



KEMENTERIAN EKONOMI
JABATAN PERANGKAAN MALAYSIA

SURVEI PELANCONGAN DOMESTIK *DOMESTIC TOURISM SURVEY* 2024 MELAKA



JABATAN PERANGKAAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA



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SURVEI PELANCONGAN DOMESTIK DOMESTIC TOURISM SURVEY MELAKA 2024

Pemakluman

Kepengerusian ASEAN-Malaysia 2025: Jabatan Perangkaan Malaysia (DOSM) akan mempengerusikan Jawatankuasa Sistem Statistik Komuniti ASEAN Ke-15 (ACSS15) yang bertujuan untuk memperkukuh kerjasama statistik ke arah pembangunan serantau yang mampan.

Malaysia buat julung kalinya telah menduduki tangga pertama (1) di peringkat global dalam laporan dwi-tahunan *Open Data Inventory* (ODIN) 2024/25 yang dikeluarkan oleh *Open Data Watch* (ODW), mengatasi 197 negara lain. Pencapaian ini merupakan lonjakan ketara daripada kedudukan ke-67 dalam penilaian ODIN 2022/23.

Kerajaan Malaysia telah mengisytiharkan 20 Oktober sebagai Hari Statistik Negara (MyStats Day), dengan tema 'Statistik Nadi Kehidupan'. Sementara itu, Hari Statistik Dunia Keempat akan disambut pada 20 Oktober 2025 dengan tema 'Driving Change with Quality Statistics and Data for Everyone'.

OpenDOSM NextGen adalah medium yang menyediakan katalog data dan visualisasi bagi memudahkan pengguna menganalisis pelbagai data dan boleh diakses melalui portal <https://open.dosm.gov.my>.

Announcement

ASEAN-Malaysia 2025 Chairmanship: The Department of Statistics Malaysia (DOSM) will chair the 15th ASEAN Community Statistical System Committee (ACSS15) which aims to strengthen the statistical cooperation towards sustainable regional development.

Malaysia, for the first time, ranked as number one (1) globally in the biennial Open Data Inventory (ODIN) 2024/25 report released by Open Data Watch (ODW), surpassing 197 other countries. This achievement marks a significant leap from its 67th position in the ODIN 2022/23 assessment.

The Government of Malaysia has declared October 20th as National Statistics Day (MyStats Day), with the theme 'Statistics is the Essence of Life.' Meanwhile, the Fourth World Statistics Day will be celebrated on 20th October 2025, with the theme 'Driving Change with Quality Statistics and Data for Everyone'.

OpenDOSM NextGen is a medium that provides data catalogue and visualisations to facilitate users' analysis and can be accessed through <https://open.dosm.gov.my>.

JABATAN PERANGKAAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA

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

Jabatan Perangkaan Malaysia

Department of Statistics Malaysia

Blok C6 & C7, Kompleks C,

Pusat Pentadbiran Kerajaan Persekutuan

62514 Putrajaya,

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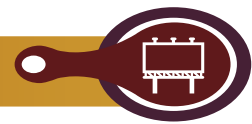
Tiada bahagian daripada terbitan ini boleh diterbitkan semula, disimpan untuk pengeluaran atau ditukar dalam apa-apa bentuk atau alat apa jua pun kecuali setelah mendapat kebenaran daripada Jabatan Perangkaan Malaysia. Pengguna yang mengeluarkan sebarang maklumat dari terbitan ini sama ada yang asal atau diolah semula hendaklah meletakkan kenyataan berikut:

“Sumber: Jabatan Perangkaan Malaysia”

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ISSN 2710-5520



Laporan Survei Pelancongan Domestik 2024 memaparkan statistik berkaitan pelancongan domestik di negeri Melaka. Statistik yang dilaporkan dalam laporan ini diperoleh daripada Survei Pelancongan Domestik (DTS) 2024. Statistik utama yang dilaporkan adalah pelawat domestik, bilangan perjalanan, jumlah terimaan dan profil sosial & demografi. Pelaksanaan DTS di Malaysia adalah mengikut garis panduan dan syor *United Nations World Tourism Organization* (UNWTO) dengan merujuk kepada *International Recommendations for Tourism Statistics 2008* (IRTS 2008).

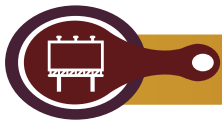
Statistik pelancongan domestik ini merupakan maklumat penting yang digunakan sebagai input untuk menganalisis potensi pasaran pelancongan domestik, menggubal dasar serta merancang, melaksana dan memantau program berkaitan pelancongan domestik di Melaka. Statistik ini juga menyediakan maklumat yang bermanfaat kepada ahli akademik dan penyelidik dalam kajian berkaitan pelancongan domestik.

Penerbitan ini terbahagi kepada tiga bahagian. Bahagian pertama laporan memfokuskan kepada statistik utama pelancongan domestik & ringkasan penemuan daripada survei ini. Bahagian kedua pula membentangkan jadual terperinci serta jadual siri masa bagi menerangkan prestasi pelancongan domestik negeri Melaka. Bahagian ketiga pula menerangkan nota teknikal seperti konsep, definisi dan metodologi survei yang digunakan bagi memudahkan pengguna memahami statistik yang diterbitkan.

Jabatan Perangkaan Malaysia (DOSM) ingin merakamkan setinggi-tinggi penghargaan atas kerjasama yang diberikan oleh responden, agensi kerajaan 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

September 2025



The report of Domestic Tourism Survey 2024 presents the statistics related to domestic tourism in Melaka. The statistics reported in this publication were obtained from Domestic Tourism Survey (DTS) 2024. The principal statistics reported are domestic visitors, number of trips, total receipts and social & demographic profiles. Implementation of DTS in Malaysia follows the guidelines and recommendations of the United Nations World Tourism Organization (UNWTO) with reference to the International Recommendations for Tourism Statistics 2008 (IRTS 2008).

Domestic tourism statistics are important information which is used as inputs for domestic tourism potential market analysis, policy formulation as well as for planning, implementing and monitoring programmes related to domestic tourism in Melaka. 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 key statistics of domestic tourism & summary of findings from this survey. The second part presents detailed tables as well as time series tables to explain the performance of domestic tourism in Melaka. The third part describes the technical notes such as concepts, definition and survey methodology to assist users in understanding the published statistics.

Department of Statistics Malaysia (DOSM) gratefully acknowledges the cooperation rendered by the respondents, government agencies, and 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

September 2025



Kata Pengantar <i>Preface</i>		i
Kandungan <i>Contents</i>		iii
Bahagian <i>Part</i>	1	Statistik Utama Pelancongan Domestik & Ringkasan Penemuan <i>Main Statistics of Domestic Tourism & Summary of Findings</i>
Bahagian <i>Part</i>	2	Jadual Statistik <i>Statistical Tables</i>
1. Statistik Penting Pelancongan Domestik di Melaka, 2018 - 2024 <i>Key Statistics of Domestic Tourism in Melaka, 2018 - 2024</i>		29
2. Bilangan Pelawat Domestik mengikut Jenis Pelawat ke Melaka, 2023 dan 2024 <i>Number of Domestic Visitors by Type of Visitors to Melaka, 2023 and 2024</i>		30
3. Bilangan Perjalanan Pelancongan Domestik ke Melaka, 2023 dan 2024 <i>Number of Domestic Tourism Trips to Melaka, 2023 and 2024</i>		30
4. Terimaan Pelancongan Domestik mengikut Jenis Perjalanan di Melaka, 2023 dan 2024 <i>Receipts of Domestic Tourism by Type of Trip in Melaka, 2023 and 2024</i>		31
5. Bilangan Perjalanan Pelancongan Domestik mengikut Jenis Perjalanan ke Melaka, 2023 dan 2024 <i>Number of Domestic Tourism Trips by Type of Trip to Melaka, 2023 and 2024</i>		31
6. Purata Bilangan Hari Menginap bagi Pelancong ke Melaka, 2023 dan 2024 <i>Average Length of Stay of Tourists to Melaka, 2023 and 2024</i>		31
7. Jumlah Terimaan daripada Pelawat Domestik ke Melaka mengikut Komponen, 2023 dan 2024 <i>Total Receipts from Domestic Visitors to Melaka by Component, 2023 and 2024</i>		32
8. Perjalanan Pelancongan Domestik ke Melaka mengikut Tujuan Utama, 2024 <i>Domestic Tourism Trips to Melaka by Main Purposes of Visit, 2024</i>		33
9. Lima Destinasi Tumpuan Pelawat Domestik dan Pelancong ke Melaka, 2023 dan 2024 <i>Top Five Destinations Most Visited by Domestic Visitors and Tourists to Melaka, 2023 and 2024</i>		34



10.	Bilangan Pelancong mengikut Negeri Dikunjungi, 2024 <i>Number of Tourists by State Visited, 2024</i>	35
11.	Taburan Peratus Pelawat Domestik Berkunjung ke Melaka mengikut Mod Pengangkutan, 2023 dan 2024 <i>Percentage Distribution of Domestic Visitor Arrivals to Melaka by Mode of Transport, 2023 and 2024</i>	36
12.	Taburan Peratus Pelancong Berkunjung ke Melaka mengikut Jenis Penginapan, 2023 dan 2024 <i>Percentage Distribution of Tourist Arrivals to Melaka by Type of Accommodation, 2023 and 2024</i>	36
13.	Profil Sosial & Demografi Pelawat Domestik ke Melaka, 2023 dan 2024 <i>Social & Demographic Profiles of Domestic Visitors to Melaka, 2023 and 2024</i>	37
14.	Bilangan Hotel dan Bilik di Melaka mengikut Penarafan Bintang, 2024 <i>Number of Hotel and Room in Melaka by Star Rating, 2024</i>	39
15.	Bilangan Hotel dan Bilik di Melaka mengikut Lokasi, 2024 <i>Number of Hotel and Room in Melaka by Location, 2024</i>	39
Bahagian Part	3 Nota Teknikal <i>Technical Notes</i>	43
Lampiran Appendix		71



BAHAGIAN *PART* 1

STATISTIK UTAMA PELANCONGAN DOMESTIK & RINGKASAN PENEMUAN *MAIN STATISTICS OF DOMESTIC TOURISM & SUMMARY OF FINDINGS*



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STATISTIK PELANCONGAN DOMESTIK MENGIKUT NEGERI, 2024

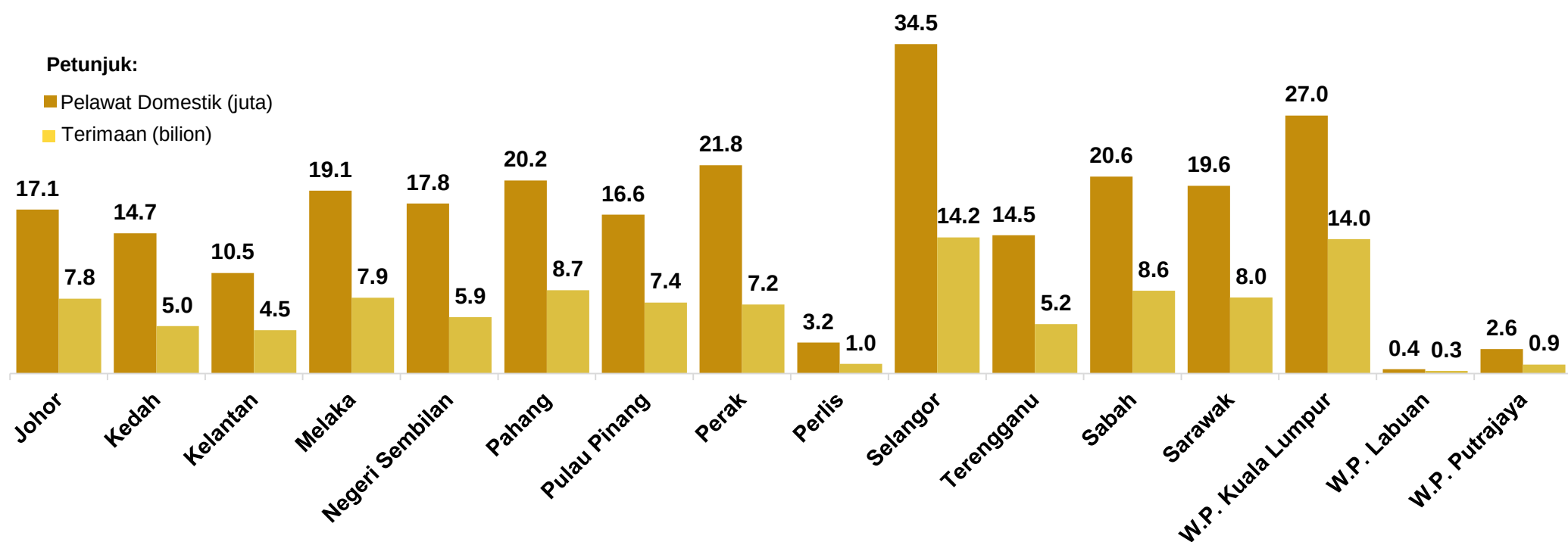
Seramai 260.1 juta **Pelawat Domestik** dicatatkan pada 2024 dengan **Nilai Terimaan** RM106.7 bilion



