2022 bermula dari 15 April 2022 sehingga 30 September 2022. DOSM amat menghargai kerjasama daripada responden yang terpilih untuk memberikan maklumat kepada DOSM serta menjayakan survei ini. Sila layari www.dosm.gov.my untuk maklumat lanjut.

Penerbitan statistik ekonomi dan sosial iaitu PocketStats yang mengandungi statistik suku tahunan dan tahunan boleh diperoleh dari portal DOSM atau melalui pautan https://bit.ly/PocketStatsS1_2022.

Dimaklumkan bahawa Kerajaan Malaysia telah mengisytiharkan Hari Statistik Negara (MyStats Day) pada 20 Oktober setiap tahun. Tema sambutan MyStats Day adalah "Connecting the World with Data We Can Trust".

Announcement

The Department of Statistics Malaysia (DOSM) is conducting the Household Income, Expenditure and Basic Amenities Survey (HIES/BA) 2022 from 1st January 2022 until 31st December 2022 and the Annual Economic Survey (AES) 2022 from 15th April 2022 until 30th September 2022. DOSM greatly appreciates the cooperation given by selected respondents by sharing their information with DOSM and making the survey a success. Please visit www.dosm.gov.my for more information.

Economic and social statistics publication namely PocketStats which contain quarterly and annual statistics can be obtained from the DOSM portal or via the link https://bit.ly/PocketStatsQ1_2022.

Please be informed that the Government of Malaysia has declared National Statistics Day (MyStats Day) on October 20 each year. MyStats Day theme is "Connecting the World with Data We Can Trust".

**JABATAN PERANGKAAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA**

Diterbitkan dan dicetak oleh / *Published and printed by:*

Jabatan Perangkaan Malaysia

Department of Statistics, Malaysia

Blok C6, Kompleks C,

Pusat Pentadbiran Kerajaan Persekutuan

62514 Putrajaya,

MALAYSIA

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Harga / *Price* : RM25.00

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ISSN 2636 - 9524

Laporan Survei Pelancongan Domestik, 2021 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 berpandukan 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.

Sama seperti tahun sebelumnya, tahun 2021 terus menjadi tahun yang mencabar kerana penularan pandemik COVID-19 masih berleluasa di seluruh negara. Walau bagaimanapun DOSM berjaya melaksanakan survei dan menghasilkan penerbitan. Justeru, 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 2022

The Domestic Tourism Survey (DTS) 2021 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.

As the previous year, 2021 continues to be a challenging year as the spread of the COVID-19 pandemic is still rampant across the country. However, DOSM had successfully completed the survey and produced the publication. Therefore, 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 2022

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PART

1

INDIKATOR UTAMA & RINGKASAN PENEMUAN

*MAIN INDICATORS & SUMMARY OF
FINDINGS*



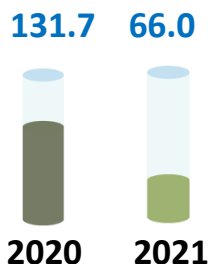
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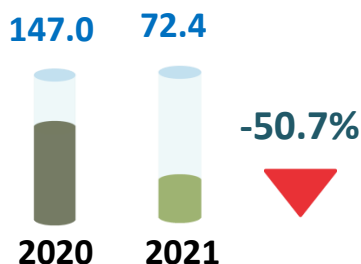
PELANCONGAN DOMESTIK MALAYSIA 2021

INDIKATOR UTAMA

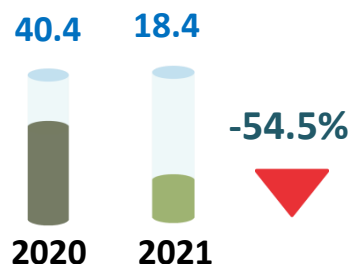
Pelawat Domestik
(Juta)



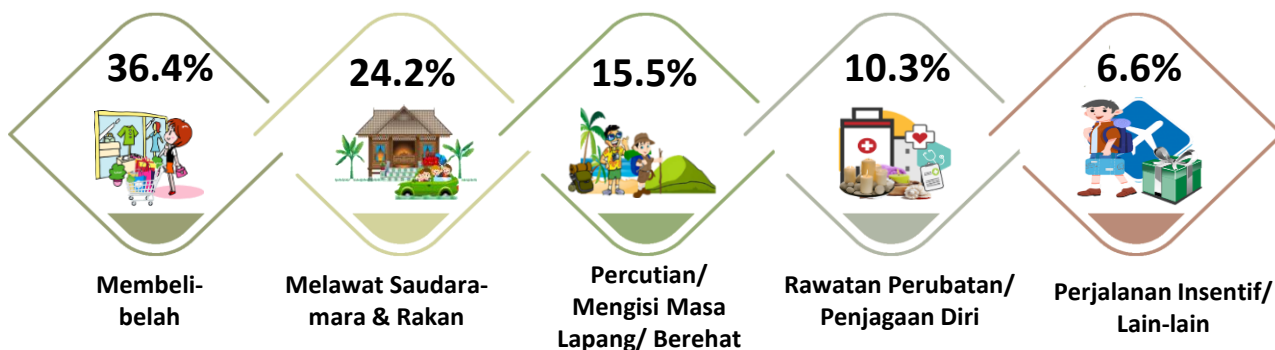
Bilangan Perjalanan
(Juta)



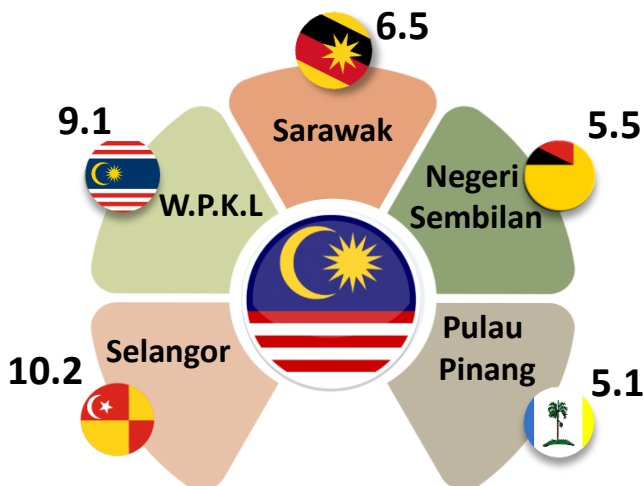
Jumlah Perbelanjaan
(RM Bilion)



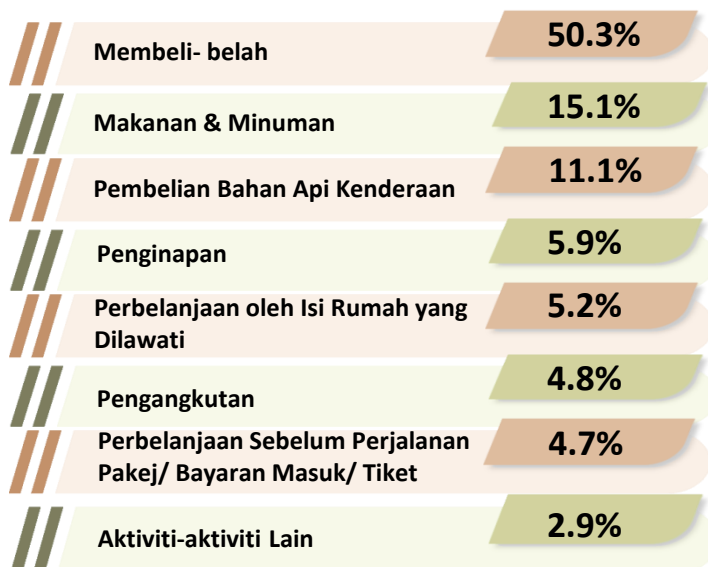
5 Tujuan Utama Perjalanan Pelawat Domestik



5 Negeri Tumpuan Pelawat Domestik (Juta)



Komponen Perbelanjaan Pelawat Domestik



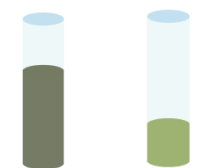


DOMESTIC TOURISM MALAYSIA 2021

MAIN INDICATORS

Domestic Visitors
(Million)

131.7 66.0



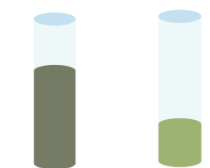
2020 2021

-49.9%



Number of Trips
(Million)

147.0 72.4



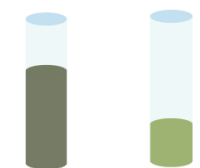
2020 2021

-50.7%



Total Expenditure
(RM Billion)

40.4 18.4



2020 2021

-54.5%



5 Main Purposes of Trips by Domestic Visitors

36.4%



Shopping

24.2%



Visiting Relatives
& Friends

15.5%



Holiday/ Leisure/
Relaxation

10.3%



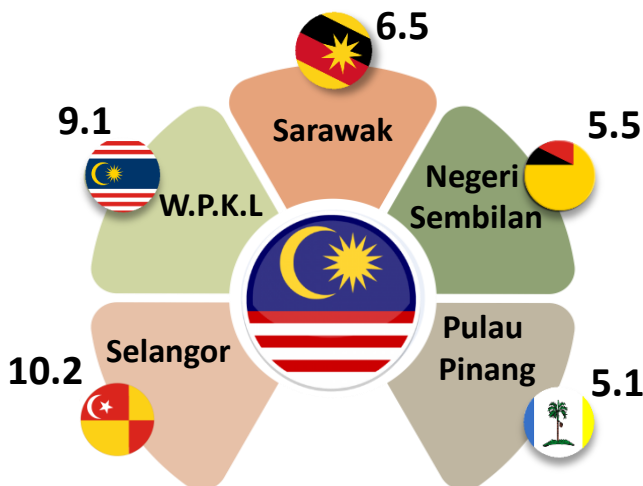
Medical Treatment/
Wellness

6.6%

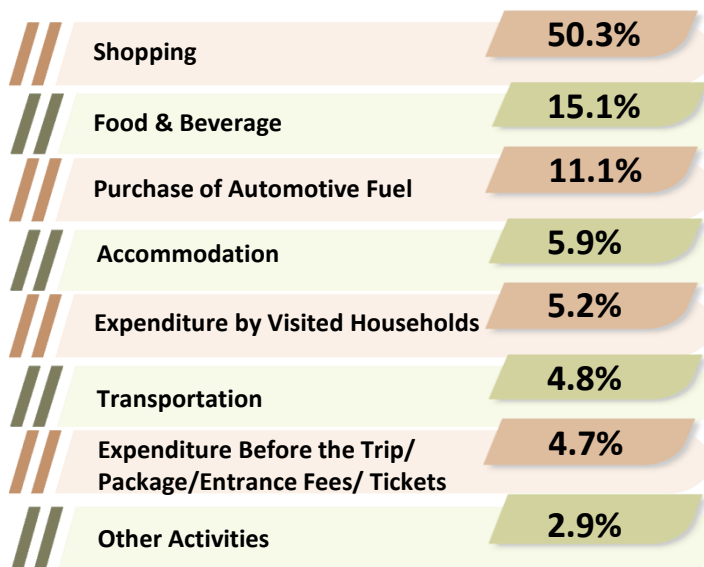


Incentive Travel/
Others

5 Top States of Domestic Visitors (Million)



Expenditure Components of Domestic Visitors



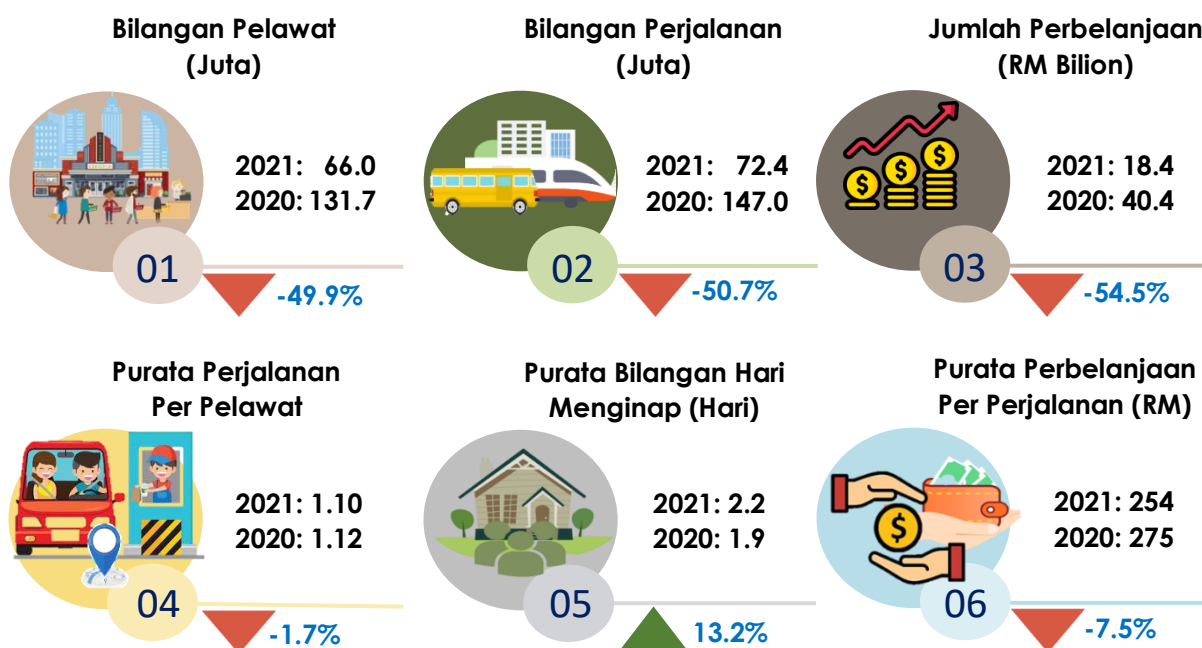
1.0 PENGENALAN

Penerbitan ini membentangkan statistik Malaysia bagi pelancongan domestik yang merangkumi ketibaan pelawat¹, perbelanjaan pelancongan, trend perjalanan dan profil sosial & demografi pelawat domestik. Statistik ini adalah daripada Survei Pelancongan Domestik yang dijalankan pada 2021.

2.0 PRESTASI PELANCONGAN DOMESTIK, 2021

Pada 2021, pelancongan domestik Malaysia mengalami kejatuhan yang signifikan bagi bilangan ketibaan pelawat dan perbelanjaan pelancongan disebabkan oleh COVID-19 lockdown. Seramai 66.0 juta pelawat domestik dicatatkan pada 2021 dengan penurunan sebanyak 49.9 peratus berbanding tahun sebelumnya (2020: -44.9%). Sementara itu, sebanyak 72.4 juta perjalanan pelancongan telah dilakukan oleh pelawat domestik di dalam negara dengan purata perjalanan menurun daripada 1.12 perjalanan kepada 1.10 perjalanan setiap pelawat.

Paparan 1: Statistik Penting Pelancongan Domestik, 2020 dan 2021



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

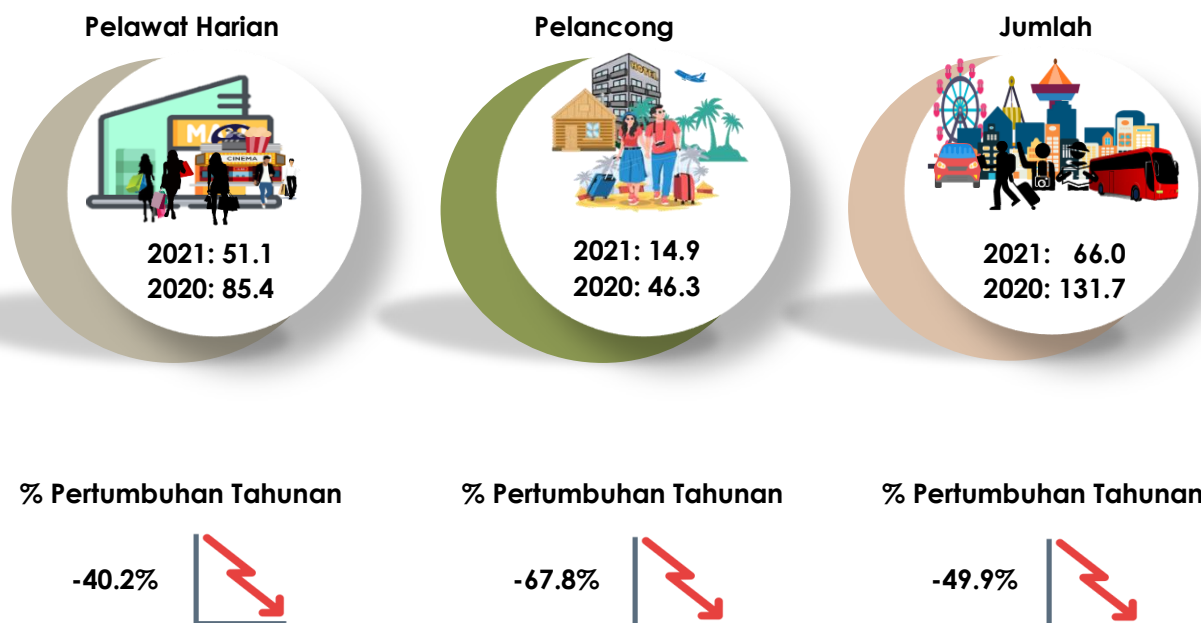
RINGKASAN PENEMUAN

Secara keseluruhan, perbelanjaan pelancongan domestik menurun sebanyak 54.5 peratus pada 2021 (2020: -60.8%). Sejumlah RM18.4 bilion telah dibelanjakan bagi pelancongan domestik pada 2021 berbanding RM40.4 bilion yang direkodkan pada tahun sebelumnya. Kejatuhan ini mengakibatkan penurunan purata perbelanjaan bagi setiap perjalanan kepada RM254 berbanding RM275 pada tahun 2020. Sementara itu, purata bilangan hari menginap pada 2021 bertambah kepada 2.2 hari berbanding 1.9 hari pada tahun sebelumnya.

2.1 PELAWAT DOMESTIK

Bilangan pelawat harian pada tahun 2021 adalah seramai 51.1 juta pelawat dengan penurunan sebanyak 40.2 peratus berbanding tahun sebelumnya. Sementara itu, bilangan pelancong turut merosot daripada 46.3 juta pada tahun 2020 kepada 14.9 juta (-67.8%) (Paparan 2).

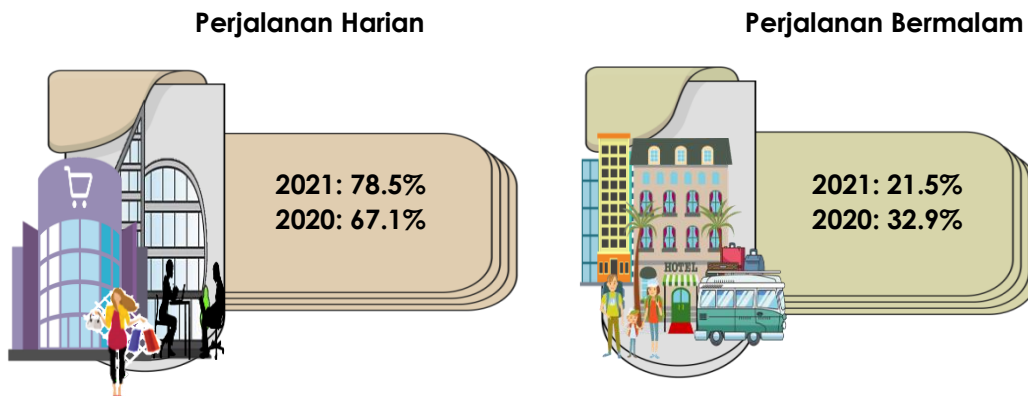
Paparan 2: Bilangan Pelawat Domestik (Juta) mengikut Jenis Pelawat, 2020 dan 2021



2.2 PERJALANAN PELANCONGAN DOMESTIK

Perjalanan pelancongan domestik terdiri daripada perjalanan harian dan perjalanan bermalam. Pada 2021, peratus sumbangan perjalanan harian dan perjalanan bermalam masing-masing adalah 78.5 peratus (56.9 juta perjalanan) dan 21.5 peratus (15.5 juta perjalanan). Peratus sumbangan perjalanan bermalam menyusut sebanyak 11.4 peratus berbanding yang dicatatkan pada 2020, iaitu 32.9 peratus (Paparan 3).

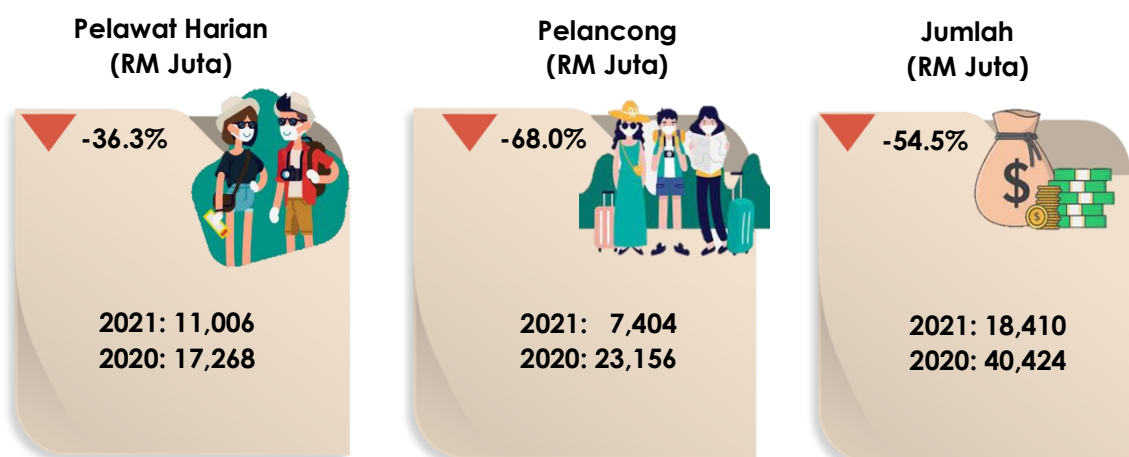
Paparan 3: Peratus Sumbangan Perjalanan Pelawat Domestik, 2020 dan 2021



2.3 PERBELANJAAN PELANCONGAN DOMESTIK

Perbelanjaan pelancongan domestik disumbangkan oleh kedua-dua perbelanjaan pelawat harian dan pelancong. Ekoran daripada COVID-19 *lockdown*, jumlah perbelanjaan pelawat harian dan pelancong masing-masing merekodkan penurunan pada tahun 2021. Perbelanjaan pelancong menyusut sebanyak 68.0 peratus berbanding pada tahun sebelumnya. Sementara itu, perbelanjaan pelawat harian jatuh 36.3 peratus kepada RM11.0 bilion seperti yang ditunjukkan di **Paparan 4**.

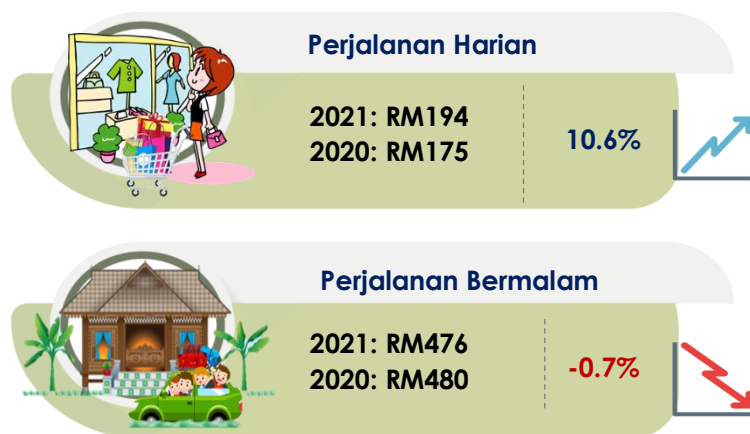
Paparan 4: Jumlah Perbelanjaan mengikut Jenis Pelawat, 2020 dan 2021



Purata perbelanjaan bagi perjalanan harian pada 2021 meningkat 10.6 peratus kepada RM194 (2020: RM175) berbanding tahun sebelumnya. Sementara itu, purata perbelanjaan bagi perjalanan bermalam pada 2021 menurun kepada RM476 berbanding RM480 pada tahun sebelumnya (**Paparan 5**).

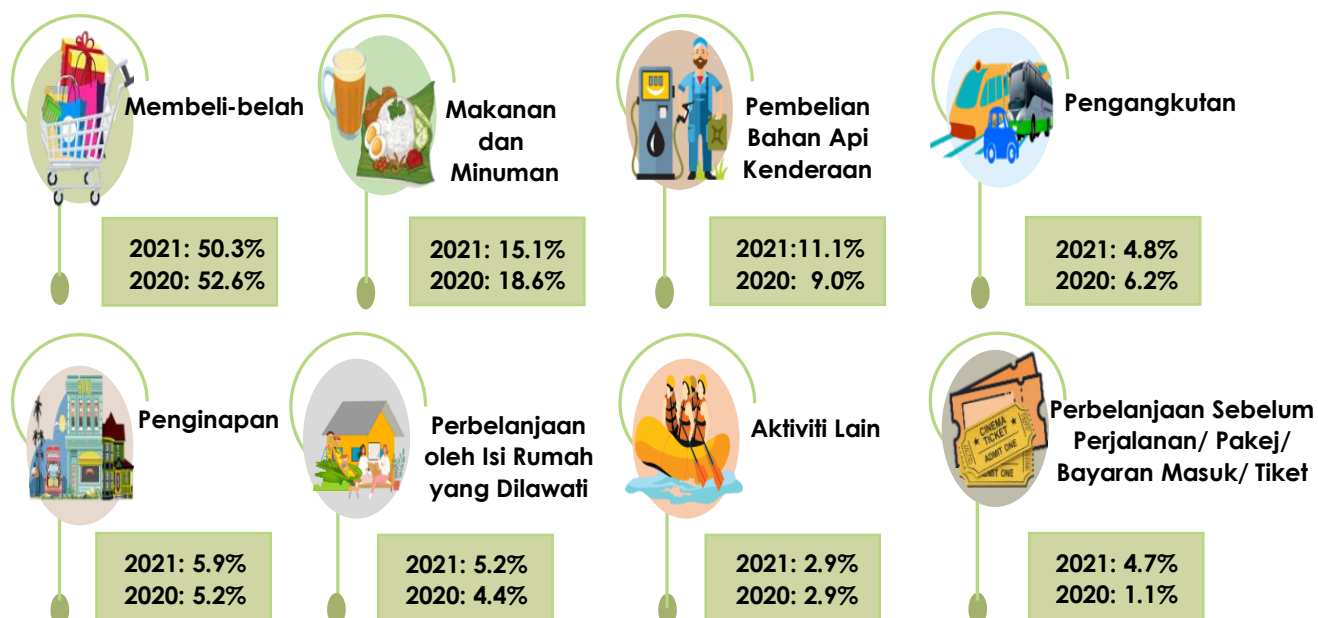
RINGKASAN PENEMUAN

Paparan 5: Purata Perbelanjaan mengikut Jenis Perjalanan, 2020 dan 2021



Membeli-belah mencatatkan peratus sumbangan tertinggi daripada keseluruhan jumlah perbelanjaan yang dibuat oleh pelawat domestik semasa perjalanannya, iaitu sebanyak 50.3 peratus. Ini diikuti oleh perbelanjaan bagi makanan & minuman (15.1%), penggunaan bahan api kenderaan (11.1%), penginapan (5.9%), perbelanjaan oleh isi rumah yang dilawati (5.2%) dan pengangkutan (4.8%) seperti yang dipaparkan di **Paparan 6**.

Paparan 6: Peratus Sumbangan Perbelanjaan Pelawat Domestik, 2020 dan 2021



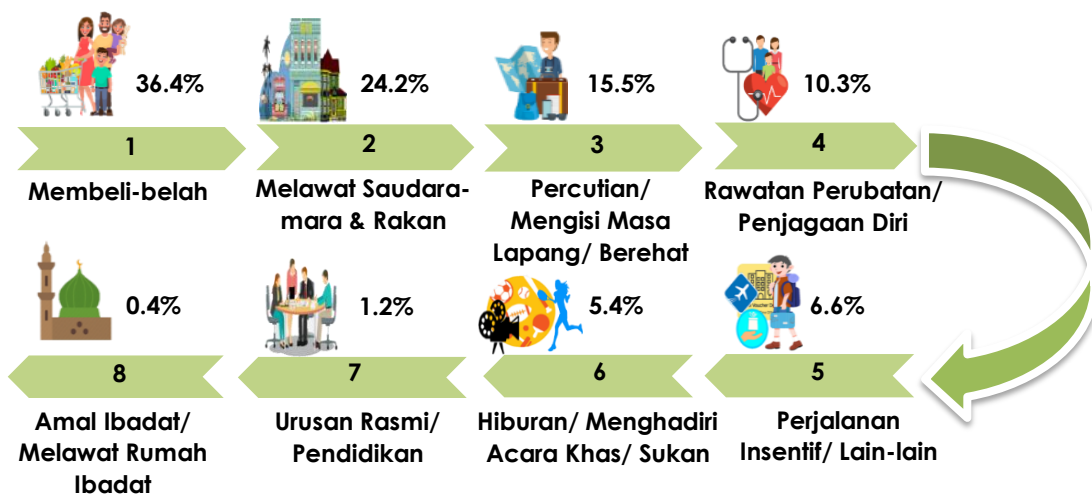
3.0 TREND PERJALANAN PELAWAT DOMESTIK

Trend perjalanan menerangkan tujuan utama perjalanan, negeri paling banyak dikunjungi, mod pengangkutan dan jenis penginapan.