Jumlah Pelawat Domestik (260.1 juta)

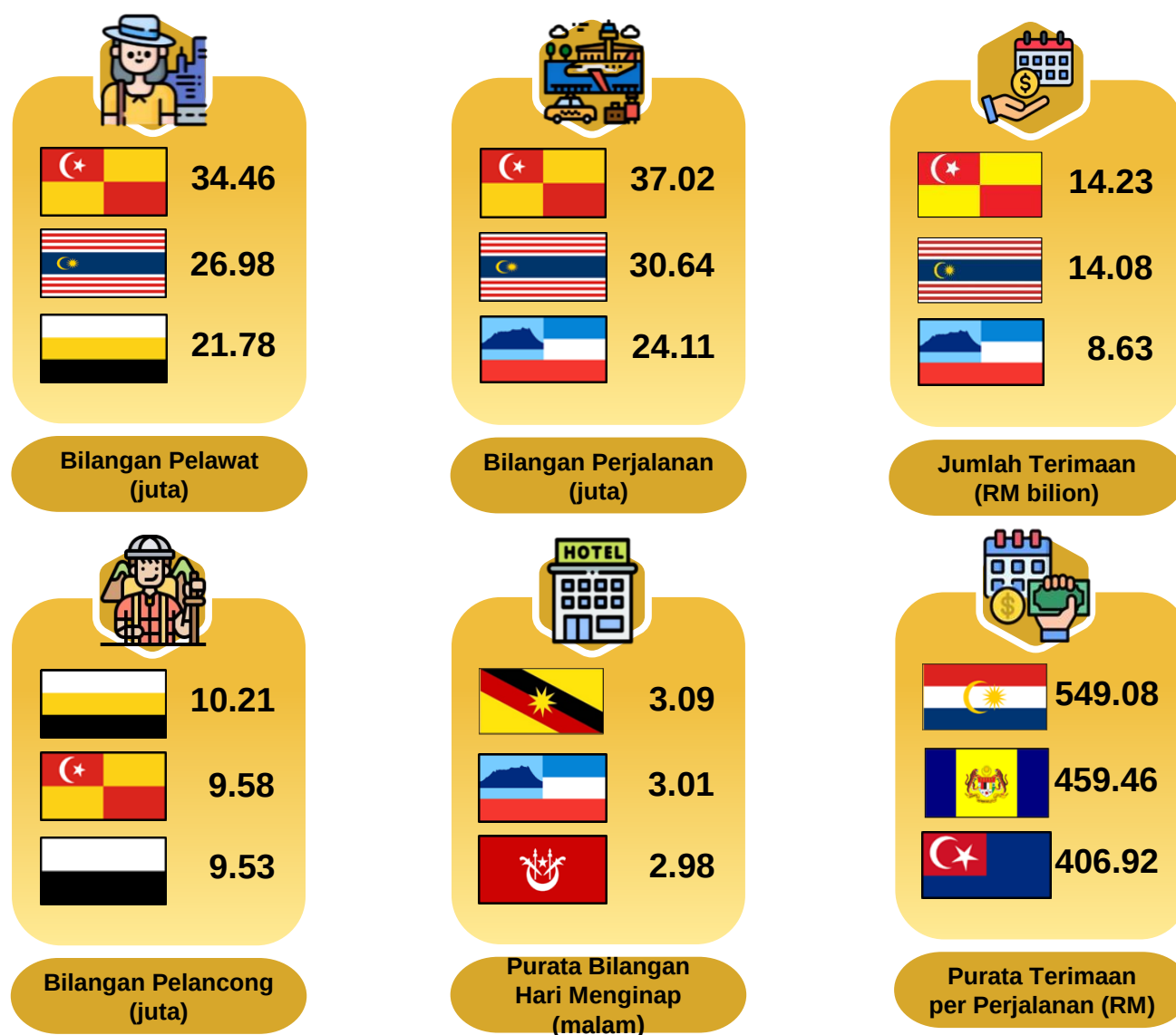


Jumlah Terimaan (RM106.7 bilion)



STATISTIK UTAMA PELANCONGAN DOMESTIK

3 NEGERI UTAMA

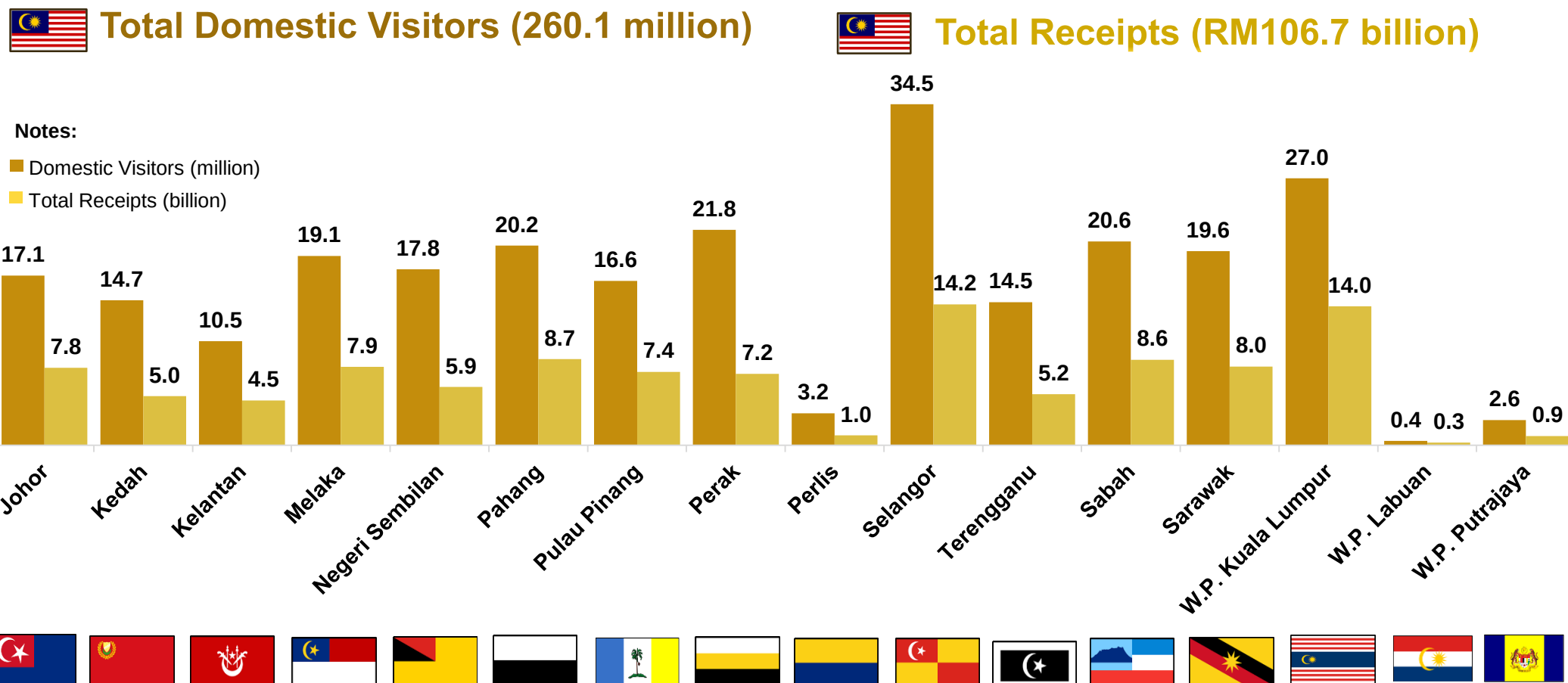


Sumber: Survei Pelancongan Domestik 2024, Jabatan Perangkaan Malaysia (DOSM)



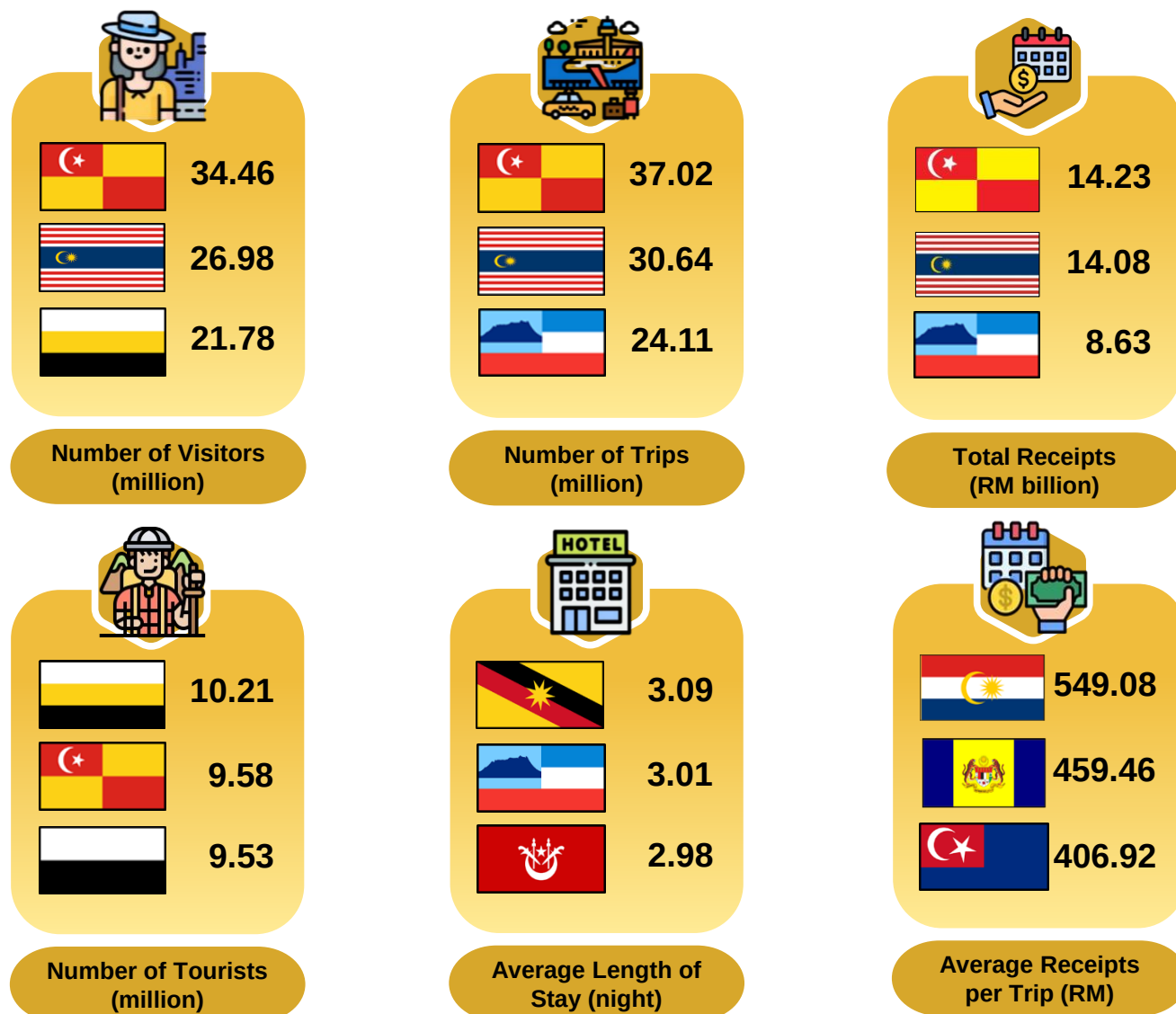
STATISTICS OF DOMESTIC TOURISM BY STATE

A total of 260.1 million domestic visitors were recorded in 2024 with total receipts valued at RM106.7 billion