3.1 TUJUAN UTAMA PERJALANAN

Pada tahun 2021, membeli-belah (36.4%) merupakan tujuan utama bagi pelawat domestik untuk melakukan perjalanan (**Paparan 7**). Tujuan kedua ialah melawat saudara-mara & rakan (24.2%), diikuti oleh percutian/ mengisi masa lapang/ berehat (15.5%), rawatan perubatan/ penjagaan diri (10.3%) dan perjalanan insentif/ lain-lain (6.6%).

Paparan 7: Tujuan Utama Perjalanan Pelawat Domestik, 2021



3.2 LIMA NEGERI MENERIMA KEDATANGAN PELANCONG TERTINGGI

Johor berada di kedudukan pertama sebagai negeri destinasi utama pada tahun 2021 dengan kedatangan seramai 1.8 juta pelancong. Sementara itu, Perak dan Pahang berada di kedudukan kedua dan ketiga, masing-masing menerima 1.4 juta dan 1.3 juta pelancong. Ini diikuti oleh Negeri Sembilan (1.2 juta) dan Selangor (1.2 juta) seperti yang digambarkan di **Paparan 8**.

Paparan 8: Lima Negeri Tertinggi Menerima Kedatangan Pelancong, 2021

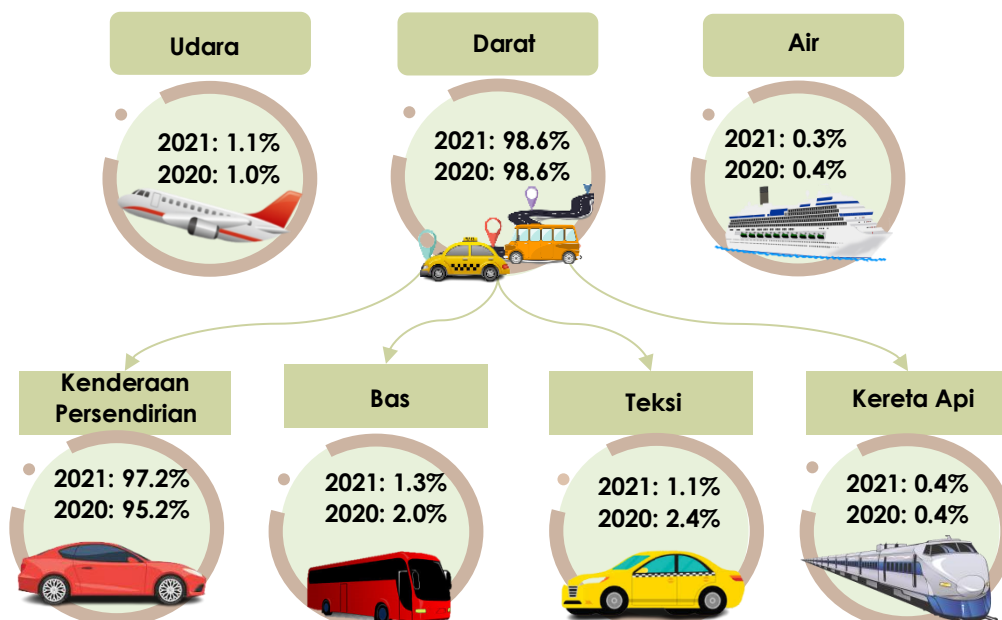


3.3 MOD PENGANGKUTAN

Pengangkutan darat digunakan secara meluas oleh pelawat domestik pada tahun 2021, iaitu sebanyak 98.6 peratus. Ini diikuti oleh pengangkutan udara (1.1%) dan pengangkutan air (0.3%).

Bagi mod pengangkutan darat, kenderaan persendirian merupakan jenis pengangkutan yang paling banyak digunakan oleh pelawat domestik dengan sumbangan sebanyak 97.2 peratus. Sementara itu, sejumlah 2.4 peratus pelawat domestik menggunakan bas dan teksi, manakala selebihnya memilih kereta api (0.4%) seperti ditunjukkan di dalam **Paparan 9**.

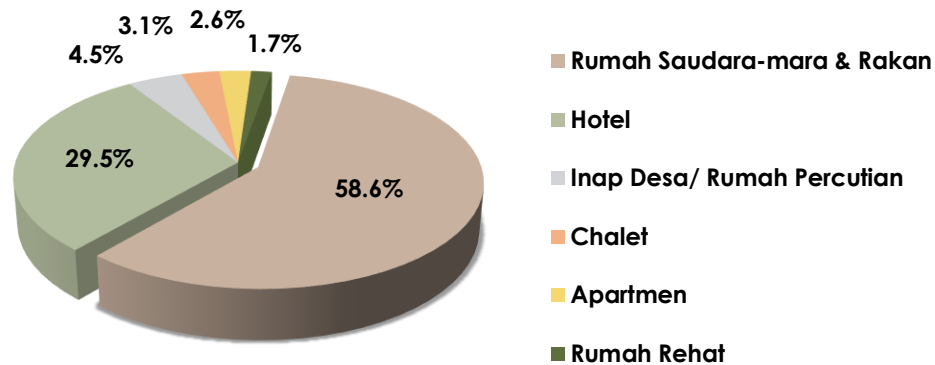
Paparan 9: Peratus Perjalanan Pelawat Domestik mengikut Mod Pengangkutan, 2020 dan 2021



3.4 JENIS PENGINAPAN

Pada 2021, sejumlah 15.5 juta perjalanan bermalam domestik telah dilakukan oleh pelancong. Bagi perjalanan bermalam, penginapan tidak berbayar yang disediakan oleh saudara- mara dan rakan (58.6%) merupakan jenis penginapan yang paling popular dalam kalangan pelancong. Ini diikuti oleh hotel (29.5%), inap desa/ rumah percutian (4.5%), chalet (3.1%), apartmen (2.6%) dan rumah rehat (1.7%) seperti yang ditunjukkan dalam **Carta 1**.

Carta 1: Peratus Sumbangan Pelancong mengikut Jenis Penginapan, 2021



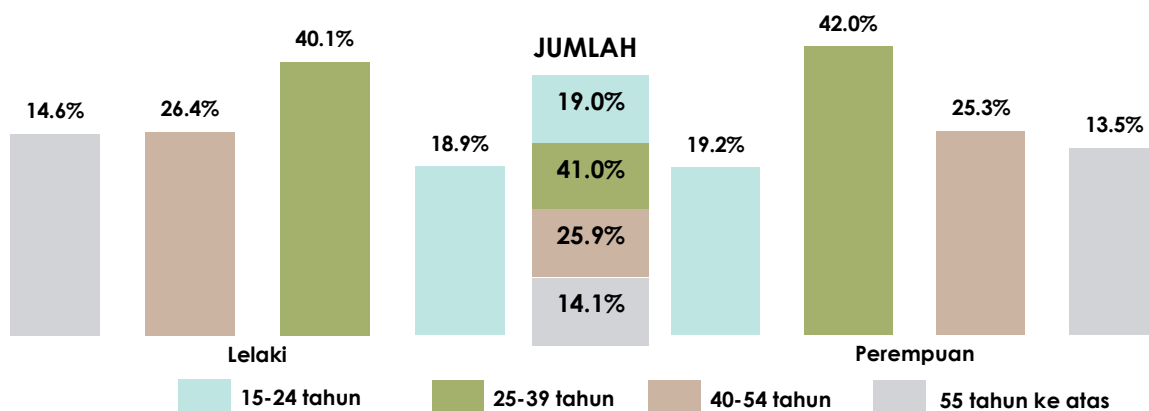
4.0 PROFIL SOSIAL & DEMOGRAFI PELAWAT DOMESTIK

Profil sosial & 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 41.0 peratus (**Carta 2**). Ini diikuti oleh pelawat domestik berumur 40 hingga 54 tahun (25.9%), 15 hingga 24 tahun (19.0%) dan 55 tahun ke atas (14.1%). Dari segi jantina, pelawat domestik perempuan berumur 25 hingga 39 tahun mencatatkan sumbangan tertinggi sebanyak 42.0 peratus berbanding lelaki dalam kumpulan umur yang sama (40.1%).

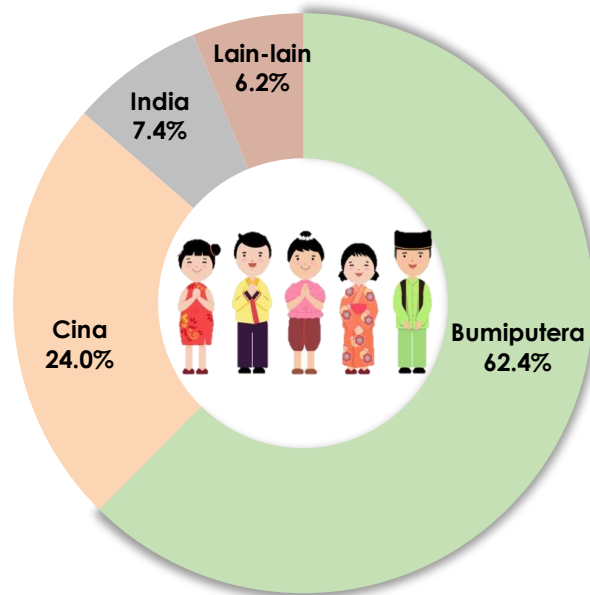
Carta 2: Peratus Sumbangan Pelawat Domestik mengikut Jantina dan Kumpulan Umur, 2021



4.2 PELAWAT DOMESTIK MENGIKUT KUMPULAN ETNIK

Berdasarkan kumpulan etnik, Bumiputera mencatatkan sumbangan tertinggi iaitu 62.4 peratus pelawat domestik. Ini diikuti oleh kumpulan etnik Cina (24.0%) dan India (7.4%) seperti yang dipaparkan di **Carta 3**.

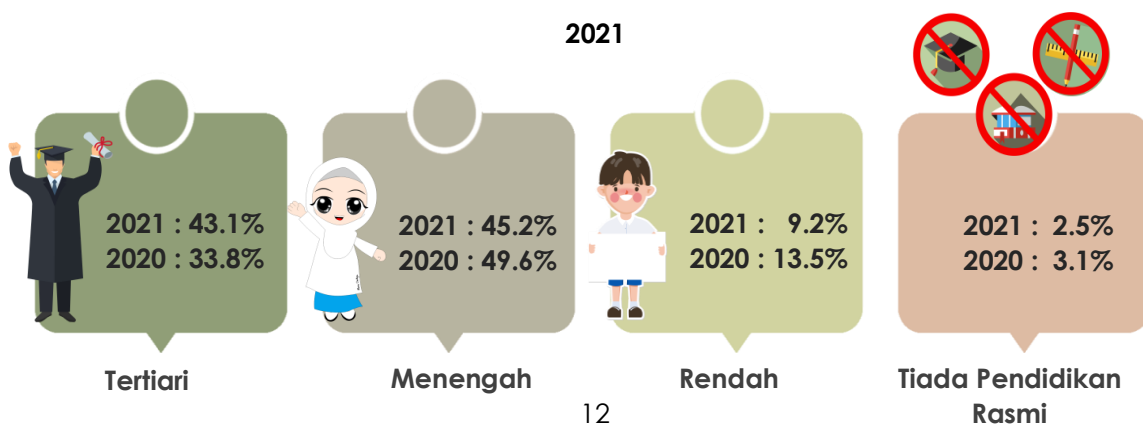
Carta 3: Peratus Sumbangan Pelawat Domestik mengikut Kumpulan Etnik, 2021



4.3 PELAWAT DOMESTIK MENGIKUT TAHAP PENDIDIKAN

Pada 2021, pelawat domestik berpendidikan peringkat menengah mencatatkan penurunan 4.4 mata peratus kepada 45.2 peratus berbanding tahun sebelumnya. Sementara itu, peratus sumbangan pelawat domestik dengan pendidikan tertiar meningkat kepada 43.1 peratus berbanding 2020 (33.8%) (**Paparan 10**).

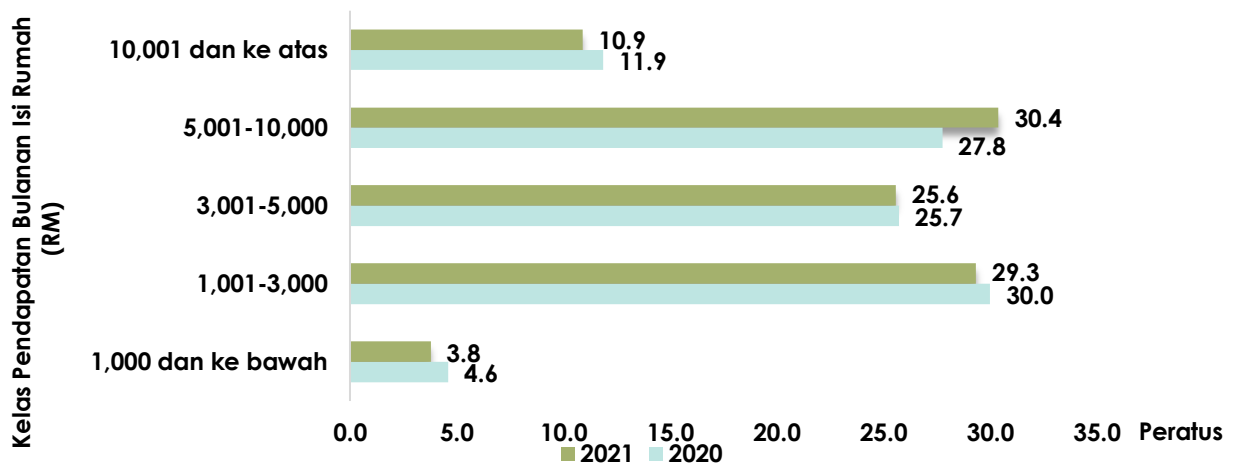
Paparan 10: Peratus Sumbangan Pelawat Domestik mengikut Tahap Pendidikan, 2020 dan 2021



4.4 PELAWAT DOMESTIK MENGIKUT KELAS PENDAPATAN BULANAN ISI RUMAH

Pelawat domestik mengikut kelas pendapatan bulanan isi rumah di antara RM5,001 hingga RM10,000 sebulan merekodkan sumbangan tertinggi iaitu 30.4 peratus. Ini diikuti oleh pelawat yang berpendapatan RM1,001 hingga RM3,000 sebulan (29.3%) dan RM3,001 hingga RM5,000 sebulan (25.6%) seperti di **Carta 4**.