KEY STATISTICS OF DOMESTIC TOURISM

3 MAIN STATES



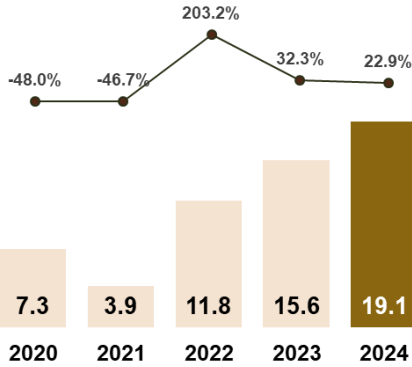
Source: Domestic Tourism Survey 2024, Department of Statistics Malaysia (DOSM)



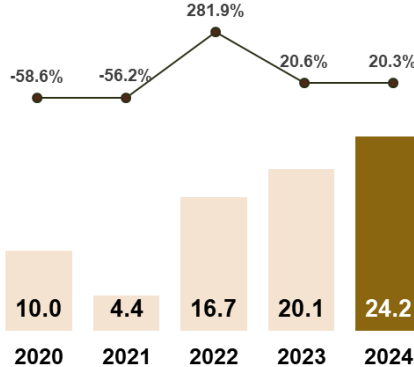
PELANCONGAN DOMESTIK MELAKA, 2024

STATISTIK UTAMA

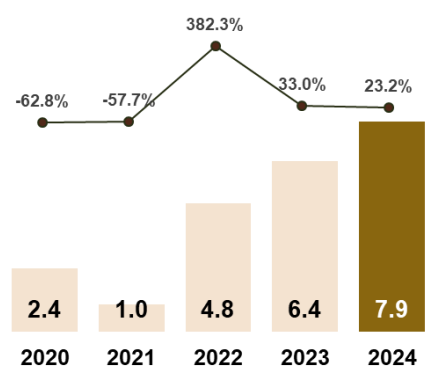
**Pelawat Domestik
(juta)**



**Bilangan Perjalanan
(juta)**



**Jumlah Terimaan
(RM bilion)**



3 Destinasi Utama Dilawati Pelancong



Jonker Street

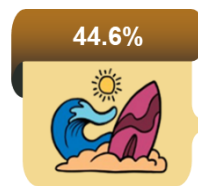


Pantai Klebang



Dataran Pahlawan
Melaka Megamall

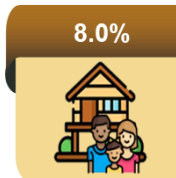
3 Tujuan Utama Perjalanan Pelancong



44.6%

1 Percutian/ Mengisi Masa
Lapang/ Berehat

Melawat Saudara-mara &
Rakan



8.0%

3 Perjalanan Insentif/ Lain-
lain



39.2%

5 Komponen Utama Terimaan Pelancongan Domestik



37.0%

Membeli-belah



16.5%

Makanan & Minuman



12.9%

Pembelian Bahan Api Kenderaan



11.2%

Penginapan



8.5%

Perbelanjaan oleh Isi Rumah yang Dilawati

Negeri Asal Pelancong

Intrastate

4.3%

TOP 3

Interstate

95.7%

Daerah

Melaka Tengah

64.4%

Jasin

25.1%

Alor Gajah

10.4%

Negeri

Selangor

27.6%

Johor

24.8%

W.P. Kuala Lumpur

24.7%

Sumber: Survei Pelancongan Domestik 2024, Jabatan Perangkaan Malaysia (DOSM)



ASEAN
MALAYSIA 2025
KETERANGAN DAN KEMAMPUAN



MALAYSIA
MADANI
kemampanan



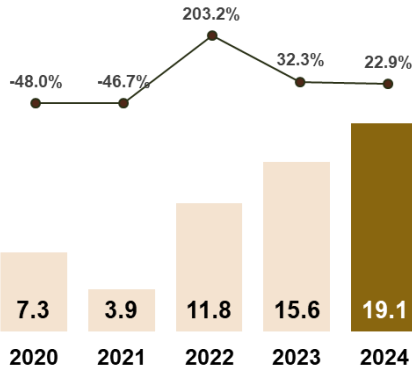
20 Oktober

2016 - 2030

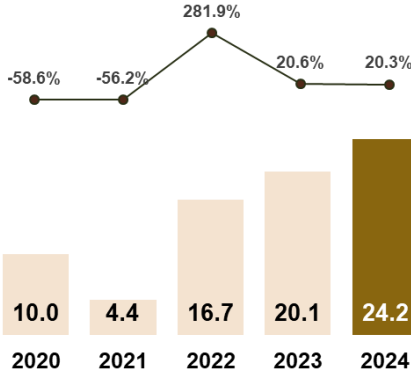
DOMESTIC TOURISM MELAKA, 2024

MAIN STATISTICS

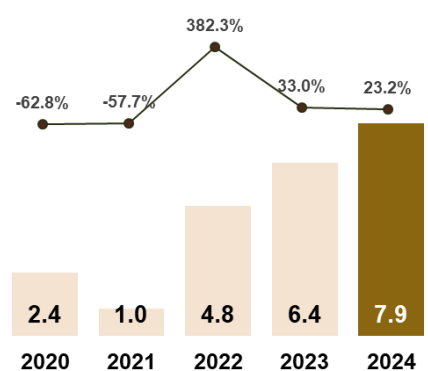
Domestic Visitors
(million)



Number of Trips
(million)



Total Receipts
(RM billion)



3 Top Destinations Visited by Tourists



Jonker Street

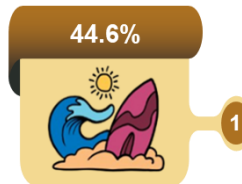


Pantai Klebang



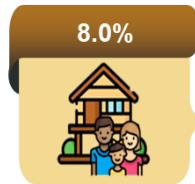
Dataran Pahlawan
Melaka Megamall

3 Main Purposes of Trips by Tourists



Holiday/ Leisure/
Relaxation

Visiting Relatives & Friends



Incentive Travel/ Others

5 Top Components of Tourism Receipts



Origin State of Tourists

Intrastate

4.3%

TOP 3

Interstate

95.7%

Daerah

Melaka Tengah
64.4%
Jasin
25.1%

State

Selangor
27.6%
Johor
24.8%

Alor Gajah
10.4%

W.P. Kuala Lumpur
24.7%

Source: Domestic Tourism Survey 2024, Department of Statistics Malaysia (DOSM)





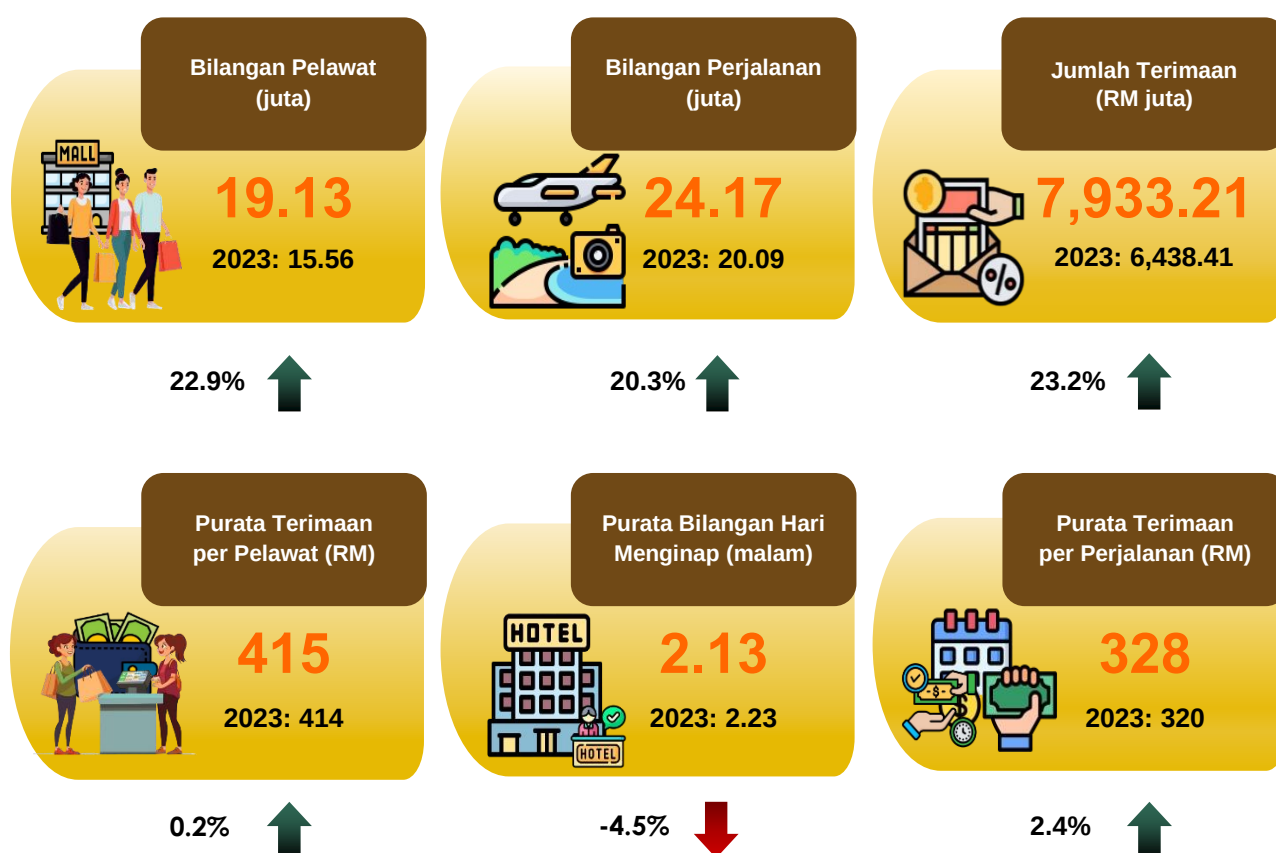
1.0 PENGENALAN

Penerbitan ini membentangkan statistik pelancongan domestik bagi negeri Melaka yang merangkumi ketibaan pelawat domestik¹, jumlah terimaan pelancongan domestik, trend perjalanan bermalam dan profil sosial & demografi pelawat domestik. Statistik ini diperoleh daripada Survei Pelancongan Domestik (DTS) yang dijalankan pada 2024.

2.0 PRESTASI PELANCONGAN DOMESTIK DI MELAKA, 2024

Prestasi pelancongan domestik negeri Melaka menunjukkan peningkatan yang signifikan dari segi bilangan ketibaan pelawat domestik dan jumlah terimaan pada tahun 2024. Bilangan ketibaan pelawat domestik ke Melaka meningkat 22.9 peratus untuk merekodkan 19.13 juta pelawat pada tahun 2024 berbanding 15.56 juta pelawat pada 2023. Sementara itu, jumlah perjalanan pada 2024 meningkat kepada 24.17 juta perjalanan berbanding 20.09 juta perjalanan pada tahun 2023 dengan kadar pertumbuhan tahunan sebanyak 20.3 peratus seperti di **Paparan 1**.

Paparan 1: Statistik Utama Pelancongan Domestik di Melaka, 2023 dan 2024



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

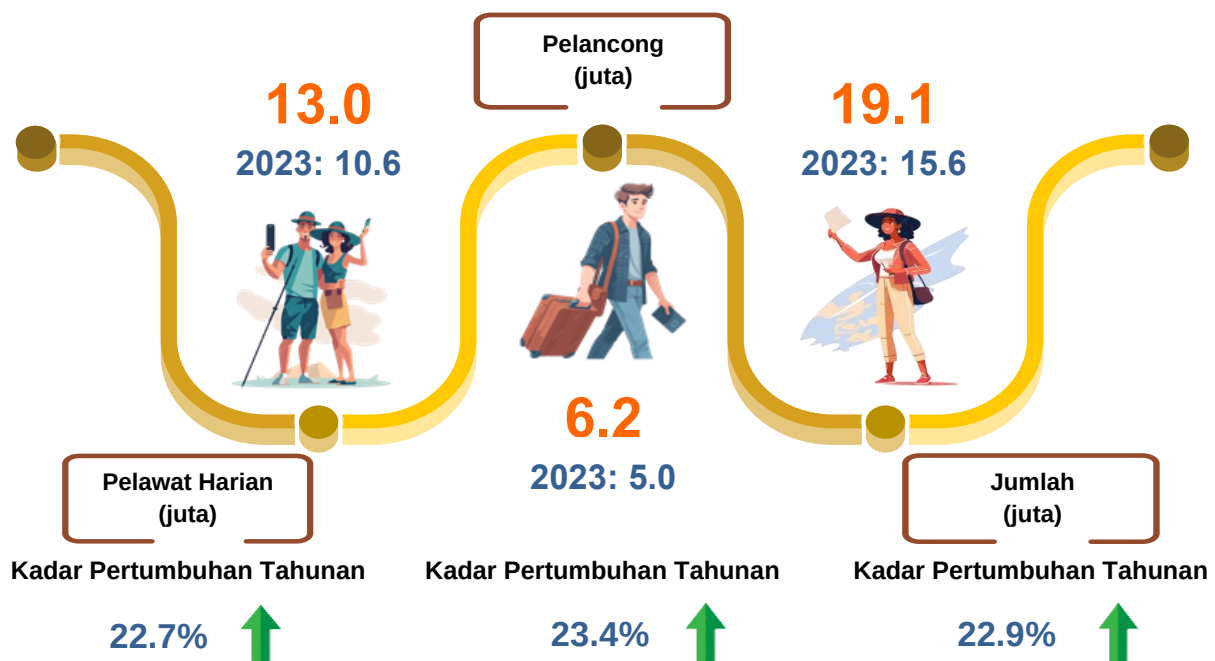


Secara keseluruhan, jumlah terimaan pelancongan domestik Melaka berjumlah RM7.93 bilion pada tahun 2024, meningkat sebanyak 23.2 peratus berbanding RM6.44 bilion pada tahun sebelumnya. Purata terimaan per perjalanan pada 2024 turut meningkat kepada RM328 berbanding RM320 yang dicatatkan pada tahun sebelumnya. Sementara itu, purata bilangan hari menginap pada tahun 2024 merekodkan sebanyak 2.13 malam berbanding 2.23 malam pada tahun sebelumnya.

2.1 PELAWAT DOMESTIK

Pelawat domestik adalah terdiri daripada pelawat harian dan pelancong. Bilangan ketibaan pelawat domestik ke Melaka pada 2024 disumbangkan oleh peningkatan jumlah ketibaan pelancong dan pelawat harian. Bilangan pelancong yang direkodkan adalah seramai 6.2 juta orang dengan peningkatan sebanyak 23.4 peratus berbanding tahun sebelumnya (2023: 5.0 juta orang). Sementara itu, bilangan pelawat harian ke Melaka turut meningkat 22.7 peratus iaitu seramai 13.0 juta orang berbanding 10.6 juta orang pada tahun 2023 seperti di **Paparan 2**.

Paparan 2: Bilangan Pelawat Domestik ke Melaka mengikut Jenis Pelawat, 2023 dan 2024

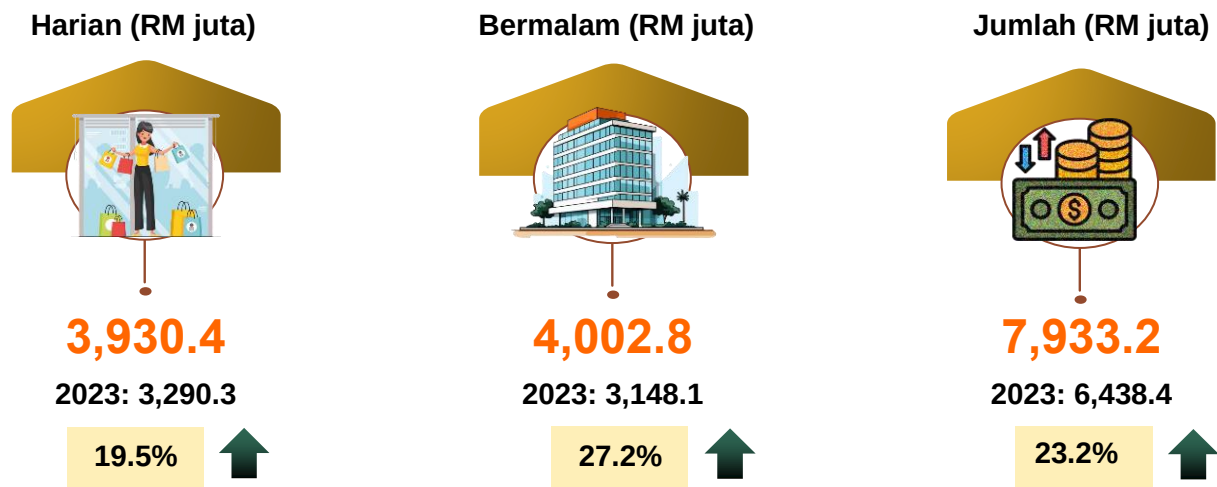


2.2 TERIMAAN PELANCONGAN DOMESTIK

Jumlah terimaan pelancongan domestik di Melaka mencatatkan RM7.9 bilion, iaitu meningkat 23.2 peratus pada tahun 2024 berbanding RM6.4 bilion pada tahun sebelumnya. Pertumbuhan positif ini didorong oleh peningkatan jumlah terimaan bagi perjalanan bermalam dan harian masing-masing sebanyak 27.2 peratus dan 19.5 peratus (**Paparan 3**).

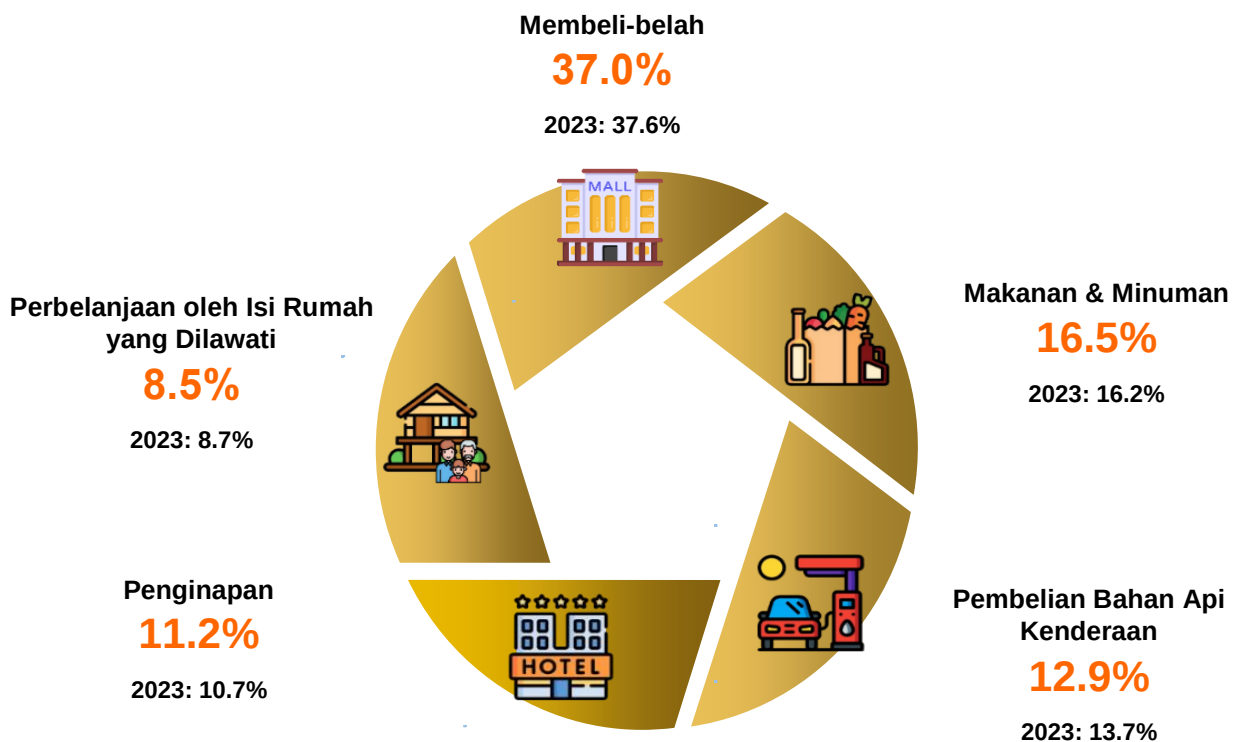


Paparan 3: Jumlah Terimaan mengikut Jenis Perjalanan di Melaka, 2023 dan 2024



Bagi sumbangan terimaan pelancongan domestik mengikut komponen di Melaka, membeli-belah mencatatkan sumbangan tertinggi iaitu 37.0 peratus daripada jumlah terimaan (2023: 37.6%). Ini diikuti oleh makanan & minuman (16.5%), pembelian bahan api kenderaan (12.9%) dan penginapan (11.2%) seperti yang ditunjukkan di **Paparan 4**.

Paparan 4: Lima Komponen Utama Terimaan Pelancongan Domestik, Melaka, 2023 dan 2024





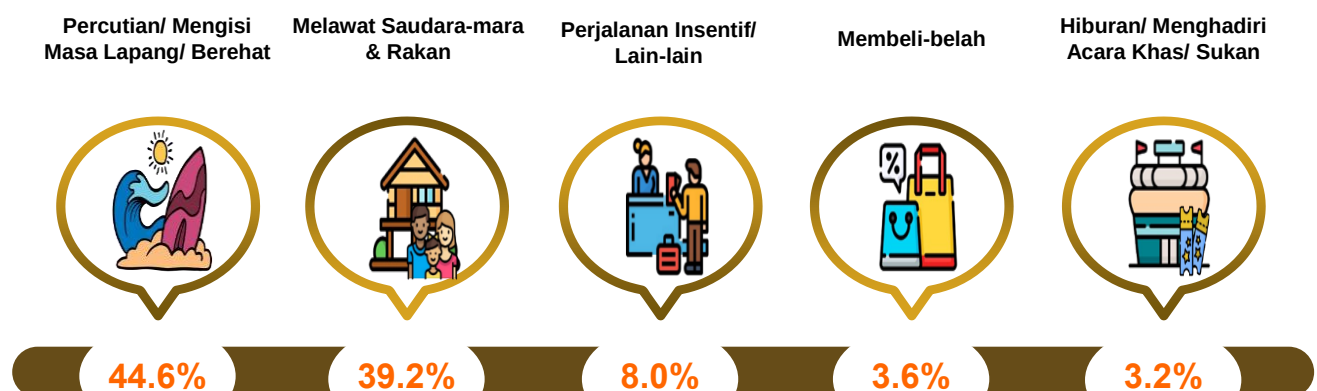
3.0 TREND PERJALANAN BERMALAM KE MELAKA

Bahagian ini memfokuskan kepada trend perjalanan pelancong semasa mengunjungi Melaka, iaitu meliputi tujuan perjalanan, negeri asal pelancong, destinasi utama yang dikunjungi, mod pengangkutan dan jenis penginapan.