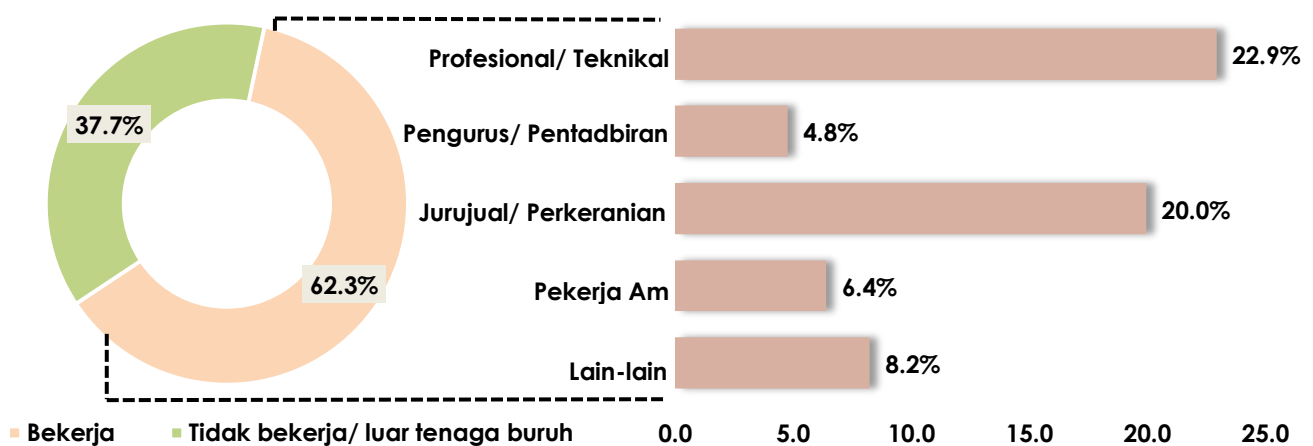
Carta 4: Peratus Sumbangan Pelawat Domestik mengikut Kelas Pendapatan Bulanan Isi Rumah, 2020 dan 2021



4.5 PELAWAT DOMESTIK MENGIKUT STATUS GUNA TENAGA

Mengikut status guna tenaga, sebanyak 62.3 peratus pelawat domestik adalah yang bekerja, manakala selebihnya terdiri daripada tidak bekerja/ luar tenaga buruh (37.7%). Pelawat domestik yang bekerja merangkumi profesional/ teknikal (22.9%), pengurusan/ pentadbiran (4.8%), jurujual/ perkeranian (20.0%), pekerja am (6.4%) dan lain-lain (8.2%).

Carta 5: Peratus Sumbangan Pelawat Domestik mengikut Status Guna Tenaga, 2021



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

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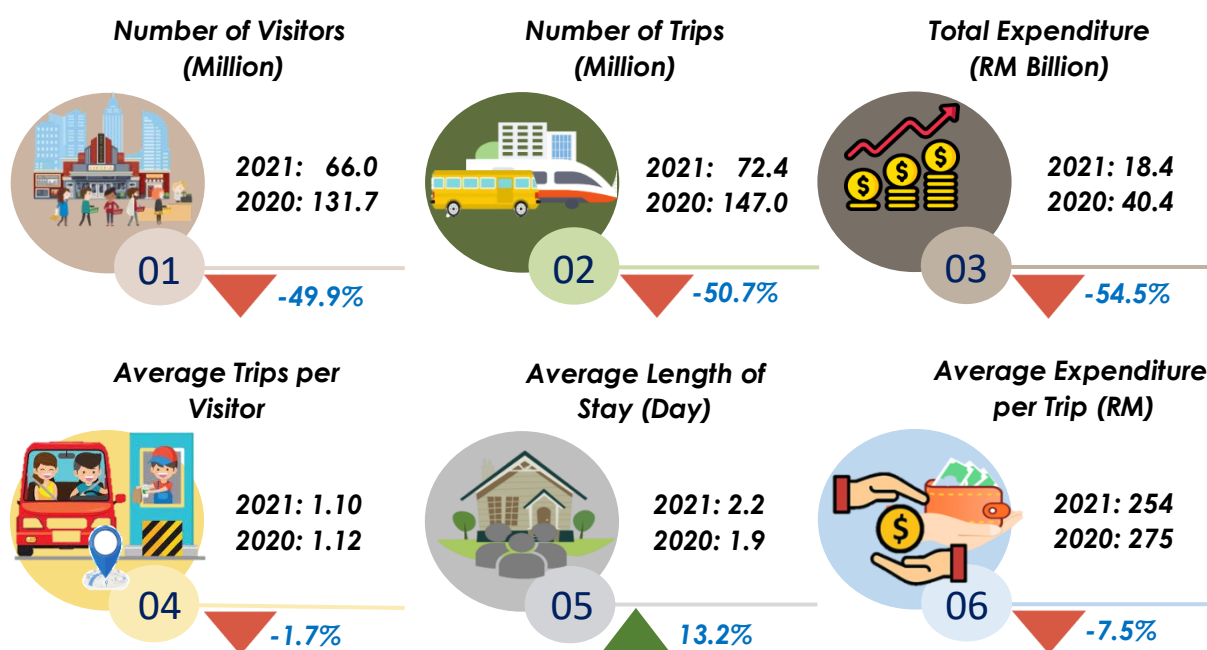
1.0 INTRODUCTION

This publication presents Malaysia statistics on domestic tourism, which consists of visitor¹ arrivals, tourism expenditure, travelling pattern and social & demographic profile of domestic visitors. These statistics were findings from the Domestic Tourism Survey (DTS) conducted in 2021.

2.0 THE PERFORMANCE OF DOMESTIC TOURISM, 2021

In 2021, the 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 66.0 million domestic visitors were recorded in 2021 with a decrease of 49.9 per cent as compared to the previous year (2020: -44.9%). Meanwhile, a total of 72.4 million trips were made by domestic visitors within the country with the average trip slightly decreasing from 1.12 trips to 1.10 trips per visitor.

Exhibit 1: Key Statistics of Domestic Tourism, 2020 and 2021



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

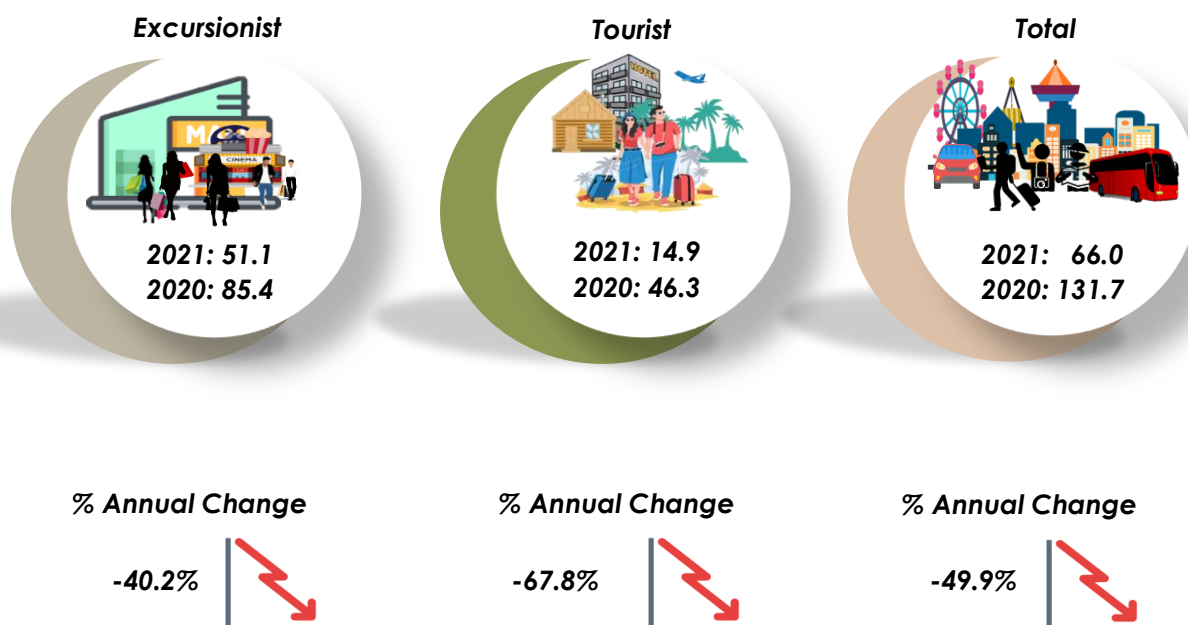
SUMMARY OF FINDINGS

Overall, domestic tourism expenditure declined by 54.5 per cent in 2021 (2020: -60.8%). A total of RM18.4 billion was spent on domestic tourism in 2021 compared to RM40.4 billion recorded in the previous year. This loss resulted in a decrease in average expenditure per trip to RM254 compared to RM275 in 2020. Meanwhile, in 2021, the average length of stay increased to 2.2 days as compared to 1.9 days in the previous year.

2.1 DOMESTIC VISITORS

The total number of excursionists was 51.1 million in 2021 with a decrease of 40.2 percent as compared to the previous year. Meanwhile, the number of tourists also declined from 46.3 million in 2020 to 14.9 million (-67.8%) as shown in **Exhibit 2**.

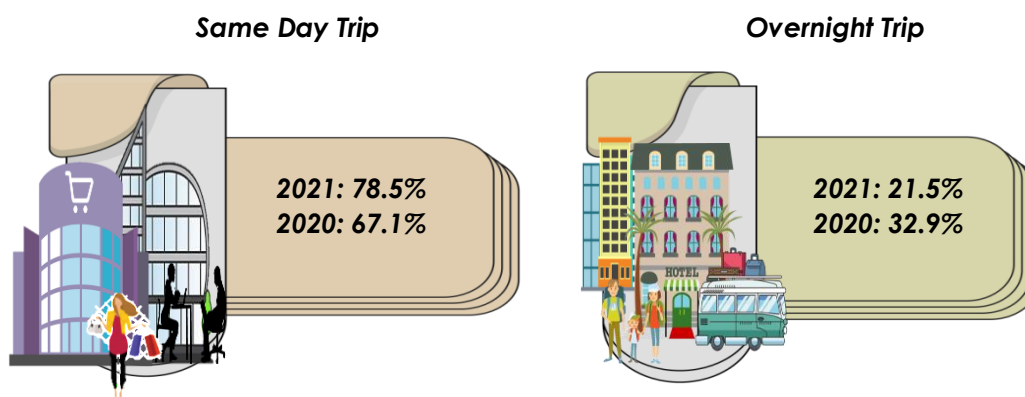
Exhibit 2: Number of Domestic Visitors (Million) by Type of Visitors, 2020 and 2021



2.2 DOMESTIC TOURISM TRIP

Domestic tourist trip consists of same day trip and overnight trip. In 2021, the percentage share of same day trip and overnight trip were 78.5 per cent (56.9 million trips) and 21.5 per cent (15.5 million trips) respectively. The percentage share of overnight trip decreased by 11.4 percentage points as compared to 32.9 per cent recorded in 2020 as shown in **Exhibit 3**.

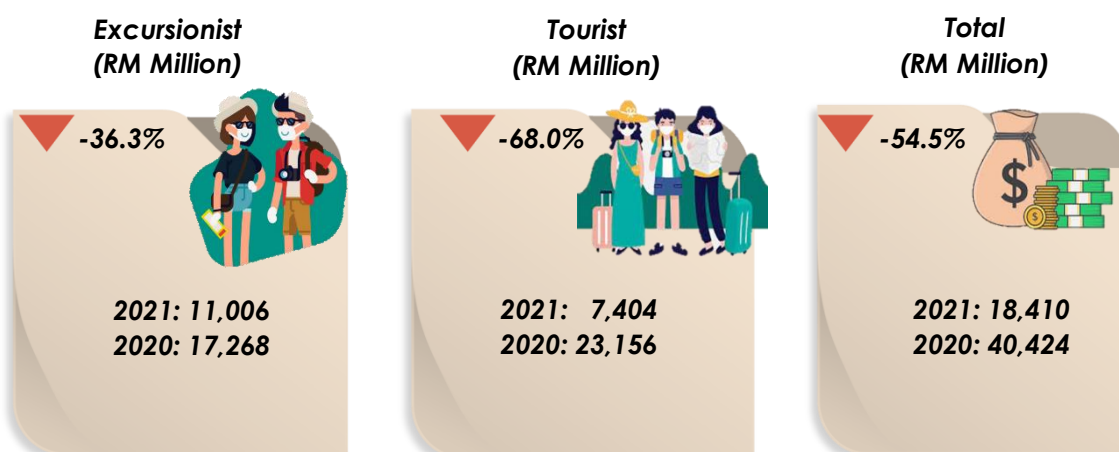
Exhibit 3: Composition of Percentage Share of Domestic Tourism Trip, 2020 and 2021



2.3 DOMESTIC TOURISM EXPENDITURE

Domestic tourism expenditure was contributed by the spending of both excursionists and tourists. As a result of the COVID-19 lockdown, total expenditure spent by excursionists and tourists recorded a decrease in 2021. Tourist expenditure declined by 68.0 per cent as compared to the previous year. Meanwhile, excursionist expenditure declined 36.3 per cent to RM11.0 billion as shown in **Exhibit 4**.

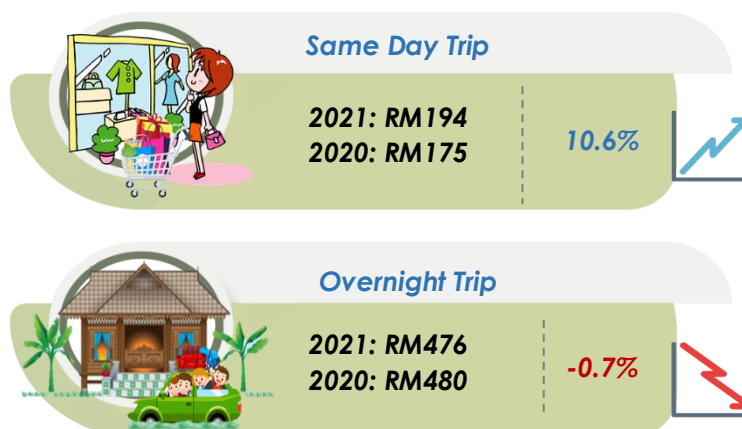
Exhibit 4: Total Expenditure by Type of Visitors, 2020 and 2021



In 2021, the average expenditure on same day trip increased by 10.6 per cent to RM194 (2020: RM175) as compared to the previous year. Meanwhile, the average expenditure for overnight trip in 2021 decreased to RM476 as compared to RM480 in the previous year (**Exhibit 5**).

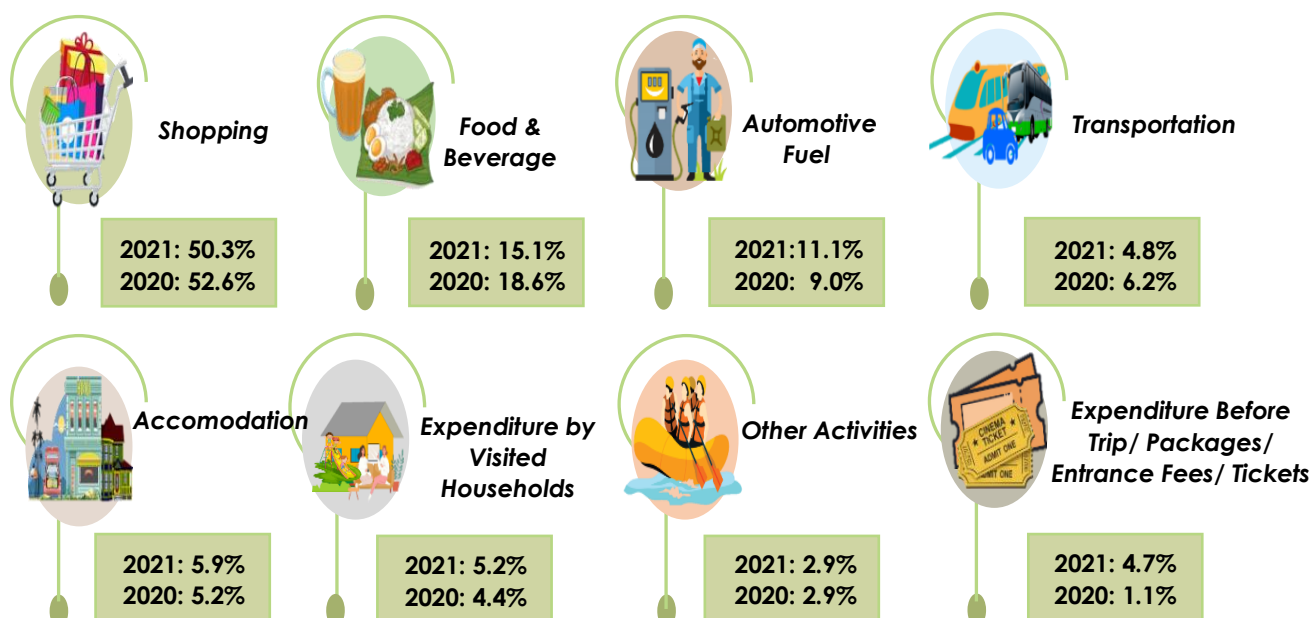
SUMMARY OF FINDINGS

Exhibit 5: Average Expenditure by Type of Trip, 2020 and 2021



Shopping registered the highest share of total expenditure made by a visitor for his/her trip, at 50.3 per cent. This was followed by expenditure on food & beverage (15.1%), consumption of fuel (11.1%), accommodation (5.9%), expenditure by visited households (5.2%) and transportation (4.8%) as depicted in **Exhibit 6**.

Exhibit 6: Percentage Share of Expenditure Components by Domestic Visitors, 2020 and 2021



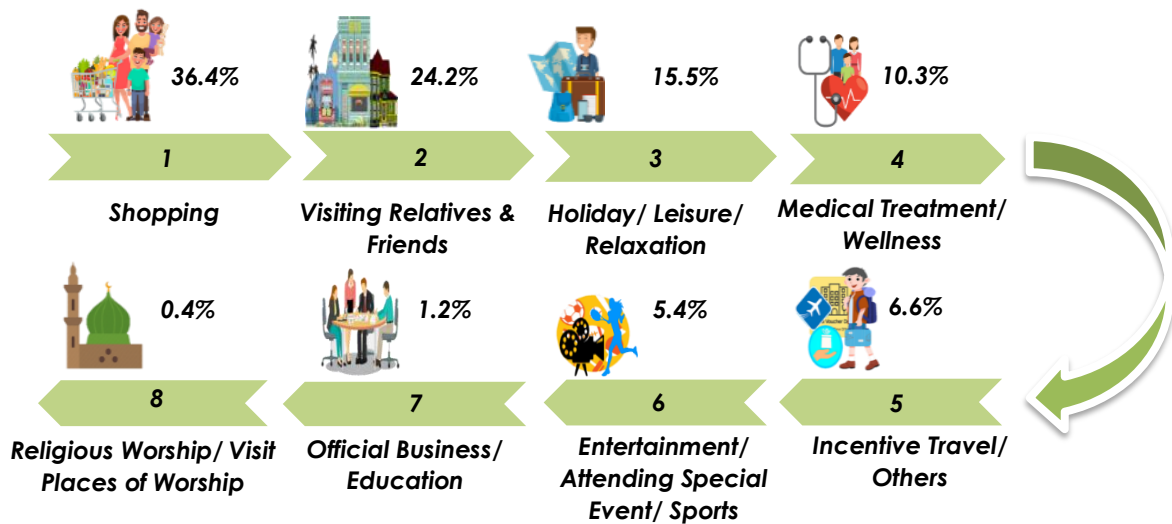
3.0 TRAVELLING TREND OF DOMESTIC VISITORS

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

3.1 MAIN PURPOSE OF TRIPS

In 2021, shopping (36.4%) emerged as the most prevalent purpose for domestic visitors in making a trip (**Exhibit 7**). The second purpose was visiting relatives & friends (24.2%), followed by holiday/ leisure/ relaxation (15.5%), medical treatment/ wellness (10.3%) and incentive travel/ others (6.6%).

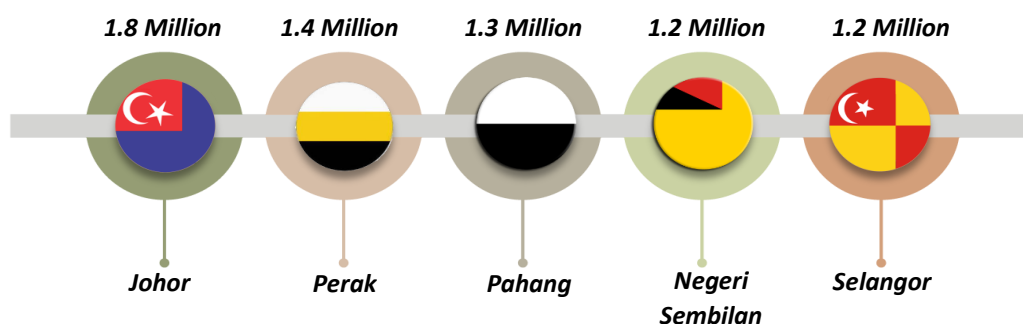
Exhibit 7: Main Purposes of Trips of Domestic Visitors, 2021



3.2 TOP FIVE MOST VISITED STATES BY TOURISTS

Johor emerged in the first place as the most popular destination state in 2021 with 1.8 million tourist arrivals. Meanwhile, Perak and Pahang were in second and third place, receiving 1.4 million and 1.3 million tourists respectively. This was followed by Negeri Sembilan (1.2 million) and Selangor (1.2 million) as depicted in **Exhibit 8**.

Exhibit 8: Top Five Most Visited States by Tourists, 2021



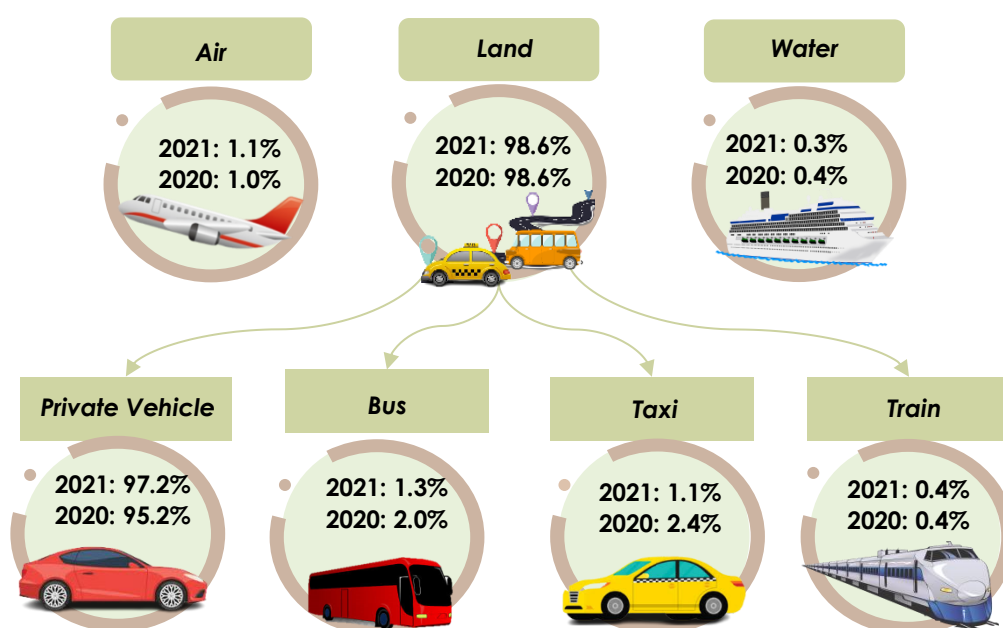
SUMMARY OF FINDINGS

3.3 MODE OF TRANSPORT

Land transport was widely used by domestic visitors in 2021, at 98.6 percent. This was followed by air transport (1.1%) and water transport (0.3%).

Among land transports, private vehicle was the highest form of transport used by domestic visitors with a share of 97.2 per cent. Meanwhile, a total of 2.4 per cent of domestic visitors travelled by bus and taxi, while the remaining chose train (0.4%) as illustrated in **Exhibit 9**.

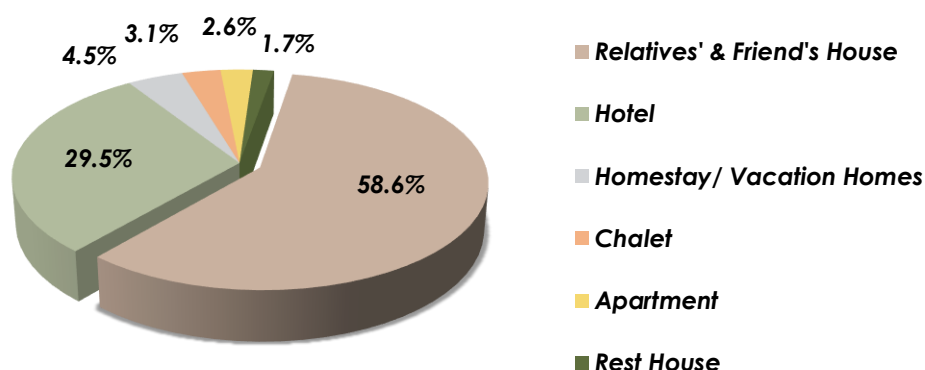
Exhibit 9: Percentage Share of Trips of Domestic Visitors by Mode of Transport, 2020 and 2021



3.4 TYPE OF ACCOMODATION

In 2021, 15.5 million domestic overnight trips was undertaken by tourists. For the purpose of staying overnight, unpaid accommodation provided by relatives & friends (58.6%) was the most popular type of accommodation among tourists. This was followed by hotel (29.5%), homestay/ vacation homes (4.5%), chalet (3.1%), apartment (2.6%) and rest house (1.7%) as shown in **Chart 1**.

Chart 1: Percentage Share of Tourists by Type of Accommodation, 2021



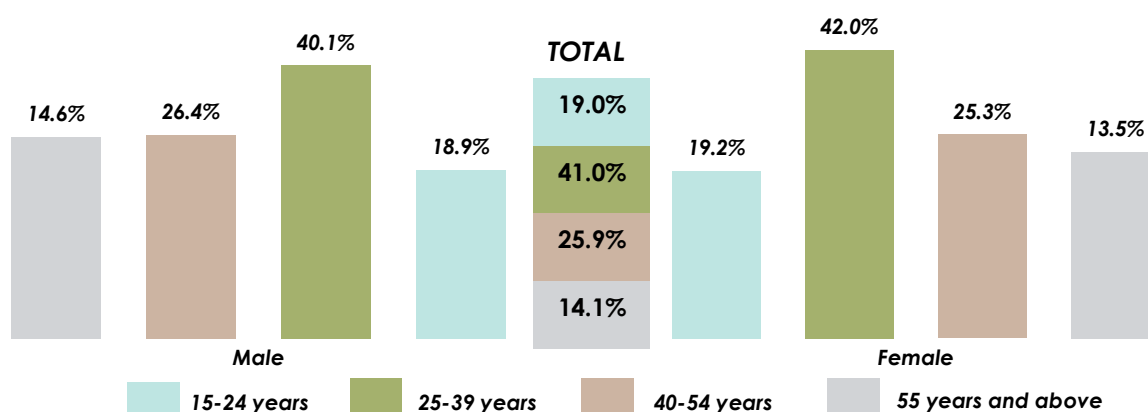
4.0 SOCIAL & DEMOGRAPHIC PROFILE OF DOMESTIC VISITORS

Social & demographic profile comprises of information on domestic visitors by sex and age group, ethnic group, education 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 41.0 per cent (**Chart 2**). This was followed by domestic visitors aged 40 to 54 years (25.9%), 15 to 24 years (19.0%) and 55 years and above (14.1%). In terms of sex, female domestic visitors aged 25 to 39 years recorded the highest share at 42.0 per cent as compared to male in the same age group (40.1%).

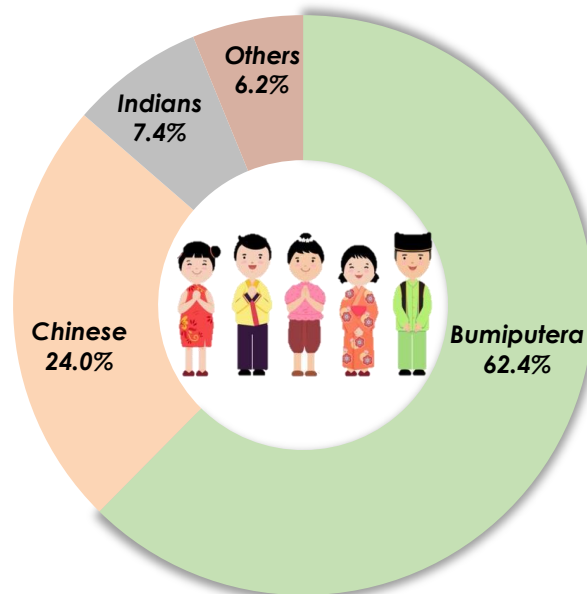
Chart 2: Percentage Share of Domestic Visitors by Sex and Age Group, 2021



4.2 DOMESTIC VISITORS BY ETHNIC GROUP

Based on ethnic group, Bumiputera registered the highest contribution with 62.4 percent of domestic visitors. This was followed by Chinese (24.0%) and Indians (7.4%) as shown in **Chart 3**.