3.1 TUJUAN UTAMA PERJALANAN

Paparan 5 menunjukkan tujuan utama pelancong melakukan perjalanan ke Melaka pada tahun 2024. Percutian/ mengisi masa lapang/ berehat merupakan sebagai tujuan perjalanan yang utama dengan peratus sumbangan sebanyak 44.6 peratus daripada jumlah perjalanan bermalam (2023: 45.3%). Ini diikuti perjalanan bagi tujuan melawat saudara-mara & rakan (39.2%) dan perjalanan insentif/ lain-lain (8.0%).

Paparan 5: Lima Tujuan Utama Pelancong ke Melaka, 2024

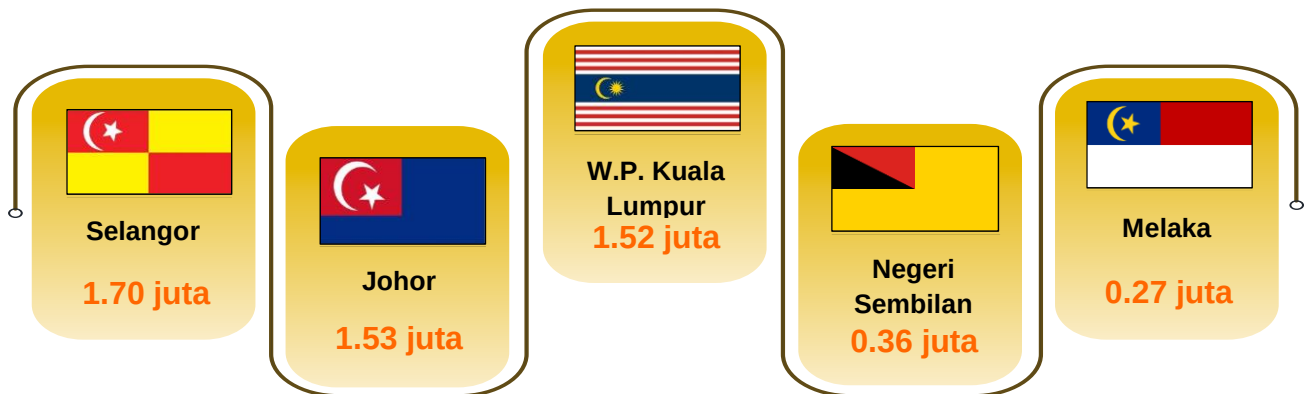


3.2 NEGERI ASAL PELANCONG

Paparan 6 memaparkan lima negeri asal pelancong tertinggi yang mengunjungi Melaka pada 2024. Berdasarkan survei, pelancong berasal dari Selangor adalah yang tertinggi iaitu seramai 1.70 juta pelancong. Ini diikuti oleh pelancong dari Johor (1.53 juta pelancong), W.P. Kuala Lumpur (1.52 juta pelancong), Negeri Sembilan (0.36 juta pelancong) dan Melaka (0.27 juta pelancong).



Paparan 6: Lima Negeri Asal Pelancong Tertinggi yang Berkunjung ke Melaka, 2024



3.3 DESTINASI UTAMA YANG DILAWATI PELANCONG DI MELAKA

Pada tahun 2024, lima destinasi utama yang menjadi pilihan pelancong di Melaka adalah Jonker Street, Pantai Klebang, Dataran Pahlawan Melaka Megamall, Freeport A' Famosa Outlet dan Zoo Melaka & Night Safari seperti yang ditunjukkan di **Paparan 7**.

Paparan 7: Lima Destinasi Utama Dilawati oleh Pelancong di Melaka, 2024

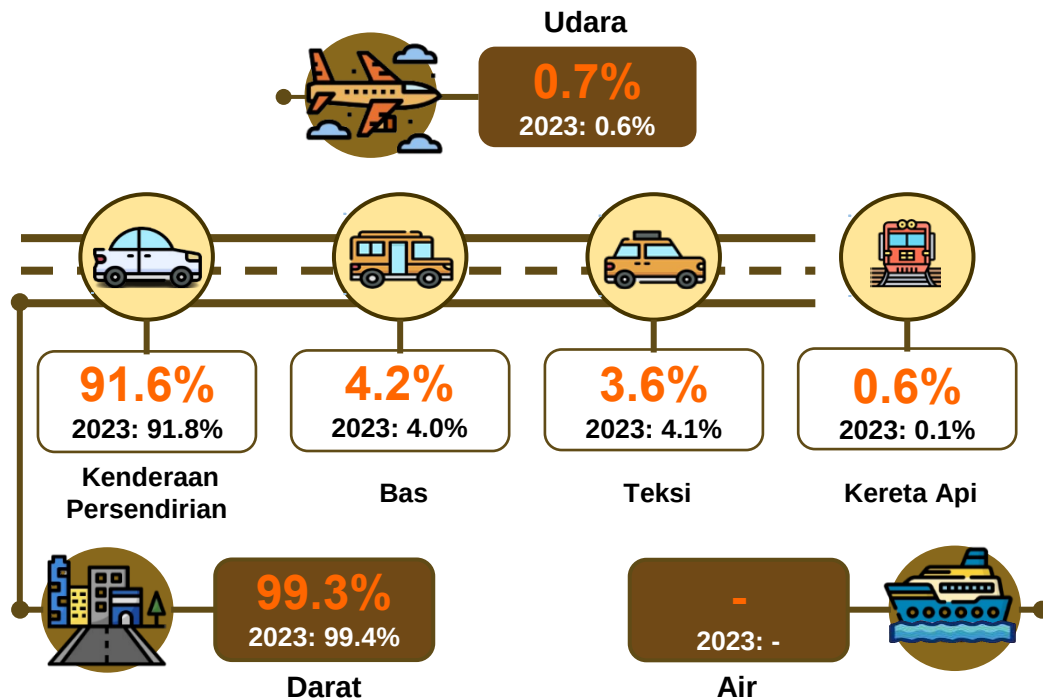


3.4 MOD PENGANGKUTAN

Pengangkutan darat merupakan mod pengangkutan utama yang digunakan oleh pelancong untuk melancong ke Melaka iaitu sebanyak 99.3 peratus daripada jumlah perjalanan, diikuti oleh pengangkutan udara (0.7%). Kenderaan persendirian mendominasi mod pengangkutan darat dengan peratus sumbangan sebanyak 91.6 peratus. Ini diikuti oleh bas (4.2%), taksi (3.6%) dan kereta api (0.6%) seperti di **Paparan 8**.



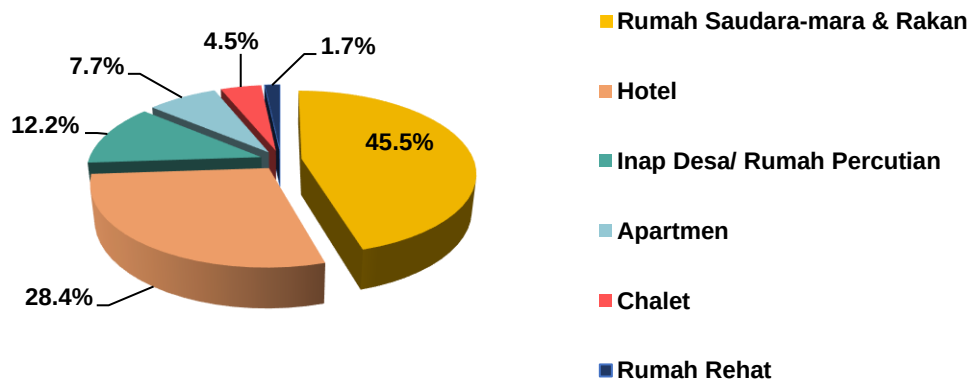
Paparan 8: Peratus Sumbangan Ketibaan Pelancong di Melaka mengikut Mod Pengangkutan, 2023 dan 2024



3.5 JENIS PENGINAPAN

Penginapan berbayar merupakan pilihan utama pelancong semasa mengunjungi Melaka dengan peratus sumbangan 54.5 peratus dan selebihnya adalah penginapan tidak berbayar (45.5%). Dalam segmen penginapan berbayar, penginapan di hotel adalah yang tertinggi (28.4%), diikuti oleh inap desa/ rumah percutan (12.2%), apartmen (7.7%), chalet (4.5%) dan rumah rehat (1.7%) seperti yang ditunjukkan di **Carta 1**.

Carta 1: Peratus Sumbangan Ketibaan Pelancong di Melaka mengikut Jenis Penginapan, 2024





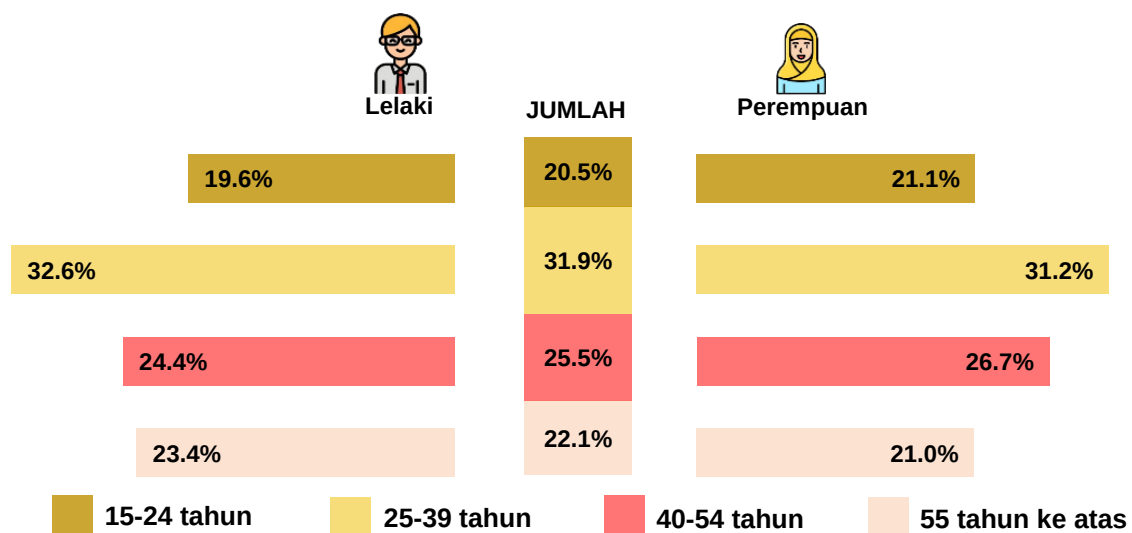
4.0 PROFIL SOSIAL & DEMOGRAFI PELAWAT DOMESTIK

Profil sosial & demografi merangkumi maklumat berkaitan pelawat domestik yang mengunjungi Melaka mengikut jantina dan kumpulan umur, kumpulan etnik, sijil tertinggi diperoleh, kelas pendapatan bulanan isi rumah dan status guna tenaga.

4.1 PELAWAT DOMESTIK MENGIKUT JANTINA DAN KUMPULAN UMUR

Pada tahun 2024, Melaka menerima paling ramai pelawat domestik daripada kumpulan umur 25 hingga 39 tahun iaitu mewakili 31.9 peratus daripada jumlah keseluruhan pelawat domestik (**Carta 2**). Ini diikuti oleh pelawat domestik kumpulan umur 40 hingga 54 tahun (25.5%) dan 55 tahun dan ke atas (22.1%). Dari segi jantina, pelawat domestik lelaki berumur 25 hingga 39 tahun mencatatkan sumbangan tertinggi sebanyak 32.6 peratus berbanding perempuan dalam kumpulan umur yang sama (31.2%).