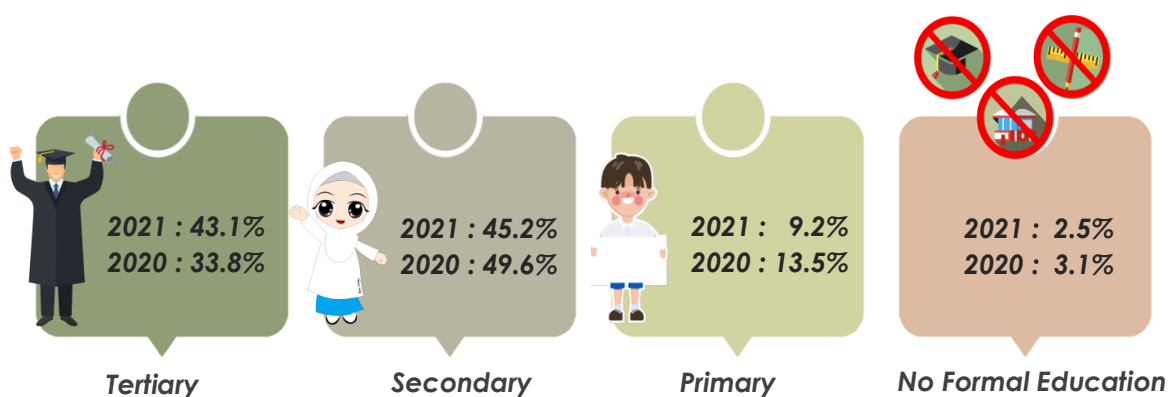
Chart 3: Percentage Share of Domestic Visitors by Ethnic Group, 2021



4.3 DOMESTIC VISITORS BY EDUCATIONAL ATTAINMENT

In 2021, domestic visitors with secondary education decreased 4.4 percentage points to 45.2 per cent as compared to the previous year. Meanwhile, the percentage share of domestic visitors with tertiary education increased to 43.1 per cent as compared to 2020 (33.8%) (**Exhibit 10**).

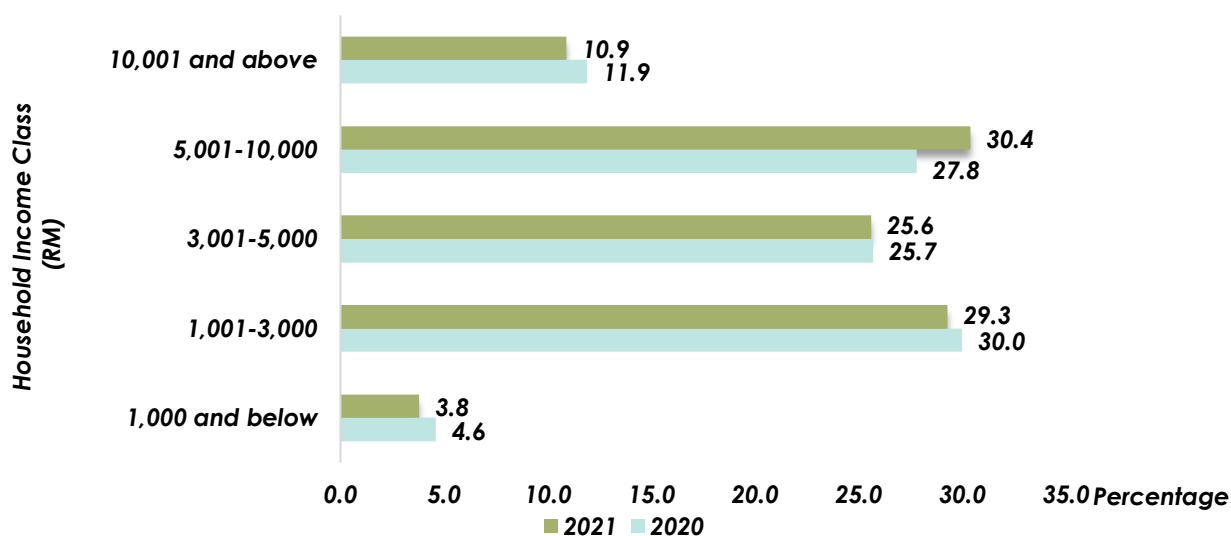
Exhibit 10: Percentage Share of Domestic Visitors by Educational Attainment, 2020 and 2021



4.4 DOMESTIC VISITORS BY MONTHLY HOUSEHOLD INCOME CLASS

Domestic visitors by monthly household income class between RM5,001 to RM10,000 per month recorded the highest share at 30.4 percent. This was followed by visitors earning RM1,001 to RM3,000 per month (29.3%) and RM3,001 to RM5,000 per month (25.6%) as shown in **Chart 4**.

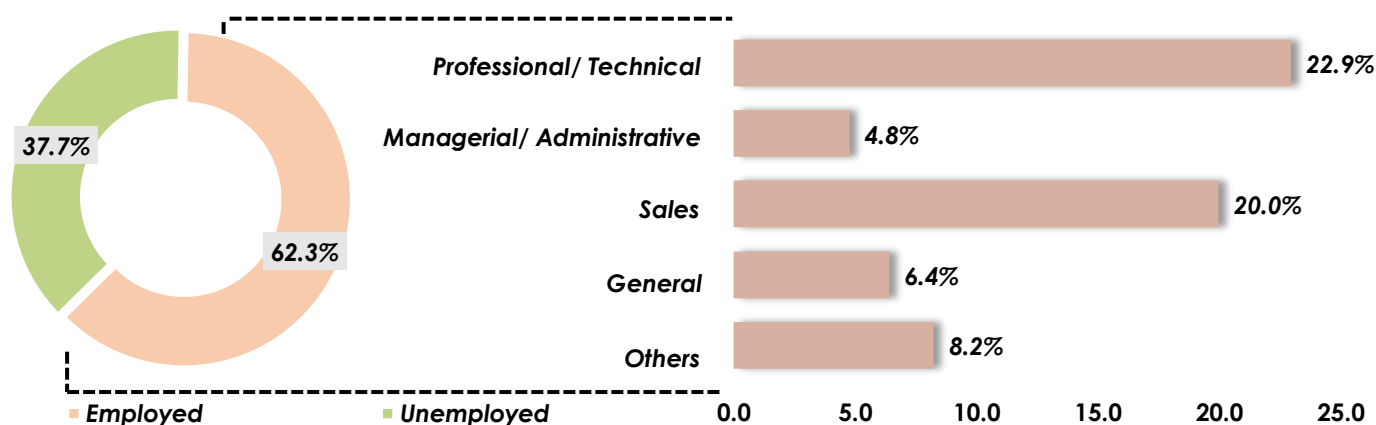
Chart 4: Percentage Share of Domestic Visitors by Monthly Household Income Class, 2020 and 2021



4.5 DOMESTIC VISITORS BY EMPLOYMENT STATUS

According to employment status, a total of 62.3 per cent of domestic visitors were employed, while the remaining 37.7 per cent were unemployed/ outside labor force. The employed domestic visitors comprised of professional/ technical (22.9%), managerial/ administrative (4.8%), sales person/ clerical (20.0%), general worker (6.4%) and others (8.2%).

Chart 5: Percentage Share of Domestic Visitors by Employment Status, 2021



* Outside Labour Force (Housewife, Student and Retiree)

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BAHAGIAN

PART

2

JADUAL

TABLES



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Jadual 1: Statistik Penting Pelancongan Domestik, 2014 - 2021*Table 1: Key Statistics of Domestic Tourism, 2014 - 2021*

Statistik Penting <i>Key Statistics</i>	2014	2015	2016	2017	2018	2019	2020	2021
Jumlah Perbelanjaan (RM juta) <i>Total Expenditure (RM million)</i>	62,151	67,842	74,773	83,103	92,561	103,184	40,424	18,410
Pelawat Domestik <i>Domestic Visitors</i>	55,539	60,541	66,497	73,662	82,741	92,638	38,635	17,451
Isi Rumah yang Dilawati <i>Visited Households</i>	6,612	7,301	8,276	9,440	9,820	10,546	1,790	959
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>	13.1	9.2	10.2	11.1	11.4	11.5	-60.8	-54.5
Jumlah Pelawat ('000) <i>Number of Visitors</i>	169,282	176,937	189,253	205,408	221,272	239,121	131,660	65,976
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>	8.1	4.5	7.0	8.5	7.7	8.1	-44.9	-49.9
Jumlah Perjalanan Pelancongan ('000) <i>Number of Tourism Trips</i>	217,452	235,191	253,878	276,147	302,415	332,378	146,990	72,399
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>	10.8	8.2	7.9	8.8	9.5	9.9	-55.8	-50.7
Purata Bilangan Hari Menginap <i>Average Length of Stay</i>	2.6	2.30	2.31	2.35	2.44	2.52	1.93	2.19
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>	1.2	-11.5	0.4	1.7	4.0	3.1	-23.4	13.2
Purata Perbelanjaan per Perjalanan (RM) <i>Average Expenditure per Trip (RM)</i>	286	288	294	301	306	310	275	254
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>	1.8	0.7	2.1	2.4	1.7	1.3	-11.3	-7.5

Jadual 2: Bilangan Pelawat Domestik mengikut Jenis Pelawat dan Strata, 2020 dan 2021

Table 2: Number of Domestic Visitors by Type of Visitors and Strata, 2020 and 2021

Jenis Pelawat/ Type of Visitor	2020				2021			
	Peratus		Strata / Strata		Peratus		Strata / Strata	
	Sumbangan Percentage Share		Jumlah Total		Sumbangan Percentage Share		Jumlah Total	
	(%)	(’000)	Bandar Urban	Luar Bandar Rural	(%)	(’000)	Bandar Urban	Luar Bandar Rural
Jumlah/ Total	100.0	131,660	104,207	27,453	100.0	65,976	55,551	10,425
Pelawat Harian/ Excursionists	64.9	85,401	66,994	18,407	77.4	51,093	42,860	8,233
Pelancong/ Tourists	35.1	46,259	37,213	9,046	22.6	14,883	12,691	2,192

Jadual 3: Bilangan Perjalanan dan Perbelanjaan Pelancongan Domestik mengikut Strata, 2020 dan 2021

Table 3: Number of Domestic Tourism Trips and Expenditure by Strata, 2020 and 2021

	2020				2021			
	Peratus		Strata / Strata		Peratus		Strata / Strata	
	Sumbangan Percentage Share		Jumlah Total		Sumbangan Percentage Share		Jumlah Total	
	(%)	(’000)	Bandar Urban	Luar Bandar Rural	(%)	(’000)	Bandar Urban	Luar Bandar Rural
Jumlah/ Total	100.0	146,990	116,683	30,307	100.0	72,399	61,256	11,143
Perjalanan Harian/ Same Day Trip	67.1	98,704	77,835	20,869	78.5	56,857	47,946	8,910
Perjalanan Bermalam/ Overnight Trip	32.9	48,286	38,848	9,438	21.5	15,542	13,310	2,233
	(%)	(RM juta/ million)				(RM juta/ million)		
Jumlah/ Total	100.0	40,424	31,986	8,439	100.0	18,410	15,945	2,465
Perbelanjaan Harian/ Same Day Expenditure	42.7	17,268	14,450	2,818	59.8	11,006	9,757	1,249
Perbelanjaan Bermalam/ Overnight Expenditure	57.3	23,156	17,536	5,620	40.2	7,404	6,189	1,216
		(RM)				(RM)		
Jumlah/ Total		275	274	278		254	260	221
Purata Perbelanjaan Harian per Perjalanan		175	186	135		194	203	140
Purata Perbelanjaan Bermalam per Perjalanan		480	451	596		476	465	544

Jadual 4: Bilangan Perjalanan Pelancongan Domestik mengikut Jenis Perjalanan dan Strata, 2020 dan 2021

Table 4 : Number of Domestic Tourism Trips by Type of Trips and Strata, 2020 and 2021

Jenis Perjalanan Type of Trip	2020			2021		
	Strata / Strata			Strata / Strata		
	Jumlah Total	Bandar Urban	Luar Bandar Rural	Jumlah Total	Bandar Urban	Luar Bandar Rural
	('000)			('000)		
Jumlah Perjalanan Total Trips	146,990	116,683	30,307	72,399	61,256	11,143
Individu Individual	18,788	14,666	4,122	9,611	8,006	1,605
Perjalanan Harian Same Day Trip	12,525	9,427	3,098	7,996	6,752	1,243
Perjalanan Bermalam Overnight Trip	6,263	5,240	1,023	1,615	1,253	362
Bersama Keluarga With Family	128,202	102,017	26,185	62,788	53,250	9,538
Perjalanan Harian Same Day Trip	86,179	68,408	17,770	48,861	41,194	7,667
Perjalanan Bermalam Overnight Trip	42,023	33,609	8,415	13,927	12,056	1,871

Jadual 5: Purata Bilangan Hari Menginap bagi Pelancong mengikut Strata, 2020 dan 2021

Table 5 : Average Length of Stay of Tourists by Strata, 2020 and 2021

	2020			2021		
	Strata / Strata			Strata / Strata		
	Jumlah Total	Bandar Urban	Luar Bandar Rural	Jumlah Total	Bandar Urban	Luar Bandar Rural
Purata Bilangan Hari Menginap Average Length of Stay	1.93	1.97	1.75	2.19	2.18	2.22
Perjalanan Bermalam ('000) Overnight Trip	48,286	38,848	9,438	15,542	13,310	2,233
Bilangan Malam ('000) No. of Nights	92,957	76,472	16,486	33,961	29,013	4,948

Jadual 6: Perbelanjaan Pelawat Domestik mengikut Komponen, 2020 dan 2021*Table 6: Expenditure of Domestic Visitors by Component, 2020 and 2021*

Komponen <i>Component</i>	Jumlah Perbelanjaan <i>Total Expenditure</i> (RM '000)		Peratus Sumbangan <i>Percentage Share</i> (%)	
	2020	2021	2020	2021
A. Perbelanjaan oleh pelawat <i>Expenditure by visitors</i>	38,634,647	17,450,980	95.6	94.8
Membeli-belah <i>Shopping</i>	21,267,378	9,263,897	52.6	50.3
Pembelian bahan api kenderaan <i>Purchase of automotive fuel</i>	3,627,166	2,038,770	9.0	11.1
Pengangkutan <i>Transportation</i>	2,506,281	888,915	6.2	4.8
Makanan & minuman <i>Food & beverage</i>	7,497,359	2,783,168	18.6	15.1
Penginapan <i>Accommodation</i>	2,087,863	1,087,370	5.2	5.9
Perbelanjaan sebelum perjalanan/ pakej/ bayaran masuk/ tiket <i>Expenditure before the trip/ package/ entrance fees/ tickets</i>	463,257	862,364	1.1	4.7
Aktiviti-aktiviti lain <i>Other activities</i>	1,185,343	526,498	2.9	2.9
B. Perbelanjaan oleh isi rumah yang dilawati <i>Expenditure by visited households</i>	1,789,687	959,214	4.4	5.2
Jumlah Perbelanjaan (A+B) <i>Total Expenditure (A+B)</i>	40,424,334	18,410,194	100.0	100.0

Jadual 7: Perjalanan Pelancongan Domestik mengikut Tujuan Utama dan Aktiviti, 2021

Table 7: Domestic Tourism Trips by Main Purpose of Visit and Activities, 2021

Tujuan Purpose	Peratus Sumbangan Percentage Share (%)	Aktiviti Activities			
Membeli-belah Shopping	36.4	Membeli-belah Shopping	Makan di luar/ restoran Dining out/ restaurants	Berehat & bersiar-siar Rest & sight seeing	Melawat saudara- mara & rakan Visiting relatives & friends
Melawat saudara- mara & rakan Visiting relatives & friends	24.2	Melawat saudara- mara & rakan Visiting relatives & friends	Makan di luar/ restoran Dining out/ restaurants	Membeli-belah Shopping	Berehat & bersiar-siar Rest & sight seeing
Percutian/ mengisi masa lapang/ berehat Holiday/ leisure/ relaxation	15.5	Makan di luar/ restoran Dining out/ restaurants	Berehat & bersiar-siar Rest & sight seeing	Membeli-belah Shopping	Aktiviti pantai/ laut Beach/ sea activities
Rawatan perubatan/ penjagaan diri Medical treatment/ wellness	10.3	Mendapat rawatan perubatan Medical treatment	Membeli-belah Shopping	Makan di luar/ restoran Dining out/ restaurants	Kesihatan/ spa Wellness/ spa
Perjalanan insentif/ lain-lain Incentive travel/ others	6.6	Makan di luar/ restoran Dining out/ restaurants	Membeli-belah Shopping	Berehat & bersiar-siar Rest & sight seeing	Lain-lain Others
Hiburan/ menghadiri acara khas/ sukan Entertainment/ attending special event/ sports	5.4	Makan di luar/ restoran Dining out/ restaurants	Berehat & bersiar-siar Rest & sight seeing	Membeli-belah Shopping	Sukan Sports
Urusan rasmi/ perniagaan/ pendidikan Official business/ business/ education	1.2	Makan di luar/ restoran Dining out/ restaurants	Persidangan/ seminar/ mesyuarat/ pameran Conferences/ seminars/ meetings/ exhibitions	Membeli-belah Shopping	Perniagaan Business
Amal ibadat/ melawat rumah ibadat Religious worship/ visit places of worship	0.4	Amal ibadat Religious worship	Membeli-belah Shopping	Makan di luar/ restoran Dining out/ restaurants	Melawat rumah ibadat Visit places of worship
Jumlah Total	100.0				

Jadual 8A: Lima Destinasi Tumpuan Pelawat Domestik, 2021
Table 8A: Top Five Destinations Most Visited by Domestic Visitors, 2021

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 Pantai Desaru Kota Tinggi Firefly Park The Mall, Mid Valley Southkey Batu Pahat Mall (BP Mall)	Perlis	Tasik Timah Tasoh Taman Rekreasi Tasik Melati Arked Niaga Padang Besar Padang Waremart Hutan Lipur Bukit Ayer
Kedah	Makam Mahsuri Perniagaan Haji Ismail Group Pantai Cenang Langkawi Cable Car Padang Matsirat	Selangor	Sunway Pyramid Shopping Mall IDEAL Convention Centre (IDCC) Shah Alam GM Klang Wholesale City Pantai Morib The Curve
Kelantan	Aeon Lembah Sireh KB Mall Pasar Siti Khadijah Pantai Cahaya Bulan Pantai Irama	Terengganu	KTCC Mall Pantai Batu Buruk Terengganu Drawbridge Pasar Besar Kedai Payang Pulau Warisan (i-City Terengganu)
Melaka	Pantai Emas Klebang Mahkota Parade Dataran Pahlawan Taman Botanical Melaka Pantai Pengkalan Balak	Sabah	Imago Shopping Mall One Borneo Hypermall Pasar Tanjung Tawau Karamunsing Shopping Mall Sutera Harbour Golf & Country Club
Negeri Sembilan	Pantai Port Dickson Palm Mall Seremban Pantai Teluk Kemang Nilai 3 Wholesale Centre Muzium Tentera Darat	Sarawak	The Spring Mall Bintulu Daesco Star Mega Mall Park City Mall Vivacity Megamall Pantai Tanjung Batu
Pahang	East Cost Mall (ECM) Genting Premium Outlets Pantai Telok Chempedak Cameron Highlands Genting Highlands	W.P. Kuala Lumpur	Mid Valley Megamall SOGO Pavilion Kuala Lumpur Kuala Lumpur Convention Centre (KLCC) Putra World Trade Centre (PWTC)
Pulau Pinang	Queensbay Mall Gurney Plaza Gurney Paragon Mall Pantai Batu Feringghi 1st Avenue Mall	W.P. Labuan	Pantai Pohon Batu Pantai Sg. Miri Pantai Pancur Hitam Taman Marin Labuan Memorial Perang Dunia Kedua
Perak	Ipoh Parade Shopping Centre Taman Tasik Taiping Teluk Batik Lost World of Tambun Lumut Waterfront	W.P. Putrajaya	Alamanda Shopping Centre Dataran Putra Putrajaya International Convention Centre (PICC) Kelab Tasik Putrajaya, Presint 8 Taman Botani, Presint 1

Jadual 8B: Lima Daerah Pentadbiran Tumpuan Pelawat Domestik, 2021
Table 8B: Top Five Administrative Districts Most Visited by Domestic Visitors, 2021

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 Kota Tinggi Muar Kluang Batu Pahat	Pulau Pinang	Timur Laut Barat Daya Seberang Perai Tengah Seberang Perai Utara Seberang Perai Selatan
Kedah	Langkawi Kuala Muda Kulim Kota Setar Kubang Pasu	Perak	Larut & Matang Kinta Manjung Hilir Perak Kuala Kangsar
Kelantan	Kota Bharu Bachok Pasir Mas Machang Gua Musang	Selangor	Petaling Hulu Langat Klang Gombak Sepang
Melaka	Melaka Tengah Alor Gajah Jasin	Terengganu	Kuala Terengganu Dungun Kemaman Besut Kuala Nerus
Negeri Sembilan	Seremban Port Dickson Tampin Jempol Kuala Pilah	Sabah	Kota Kinabalu Tawau Ranau Semporna Lahad Datu
Pahang	Kuantan Bentong Cameron Highlands Temerloh Lipis	Sarawak	Bintulu Sibu Kuching Miri Mukah

***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, 2014 - 2021*Table 9: Number of Domestic Visitors by State Visited, 2014 - 2021*

Negeri State	Bilangan Pelawat Domestik Number of Domestic Visitors (‘000)							
	2014	2015	2016	2017	2018	2019	2020	2021
Johor	11,637	11,589	12,207	13,141	13,487	14,274	7,243	3,658
Kedah	11,373	12,425	13,188	13,305	14,480	14,831	10,108	4,023
Kelantan	12,047	9,070	8,646	9,624	9,846	10,986	6,058	1,921
Melaka	11,582	11,552	12,268	12,625	13,123	13,979	7,275	3,878
Negeri Sembilan	8,555	9,984	10,130	10,822	12,802	13,303	7,918	5,485
Pahang	13,027	14,398	14,168	16,491	18,111	18,498	9,905	3,405
Pulau Pinang	7,858	9,341	12,565	12,643	14,450	15,411	8,929	5,061
Perak	14,596	15,966	16,783	20,110	17,553	21,070	13,173	4,489
Perlis	923	1,410	1,410	1,414	2,156	2,088	1,193	407
Selangor	21,800	22,063	24,124	25,491	30,179	33,589	19,715	10,212
Terengganu	9,499	11,483	12,010	12,979	13,742	14,158	7,420	3,719
Sabah	16,220	15,722	16,518	17,792	20,360	22,035	10,337	3,815
Sarawak	13,608	15,355	16,282	17,670	19,380	19,793	9,393	6,511
W.P. Kuala Lumpur	15,419	15,080	16,784	19,049	19,165	22,633	12,435	9,116
W.P. Labuan	308	310	354	381	545	524	107	54
W.P. Putrajaya	830	1,188	1,816	1,872	1,892	1,949	451	223
JUMLAH TOTAL	169,282	176,936	189,253	205,408	221,272	239,121	131,660	65,976

Jadual 10: Bilangan Pelancong mengikut Negeri Dikunjungi, 2021
Table 10: Number of Tourists by State Visited, 2021

Negeri Dikunjungi/ State Visited																		('000)
Negeri Asal State of Origin	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	14,882.8	1,771.4	1,036.8	841.8	995.2	1,209.3	1,273.8	712.7	1,356.5	129.2	1,207.4	1,140.0	1,068.9	1,086.6	922.4	27.1	103.7	
Johor	1,928.9	1,160.8	13.9	15.3	63.4	170.0	168.8	89.9	46.6	18.7	70.8	55.4	2.5	4.9	41.7	0.0	6.3	
Kedah	838.7	5.6	323.3	36.1	60.2	24.4	33.0	42.0	102.4	62.4	40.5	11.6	4.5	6.7	71.9	0.0	14.2	
Kelantan	653.8	27.7	14.7	296.3	22.7	12.8	64.1	11.8	30.1	2.9	31.0	105.8	5.3	2.9	21.5	0.0	4.2	
Melaka	412.8	29.8	48.8	18.8	141.1	26.8	34.2	9.7	7.8	5.4	22.4	28.0	0.0	0.0	35.6	0.0	4.3	
Negeri Sembilan	763.1	52.3	11.2	8.3	126.3	469.7	8.1	12.7	12.3	4.4	8.4	5.3	0.0	12.1	28.2	0.0	3.6	
Pahang	985.7	18.0	5.2	53.9	11.2	10.8	600.3	14.6	19.7	6.0	72.6	80.9	0.0	10.2	77.5	0.0	4.8	
Pulau Pinang	637.7	21.3	163.1	26.9	11.4	9.0	33.4	76.5	103.3	13.9	35.1	28.4	8.1	7.0	96.3	0.0	4.3	
Perak	917.2	51.1	85.3	56.8	26.4	2.7	15.4	52.9	443.9	2.0	16.7	60.4	8.7	13.0	66.9	3.6	11.4	
Perlis	69.3	7.1	11.1	1.5	1.2	2.4	2.9	12.0	13.1	2.0	8.7	3.3	0.0	0.0	3.1	0.0	1.0	
Selangor	2,974.4	263.6	122.4	254.6	401.2	193.5	160.3	234.7	298.9	1.9	524.5	223.9	41.3	50.1	191.6	0.0	11.5	
Terengganu	801.4	14.3	22.9	33.7	1.6	20.5	41.6	12.4	23.5	2.6	65.7	494.3	8.0	9.3	38.3	0.0	12.9	
Sabah	1,059.8	4.1	17.2	0.0	0.0	0.0	0.0	9.6	0.0	0.0	11.3	0.0	946.6	28.1	27.2	9.4	6.4	
Sarawak	1,028.9	4.6	5.8	0.0	7.8	3.7	0.0	35.0	0.0	0.0	19.2	0.0	27.0	884.9	26.5	9.7	4.7	
W.P. Kuala Lumpur	1,730.9	108.2	185.7	30.4	115.4	255.8	100.3	94.3	247.2	3.1	279.7	28.4	13.8	57.1	193.8	4.5	13.0	
W.P. Labuan	4.3	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	
W.P. Putrajaya	75.9	2.9	4.3	9.2	5.5	7.2	11.2	4.6	7.6	3.9	0.8	14.3	0.7	0.4	2.3	0.0	1.0	

Jadual 11: Taburan Peratus Pelawat Domestik mengikut Mod Pengangkutan, 2020 dan 2021*Table 11: Percentage Distribution of Domestic Visitors by Mode of Transport, 2020 and 2021*

Mod Pengangkutan Mode of Transport	2020			2021		
	Pelawat Visitors	Pelawat Harian Excursionists	Pelancong Tourists	Pelawat Visitors	Pelawat Harian Excursionists	Pelancong Tourists
	(%)			(%)		
Jumlah/ Total	100.0	100.0	100.0	100.0	100.0	100.0
Udara/ Air	1.0	0.0	3.1	1.1	0.0	5.2
Air/ Water	0.4	0.4	0.3	0.3	0.2	0.8
Darat/ Land	98.6	99.6	96.6	98.6	99.8	94.0
Kenderaan persendirian/ Private vehicles	95.2	95.4	94.8	97.2	97.1	97.9
Bas/ Bus	2.0	1.3	3.7	1.3	1.5	0.6
Teksi/ Taxi	2.4	3.2	0.7	1.1	1.1	1.0
Kereta api/ Train	0.4	0.1	0.8	0.4	0.3	0.5

Jadual 12: Taburan Peratus Pelancong mengikut Jenis Penginapan, 2020 dan 2021*Table 12: Percentage Distribution of Tourists by Type of Accommodation, 2020 and 2021*

Jenis Penginapan Type of Accommodation	Peratus Percentage (%)	
	2020	2021
Jumlah/ Total	100.0	100.0
Rumah saudara-mara & rakan/ Relatives' & friends' house	65.1	58.6
Hotel/ Hotel	24.1	29.5
Chalet/ Chalet	0.8	3.1
Apartmen/ Apartment	2.3	2.6
Inap desa/ Rumah percutian/ Homestay/ Vacation homes	3.8	4.5
Rumah rehat/ Rest house	3.9	1.7

Jadual 13: Profil Sosial & Demografi Pelawat Domestik, 2020 dan 2021
Table 13: Social & Demographic Profile of Domestic Visitors, 2020 and 2021

Jantina	Kumpulan umur	Peratus/ Percentage (%)	
Sex	Age group	2020	2021
Jumlah/ Total			
	Jumlah/ Total	100.0	100.0
	15 - 24	21.0	19.0
	25 - 39	39.3	41.0
	40 - 54	25.7	25.9
	≥ 55	14.0	14.1
Lelaki/ Male			
	Jumlah/ Total	100.0	100.0
	15 - 24	20.8	18.9
	25 - 39	39.2	40.1
	40 - 54	25.8	26.4
	≥ 55	14.2	14.6
Perempuan/ Female			
	Jumlah/ Total	100.0	100.0
	15 - 24	21.3	19.2
	25 - 39	39.3	42.0
	40 - 54	25.5	25.3
	≥ 55	13.9	13.5
Kumpulan etnik			
	Ethnic group	2020	2021
Jumlah/ Total			
	Jumlah/ Total	100.0	100.0
	Bumiputera/ Bumiputera	60.1	62.4
	Cina/ Chinese	21.6	24.0
	India/ Indian	7.1	7.4
	Lain-Lain/ Others	11.2	6.2
Taraf pendidikan			
	Educational level	2020	2021
Jumlah/ Total			
	Jumlah/ Total	100.0	100.0
	Tertiari/ Tertiary	33.8	43.1
	Menengah/ Secondary	49.6	45.2
	Rendah/ Primary	13.5	9.2
	Tiada pendidikan rasmi	3.1	2.5
	No formal education		

Jadual 13: Profil Sosial & Demografi Pelawat Domestik, 2020 dan 2021 (samb.)
Table 13: Social & Demographic Profile of Domestic Visitors, 2020 and 2021 (cont.)