Carta 2: Peratus Sumbangan Pelawat Domestik di Melaka mengikut Jantina dan Kumpulan Umur, 2024

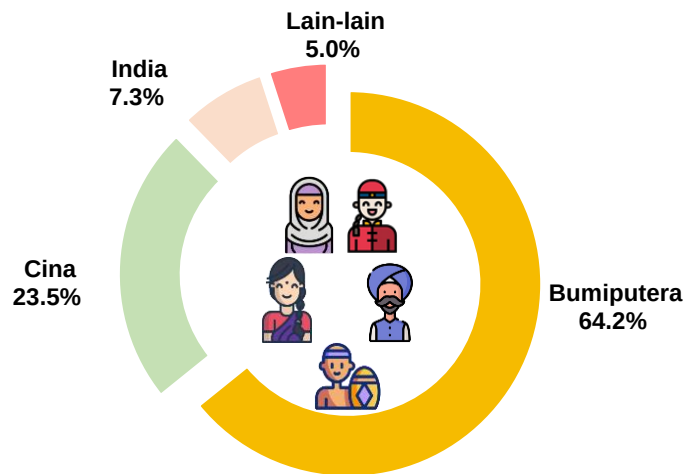


4.2 PELAWAT DOMESTIK MENGIKUT KUMPULAN ETNIK

Dari segi kumpulan etnik, pelawat domestik Bumiputera merekodkan peratus sumbangan tertinggi iaitu 64.2 peratus pada 2024. Ini diikuti oleh Cina (23.5%) dan India (7.3%) seperti yang dipaparkan di **Carta 3**.



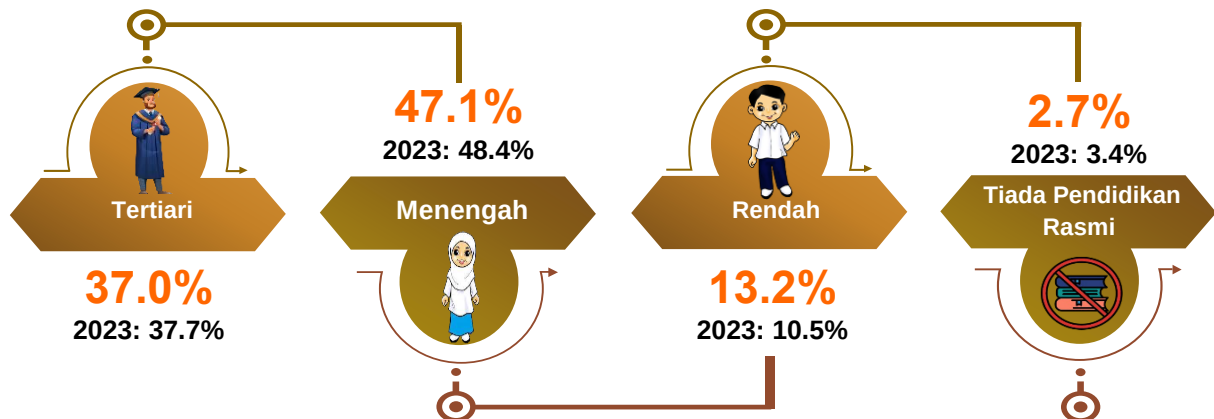
Carta 3: Peratus Sumbangan Pelawat Domestik di Melaka mengikut Kumpulan Etnik, 2024



4.3 PELAWAT DOMESTIK MENGIKUT SIJIL TERTINGGI DIPEROLEH

Sejumlah 47.1 peratus pelawat domestik yang berkunjung ke Melaka pada tahun 2024 adalah berpendidikan menengah. Sementara itu, pelawat domestik yang berpendidikan tertiar dan rendah masing-masing merekodkan sebanyak 37.0 peratus dan 13.2 peratus seperti di **Paparan 9**.

Paparan 9: Peratus Sumbangan Pelawat Domestik di Melaka mengikut Sijil Tertinggi Diperoleh, 2024

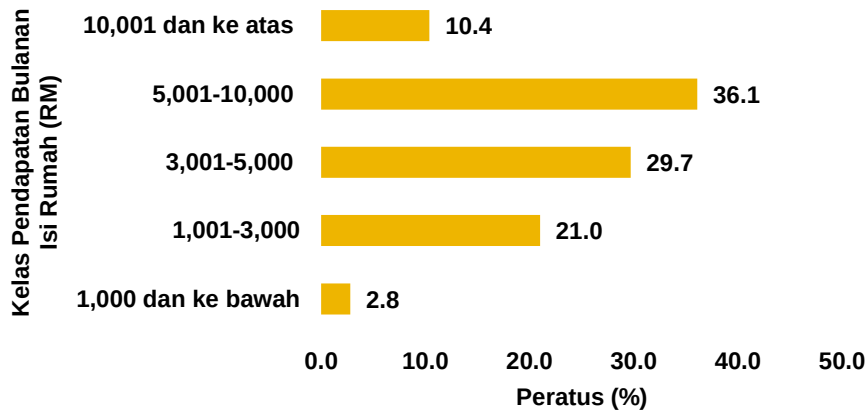


4.4 PELAWAT DOMESTIK MENGIKUT KELAS PENDAPATAN BULANAN ISI RUMAH

Carta 4 menunjukkan peratus sumbangan pelawat domestik yang berkunjung ke Melaka mengikut kelas pendapatan bulanan isi rumah. Pada tahun 2024, pelawat domestik daripada isi rumah yang berpendapatan di antara RM5,001 hingga RM10,000 sebulan mencatatkan sumbangan tertinggi iaitu 36.1 peratus. Ini diikuti oleh pelawat daripada isi rumah yang berpendapatan RM3,001 hingga RM5,000 sebulan (29.7%) dan RM1,001 dan RM3,000 sebulan (21.0%).



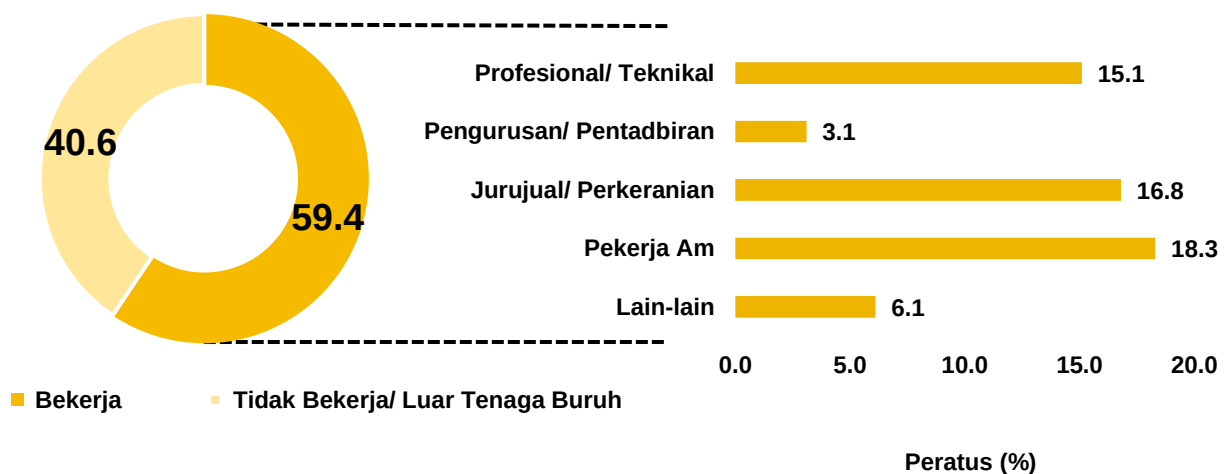
Carta 4: Peratus Sumbangan Pelawat Domestik di Melaka mengikut Kelas Pendapatan Bulanan Isi Rumah, 2024



4.5 PELAWAT DOMESTIK MENGIKUT STATUS GUNA TENAGA

Berdasarkan status guna tenaga, sebanyak 59.4 peratus pelawat domestik yang berkunjung ke Melaka pada tahun 2024 terdiri daripada mereka yang bekerja, manakala selebihnya tidak bekerja/ luar tenaga buruh (40.6%). Pelawat domestik yang bekerja merangkumi profesional/ teknikal (15.1%), pengurusan/ pentadbiran (3.1%), jurujual/ perkeranian (16.8 %), pekerja am (18.3%) dan lain-lain (6.1%).

Carta 5: Peratus Sumbangan Pelawat Domestik di Melaka mengikut Status Guna Tenaga, 2024



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

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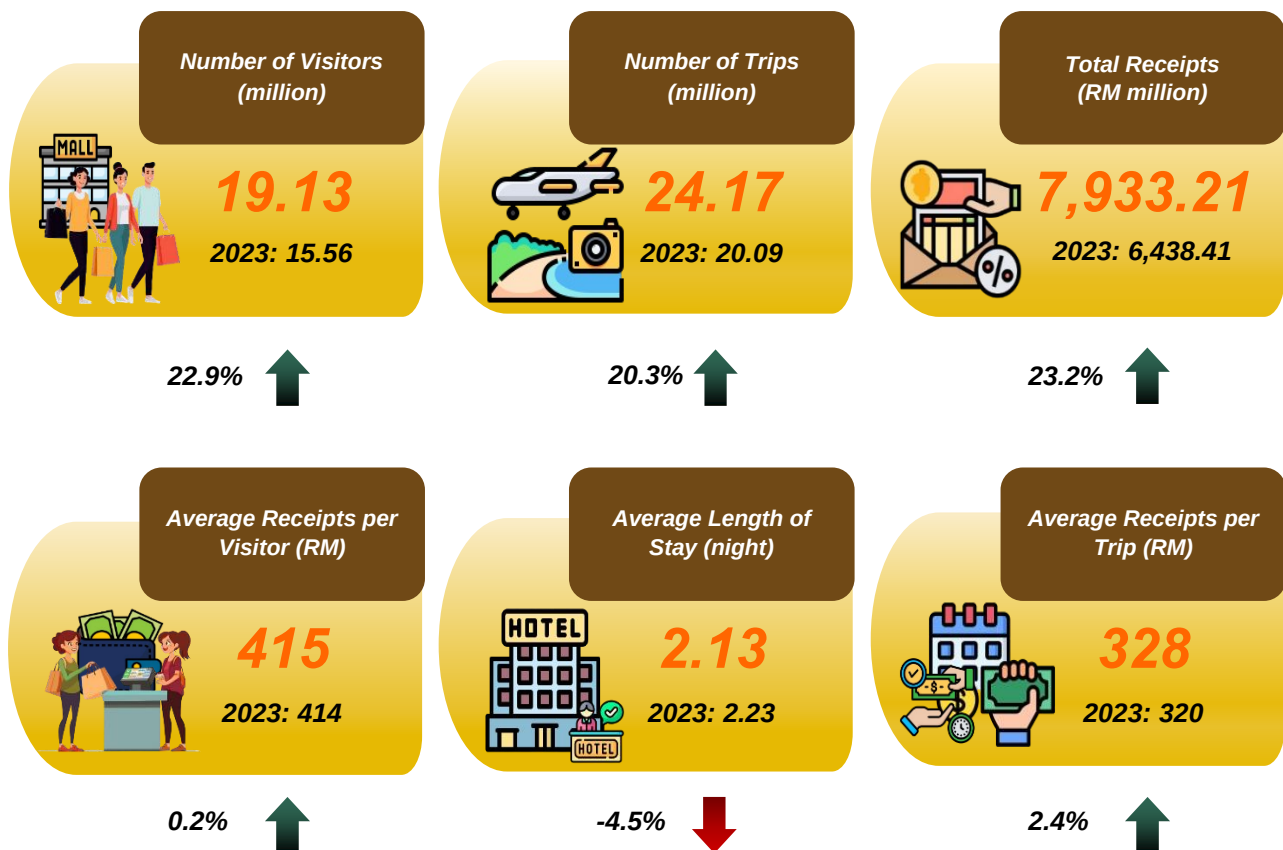
1.0 INTRODUCTION

This publication presents statistics on domestic tourism for Melaka which consists of domestic visitor¹ arrivals, total of domestic tourism receipts, trend of overnight trips and social & demographic profiles of domestic visitors. These statistics were findings from the Domestic Tourism Survey (DTS) conducted in 2024.

2.0 PERFORMANCE OF DOMESTIC TOURISM IN MELAKA, 2024

The performance of domestic tourism in Melaka showed a significant rise in the number of visitor arrivals and total receipts in 2024. The number of domestic visitor arrivals in Melaka increased 22.9 per cent, which registered 19.13 million visitors in 2024 compared to 15.56 million visitors in 2023. Meanwhile, the number of trips recorded in 2024 increased to 24.17 million trips as compared to 20.09 million trips in 2023, with an annual growth rate of 20.3 per cent as shown in **Exhibit 1**.

Exhibit 1: Main Statistics of Domestic Tourism in Melaka, 2023 and 2024



¹ This amount includes the same visitors who did one or more trips during the year.



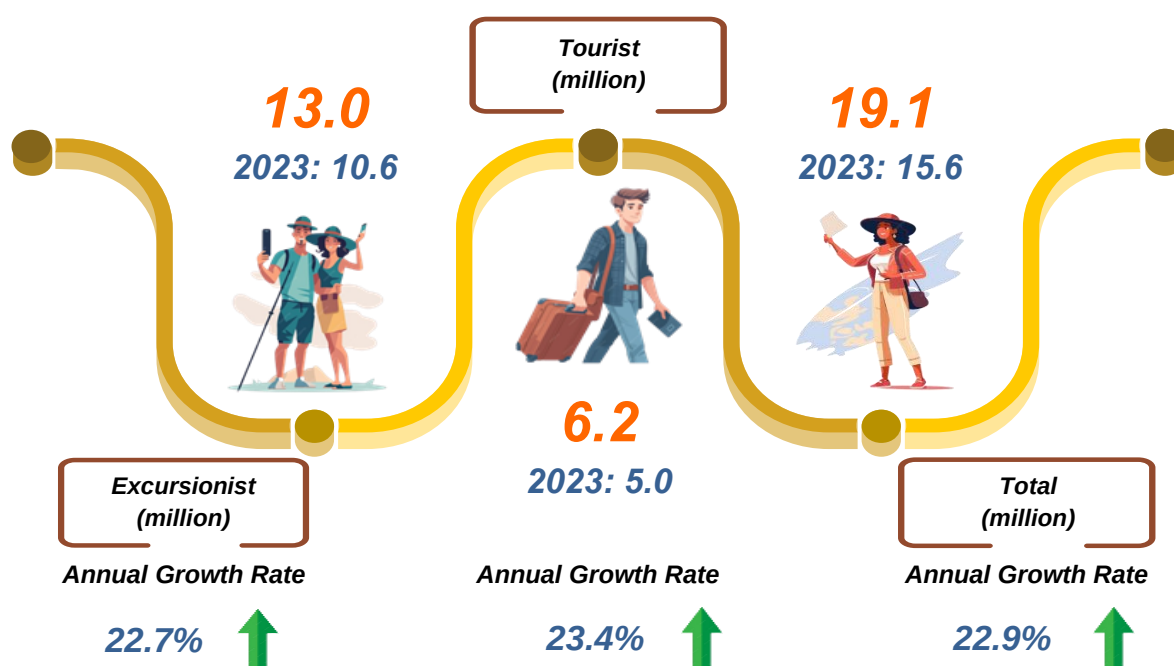
SUMMARY OF FINDINGS

Generally, Melaka's domestic tourism receipts was RM7.93 billion in 2024, increased 23.2 per cent compared to RM6.44 billion in the preceding year. The average receipts per trip in 2024 increased to RM328 as compared to RM320 as recorded in the previous year. Meanwhile, the average length of stay in 2024 was recorded at 2.13 nights compared to 2.23 nights in the previous year.

2.1 DOMESTIC VISITORS

Domestic visitors consist of excursionists and tourists. The number of domestic visitor arrivals to Melaka in 2024 was attributed by the increase in the number of tourist arrivals and excursionist. The number of tourist recorded was 6.2 million persons with an increase of 23.4 per cent as compared to the previous year (2023: 5.0 million persons). Meanwhile, the number of excursionist to Melaka increased by 22.7 per cent to 13.0 million persons as compared to 10.6 million persons in 2023 as shown in **Exhibit 2**.

Exhibit 2: Number of Domestic Visitors to Melaka by Type of Visitor, 2023 and 2024

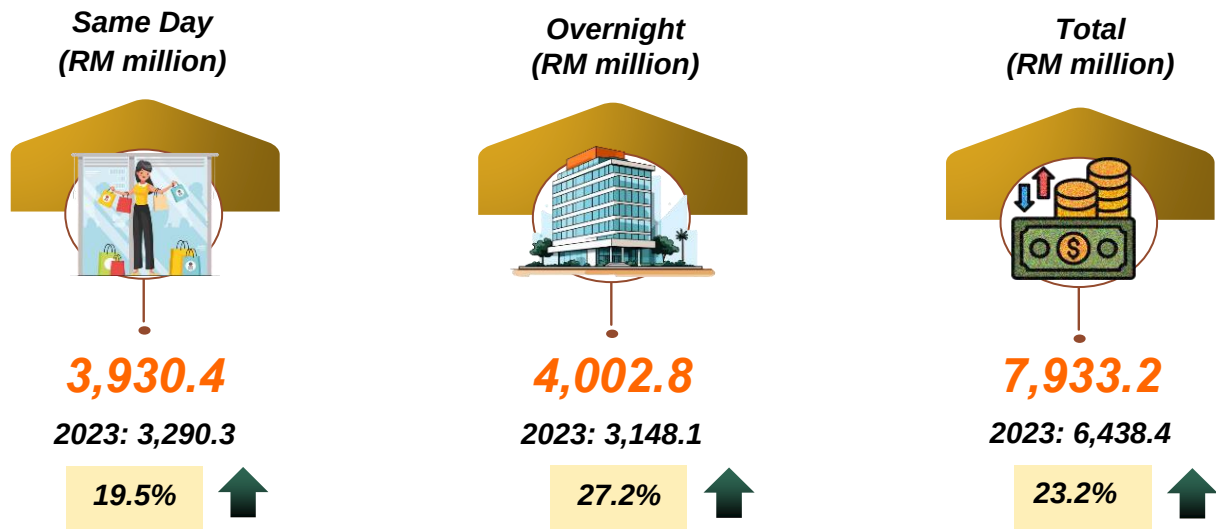


2.2 DOMESTIC TOURISM RECEIPTS

Total domestic tourism receipts in Melaka registered RM7.9 billion, with an increase of 23.2 per cent in 2024 compared to RM6.4 billion from the previous year. This positive growth was driven by the increase in total receipts for overnight and same day trips which recorded 27.2 per cent and 19.5 per cent, respectively (**Exhibit 3**).

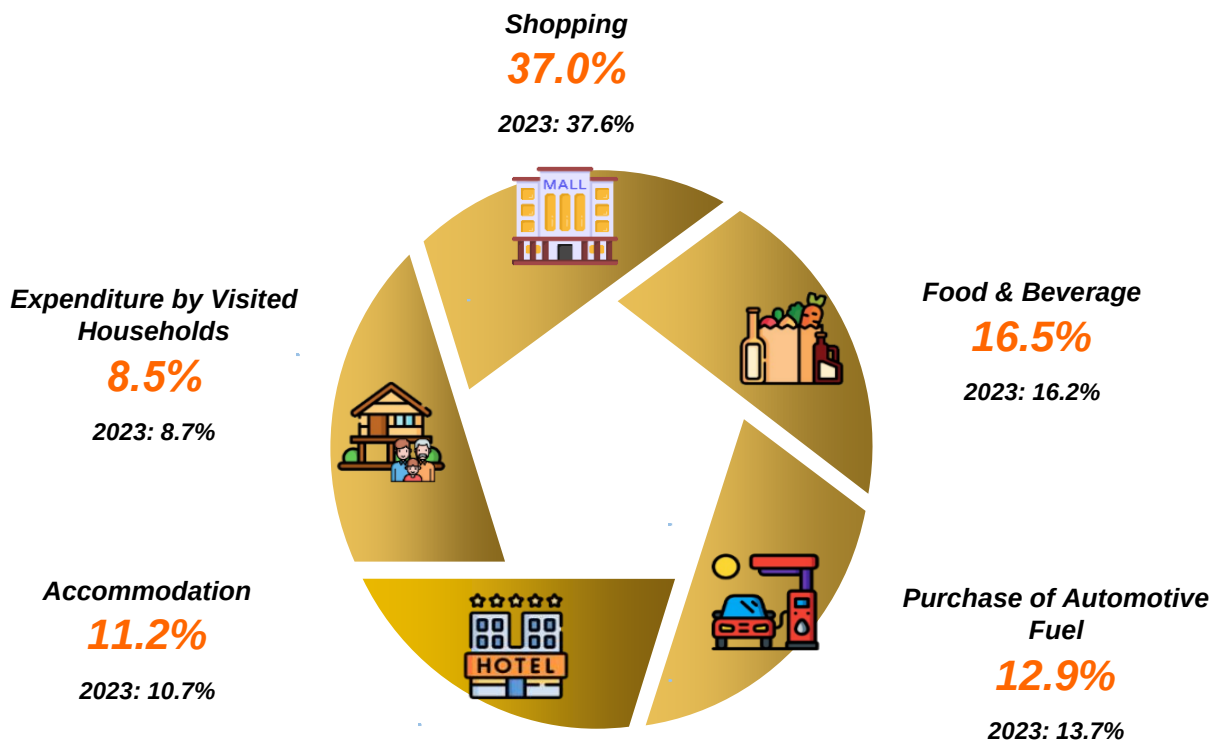


Exhibit 3: Total Receipts by Type of Trip in Melaka, 2023 and 2024



In terms of percentage share of tourism receipts by component in Melaka, shopping registered the highest contribution, which was 37.0 per cent of total receipts (2023: 37.6%). This was followed by food & beverage (16.5%), purchase of automotive fuel (12.9%), and accommodation (11.2%) as shown in **Exhibit 4**.

Exhibit 4: Top Five Components of Tourism Receipts, Melaka, 2023 and 2024





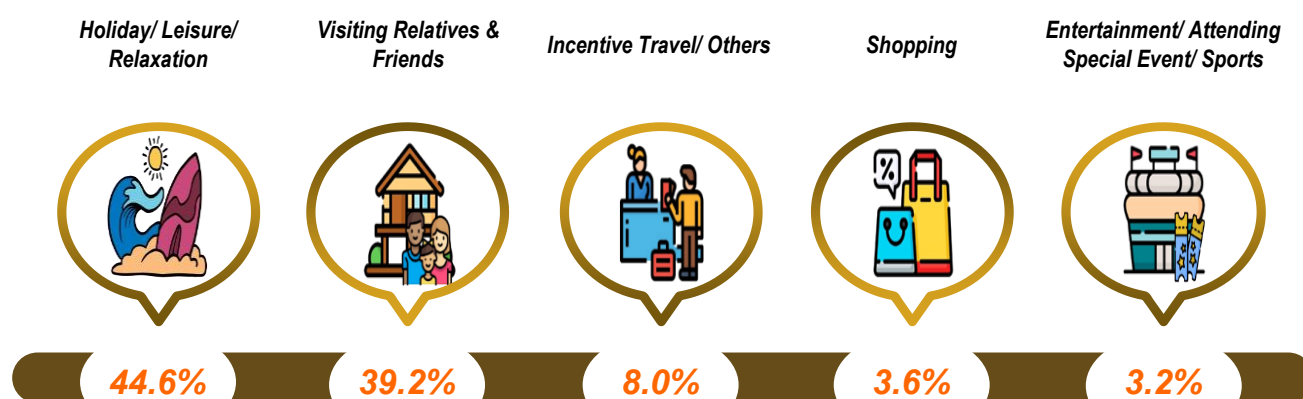
3.0 TREND OF OVERNIGHT TRIP TO MELAKA

This part focuses on the travelling pattern of tourists while visiting Melaka, which consists of purposes of trips, origin state of tourists, main destination visited, mode of transport, and types of accommodation.