	Pendapatan bulanan isi rumah (RM) <i>Monthly household income</i>	Peratus/ Percentage (%)	
		2020	2021
Jumlah/ Total		100.0	100.0
≤ 1,000		4.6	3.8
1,001 - 3,000		30.0	29.3
3,001 - 5,000		25.7	25.6
5,001 - 10,000		27.8	30.4
≥ 10,001		11.9	10.9

	Status guna tenaga <i>Employment status</i>	Peratus/ Percentage (%)	
		2020	2021
Jumlah/ Total		100.0	100.0
Bekerja <i>Employed</i>		62.8	62.3
Profesional/ teknikal <i>Professional/ technical</i>		17.4	22.9
Pengurusan/ pentadbiran <i>Managerial/ administrative</i>		3.4	4.8
Jurujual/ perkeranian <i>Sales person/ clerical</i>		20.1	20.0
Pekerja am <i>General worker</i>		9.6	6.4
Lain-lain <i>Others</i>		12.3	8.2
Tidak bekerja/ luar tenaga buruh <i>Unemployed/ outside labour force</i>		37.2	37.7
Tidak bekerja <i>Unemployed</i>		5.2	5.3
Pesara <i>Retiree</i>		3.7	4.5
Pelajar <i>Student</i>		12.2	12.3
Suri rumah <i>Housewife</i>		15.9	15.6

BAHAGIAN

PART

3

NOTA TEKNIKAL

TECHNICAL NOTES



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Objektif

Objektif utama Survei Pelancongan Domestik ialah untuk mengukur prestasi pelancongan domestik, mengumpul maklumat berkaitan profil serta corak perbelanjaan pelancongan domestik. Maklumat yang diperoleh 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

Survei Pelancongan Domestik dijalankan melalui kaedah temuramah secara bersemuka dengan responden. Dalam tempoh survei, penemuramah yang terlatih akan melawat isi rumah di tempat kediaman terpilih untuk mengumpul maklumat pelancongan domestik termasuk butir-butir 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 akan ditanya maklumat berikut:

- a) perhubungan dengan ketua isi rumah;
- b) jantina;
- c) umur;
- d) etnik dan kewarganegaraan;
- e) pencapaian pendidikan; dan

f) pekerjaan.

Soalan-soalan berikut akan ditanya bagi ahli isi rumah yang melakukan perjalanan pelancongan domestik:

- a) Jenis perjalanan
 - i. Perjalanan harian
 - 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 mengikut bulan rujukan dari bulan Januari hingga Disember 2021. Maklumat yang dikumpulkan merujuk kepada bulan semasa.

Skop dan liputan

Survei Pelancongan Domestik 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 Survei Pelancongan Domestik adalah berdasarkan Rangka Pensampelan Isi Rumah Kebangsaan (RPIK) yang terdiri daripada Blok Penghitungan (BP) yang diwujudkan untuk Banci Penduduk dan Perumahan 2010. 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 bagi Banci Penduduk dan Perumahan 2010 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

Sampel-sampel telah dipilih secara bebas bagi setiap peringkat pada strata kedua. Unit-unit pensampelan peringkat pertama ialah BP, sementara unit-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 secara sistematik dengan kebarangkalian yang sama dalam strata kedua.

Saiz sampel yang diperlukan ditentukan berdasarkan reliabiliti (seperti selang keyakinan, varian dan kadar respon) data survei lepas. *Variable of selection* yang digunakan dalam pengiraan saiz sampel ialah purata perbelanjaan pelancongan domestik. Nilai ralat piawai relatif (RSE) pula dikawal sebanyak 10 peratus di setiap strata utama (negeri).

Sebanyak 2,798 BP telah terpilih dan bilangan TK yang perlu diliputi pula adalah sebanyak 22,384 TK. Seterusnya, BP-BP tersebut diagihkan secara seragam pada setiap bulan untuk memudahkan kerja lapangan/ logistik.

Bilangan saiz sampel terpilih untuk Survei Pelancongan Domestik 2021 adalah seperti di Jadual 1.

Jadual 1: Saiz Sampel Survei Pelancongan Domestik mengikut Negeri, 2021

Negeri	Saiz Sampel 2021	
	BP	TK
Johor	244	1,952
Kedah	220	1,760
Kelantan	178	1,424
Melaka	173	1,384
Negeri Sembilan	164	1,312
Pahang	216	1,728
Pulau Pinang	202	1,616
Perak	231	1,848
Perlis	99	792
Selangor	253	2,024
Terengganu	132	1,056
Sabah	236	1,888
Sarawak	220	1,760
W.P. Kuala Lumpur	140	1,120
W.P. Labuan	45	360
W.P. Putrajaya	45	360
Jumlah	2,798	22,384

Prosedur menganggar Teknik anggaran nisbah bergabung (*adjusted weight*¹ dan faktor penduduk²) digunakan untuk mendapatkan anggaran

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.

sesuatu ciri tertentu bagi populasi survei. Faktor penduduk menggunakan anggaran penduduk pertengahan tahun bagi tahun 2021 mengikut kumpulan umur, jantina, etnik dan negeri sebagai penanda aras.

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 Survei Pelancongan Domestik tidak meliputi penduduk institusi. Penduduk institusi dianggarkan kurang daripada empat peratus jumlah penduduk berasaskan Banci Penduduk dan Perumahan 2010.

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.

- (i) Pelancong merujuk kepada mereka yang melakukan perjalanan di dalam Malaysia sekurang-kurangnya satu malam (24 jam); manakala
- (ii) 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:

(i) 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.

(ii) 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:

- Pembelian aset kewangan dan aset bukan kewangan, termasuk tanah dan hartanah, tetapi barangan berharga dikecualikan; dan
- Perbelanjaan barang-barang bagi tujuan untuk dijual semula samada bagi pihak ketiga (pengeluar atau lain-lain) atau keuntungan sendiri.

Bagi pelancongan domestik, 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

Termasuk tambang kapal terbang, bas, teksi/ *e-hailing* (cth. Grab), feri/ bot/ sampan, keretapi dan bayaran pengangkutan lain. Ia turut meliputi perkhidmatan kereta sewa, bayaran tol, bayaran tempat letak kereta dan servis kenderaan.

iv. Makanan & minuman

Perbelanjaan makanan & minuman di restoran/ kafe/ gerai makan.

v. Penginapan

Pembayaran hotel/ motel/ chalet/ pangsapuri/ rumah rehat/ inap desa dan lain-lain jenis penginapan berbayar.

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).

Pencapaian 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) Tertiar
Merujuk kepada mereka yang telah mencapai pendidikan tertinggi selepas Tingkatan 5.

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.

- i) Bekerja
Profesional/ teknikal, pengurusan/ pentadbiran, jurujual/ perkeranian, pekerja am dan lain-lain.
- ii) 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
≥	lebih daripada atau sama dengan
≤	kurang daripada atau sama dengan
W.P.	Wilayah Persekutuan

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Objectives

The main objectives of the Domestic Tourism Survey 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 Domestic Tourism Survey 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 social & demographic details 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 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
 - ii. Overnight trip;
- 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 based on reference month from January to December 2021. The information collected are based on the current month of the survey.*

Scope and coverage *The Domestic Tourism Survey 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 Domestic Tourism Survey was from the National Household Sampling Frame (NHSF) which was made up of Enumeration Blocks (EBs) created for the Population and Housing Census 2010. 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 2010, 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 sample design is adopted, that is:

- Primary stratum - States in Malaysia
- Secondary stratum - Urban and rural strata

Sample size

Samples were drawn independently within each level of the secondary stratum. The first stage units of sample selection were the EBs while the second stage units were the living quarters (LQs) within the EBs. All households and persons within the selected LQs will be canvassed. At every stage of selection, the units were selected systematically with equal probability within each level of the secondary stratum.

The sample size required was based on the reliability (such as confidence interval, 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 10 per cent in each of the major strata (state).

A total of 2,798 EBs were selected, comprising 22,384 LQs. Subsequently, all EBs will be distributed on a monthly basis to facilitate field work and logistics.

The number of the selected sample size for Domestic Tourism Survey 2021 is shown in Table 1.

Table 1: Sample Size of Domestic Tourism Survey by State, 2021

State	Sample Size 2021	
	EB	LQ
Johor	244	1,952
Kedah	220	1,760
Kelantan	178	1,424
Melaka	173	1,384
Negeri Sembilan	164	1,312
Pahang	216	1,728
Pulau Pinang	202	1,616
Perak	231	1,848
Perlis	99	792
Selangor	253	2,024
Terengganu	132	1,056
Sabah	236	1,888
Sarawak	220	1,760
W.P. Kuala Lumpur	140	1,120
W.P. Labuan	45	360
W.P. Putrajaya	45	360
Total	2,798	22,384

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 2021 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 Domestic Tourism Survey 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 2010.

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.

- (i) Tourist refer to those who travel in Malaysia for at least one night 24 hours; while
- (ii) 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:

- (i) Same day trip

Travels round trip from the house for a distance of 50 km or more, to and fro and takes four hours and more. For distances less than 50 km to and fro, the time taken has to be four hours and more, and use tourism facilities such as transportation/ accommodation/ food & beverage/

recreation.

(ii) 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 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:

- The purchase of financial and non-financial assets, including land and real estate, but excluding valuables; and
- 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

Includes flight fare, bus, taxi/ e-hailing (i.e Grab), ferry/ boat/ sampan, train and other related transportation fees. It also includes car rental, toll fee, parking fee and transport service.

iv. Food & beverage

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

v. Accommodation

Payment on hotel/ motel/ chalet/ apartment/ rest house/ homestay and other paid accommodations.

vi. Package

Purchase of packages 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.

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.

TECHNICAL NOTE

Employment status *Employment status is classified into employed and unemployed/ outside labour force:*

- i) *Employed*
Professional/ technical, managerial/ administrative, sales person/ clerical, general worker and others.
- ii) *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, 2021
Appendix 1: List of Malaysia's Public Holidays and School Holidays, 2021

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>
	1 - 19	Cuti Sekolah Awal Tahun <i>Early Term School Holiday</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>
	28	Thaipusam
Februari <i>February</i>	1	Hari Wilayah Persekutuan/ <i>Federal Territory Day</i>
	12 - 13	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>
	11	Israk dan Mikraj
	23	Hari Keputeraan D.Y.M.M Sultan Johor <i>Birthday of D.Y.M.M Sultan of Johor</i>
	27 - 31	Cuti Sekolah Pertengahan Penggal Pertama <i>First Term School Holiday</i>
April <i>April</i>	1 - 4	
	2	Good Friday
	13	Awal Ramadan
	15	Hari Perisytiharan Melaka Sebagai Bandaraya Bersejarah <i>Proclamation Day of Melaka as a Historical City</i>
	26	Hari Keputeraan D.Y.M.M Sultan Terengganu <i>Birthday of D.Y.M.M Sultan of Terengganu</i>
	29	Hari Nuzul Al-Quran
Mei <i>May</i>	1	Hari Pekerja/ <i>Labour Day</i>
	13 - 14	Hari Raya Aidilfitri
	22	Hari Hol Pahang/ <i>Hol Day of Pahang</i>
	26	Hari Wesak/ <i>Wesak Day</i>
	30 - 31	Tadau Ka'amatan/ <i>Harvest festival</i>
	29 - 31	Cuti Sekolah Pertengahan Tahun <i>Mid Term School Holiday</i>
Jun <i>June</i>	1 - 13	
	1 - 2	Hari Gawai/ <i>Harvest Festival</i>
	7	Hari Keputeraan Yang di-Pertuan Agong <i>Birthday of Yang di-Pertuan Agong</i>
	20	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, 2021 (samb.)
Appendix 1: List of Malaysia's Public Holidays and School Holidays, 2021 (cont.)

Bulan <i>Month</i>	Tarikh <i>Date</i>	Cuti <i>Holiday</i>
Julai <i>July</i>	7	Hari Ulang Tahun Perisytiharan Tapak Warisan Dunia UNESCO <i>Anniversary of UNESCO World Heritage City Celebration</i>
	10	Hari Jadi T.Y.T Yang di-Pertua Negeri Pulau Pinang <i>Birthday of T.Y.T Yang di-Pertua Negeri Pulau Pinang</i>
	17	Hari Keputeraan D.Y.M.M Raja Perlis <i>Birthday of D.Y.M.M Raja of Perlis</i>
	17 - 25	Cuti Sekolah Pertengahan Penggal Kedua <i>Second Term School Holiday</i>
	19	Hari Arafah
	20	Hari Raya Qurban/ Eiduladha
	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>	10	Awal Muharam/ First Muharram
	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>	11 - 19	Cuti Sekolah Pertengahan Penggal Ketiga <i>Third Term School Holiday</i>
	13	Hari Hol Almarhum Sultan Iskandar
	16	Hari Malaysia/ Malaysia Day
Oktober <i>October</i>	2	Hari Jadi T.Y.T Yang di-Pertua Negeri Sabah <i>Birthday of T.Y.T Yang di-Pertua Negeri Sabah</i>
	9	Hari Jadi T.Y.T Yang di-Pertua Negeri Sarawak <i>Birthday of T.Y.T Yang di-Pertua Negeri Sarawak</i>
	19	Maulidur Rasul
November <i>November</i>	4	Deepavali
	5	Hari Keputeraan D.Y.M.M Sultan Perak <i>Birthday of D.Y.M.M Sultan of Perak</i>
	11	Hari Keputeraan D.Y.M.M Sultan Kelantan <i>Birthday of D.Y.M.M Sultan of Kelantan</i>
Disember <i>December</i>	* 3	Cuti Peristiwa (Piala Malaysia)
	11	Hari Keputeraan D.Y.M.M Sultan Selangor <i>Birthday of D.Y.M.M Sultan of Selangor</i>
	11 - 31	Cuti Sekolah Akhir Tahun <i>Final Term School Holiday</i>
	25	Hari Krismas/ Christmas Day

Nota/ Notes :

* WP Kuala Lumpur, WP Labuan dan WP Putrajaya sahaja/ WP Kuala Lumpur, WP Labuan and WP Putrajaya only

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