3.1 MAIN PURPOSES OF TRIPS

Exhibit 5 shows the main purpose of tourists travelling to Melaka in 2024. Holiday/ leisure/ relaxation was as the top purpose of trips with a percentage share of 44.6 per cent of total overnight trips (2023: 45.3%). This was followed by visiting relatives & friends (39.2%), and incentive travel/ others (8.0%).

Exhibit 5: Top Five Purposes of Tourists to Melaka, 2024

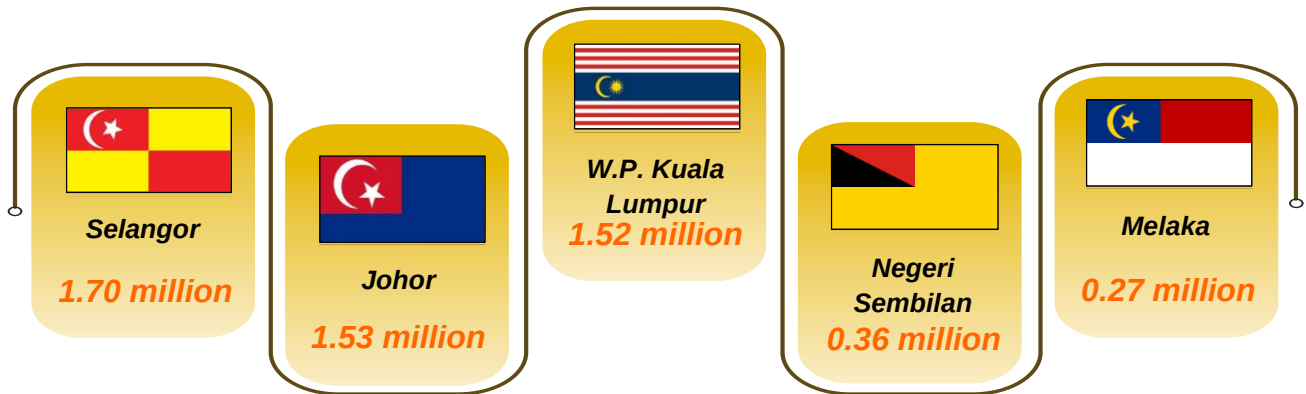


3.2 ORIGIN STATE OF TOURISTS

Exhibit 6 shows the top five origin states of tourists who visited Melaka in 2024. According to the survey, tourists from Selangor were the highest with 1.70 million tourists. This was followed by tourists from Johor (1.53 million tourists), W.P. Kuala Lumpur (1.52 million tourists), Negeri Sembilan (0.36 million tourists), and Melaka (0.27 million tourists).



Exhibit 6: Top Five Origin States of Tourists to Melaka, 2024



3.3 MAIN DESTINATION VISITED BY TOURISTS IN MELAKA

In 2024, the top five destinations preferred by tourists in Melaka were Jonker Street, Pantai Klebang, Dataran Pahlawan Melaka Megamall, Freeport A' Famosa Outlet and Zoo Melaka & Night Safari as shown in **Exhibit 7**.

Exhibit 7: Top Five Destinations Visited by Tourists in Melaka, 2024



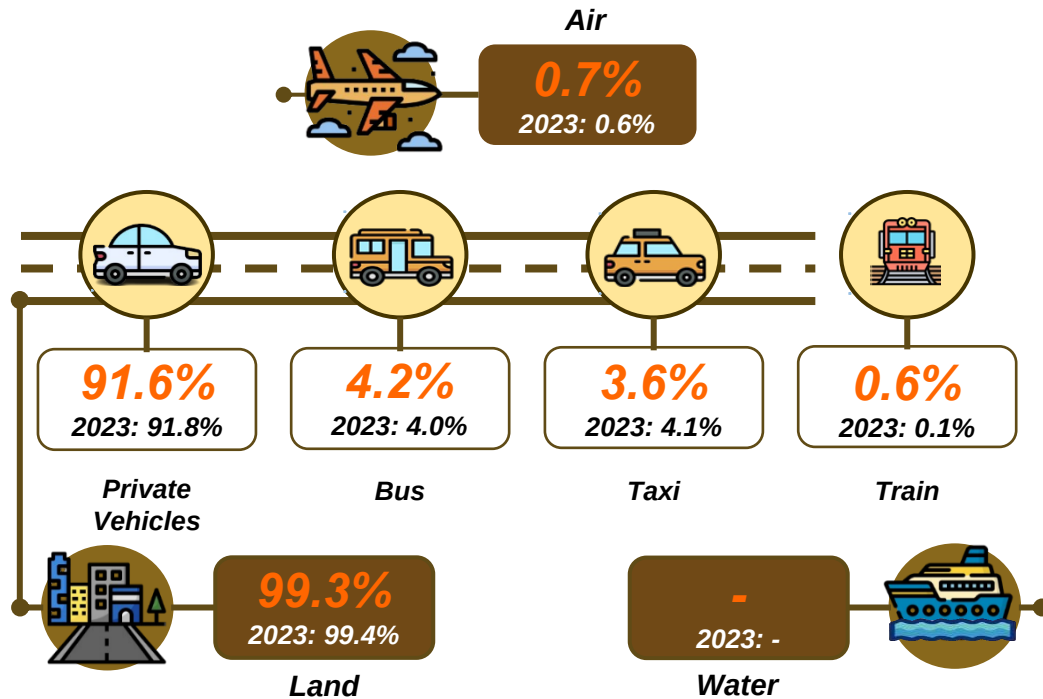
3.4 MODE OF TRANSPORT

Land transport was the main mode of transport used by tourists in travelling to Melaka, which was 99.3 per cent of total trips, followed by air transport (0.7%). Land transport was dominated by private vehicles with a percentage share of 91.6 per cent. This was followed by bus (4.2%), taxi (3.6%), and train (0.6%) as shown in **Exhibit 8**.



SUMMARY OF FINDINGS

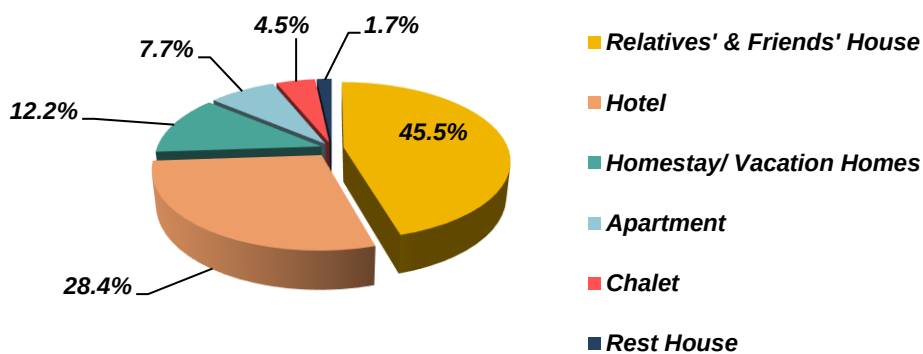
Exhibit 8: Percentage Share of Tourists Arrivals in Melaka by Mode of Transport, 2023 and 2024



3.5 TYPES OF ACCOMMODATION

Paid accommodation was the most prevalence choice of tourists when visiting Melaka with a contribution of 54.5 per cent and the remaining was unpaid accommodation, relatives' & friends' house (45.5%). In the paid accommodation segment, staying at hotel was the highest (28.4%), followed by homestay/ vacation homes (12.2%), apartment (7.7%), chalet (4.5%), and rest house (1.7%) as shown in **Chart 1**.

Chart 1: Percentage Share of Tourists Arrivals in Melaka by Types of Accommodation, 2024





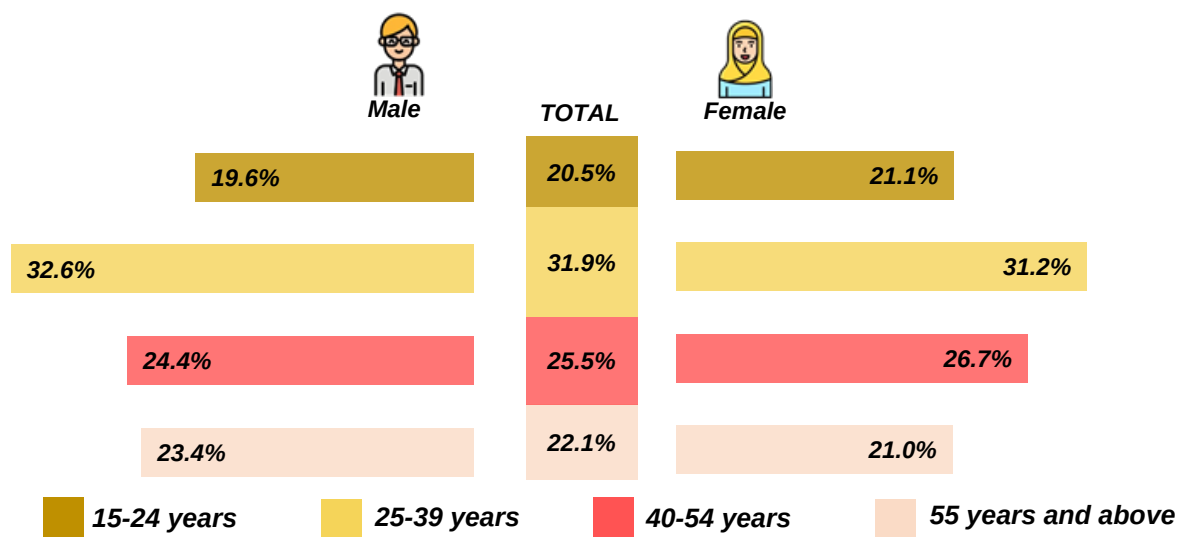
4.0 SOCIAL & DEMOGRAPHIC PROFILES OF DOMESTIC VISITORS

Social & demographic profiles comprise of information on domestic visitors who travelled to Melaka by sex and age group, ethnic group, highest certificate obtained, monthly household income class, and employment status.

4.1 DOMESTIC VISITORS BY SEX AND AGE GROUP

In 2024, most of the domestic visitors received by Melaka were from the age group of 25 to 39 years, representing 31.9 per cent of the total domestic visitors (**Chart 2**). This was followed by domestic visitors aged 40 to 54 years (25.5%) and 55 years and above (22.1%). In terms of sex, male domestic visitors aged 25 to 39 years recorded the highest share at 32.6 per cent as compared to female in the same age group (31.2%).

Chart 2: Percentage Share of Domestic Visitors in Melaka by Sex and Age Group, 2024

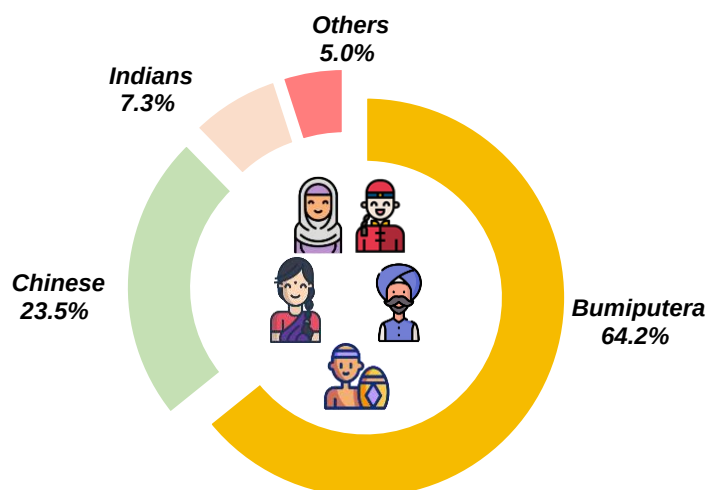


4.2 DOMESTIC VISITORS BY ETHNIC GROUP

In terms of the ethnic group for domestic visitors, Bumiputera recorded the highest percentage share at 64.2 per cent in 2024. This was followed by Chinese (23.5%) and Indians (7.3%) as shown in **Chart 3**.



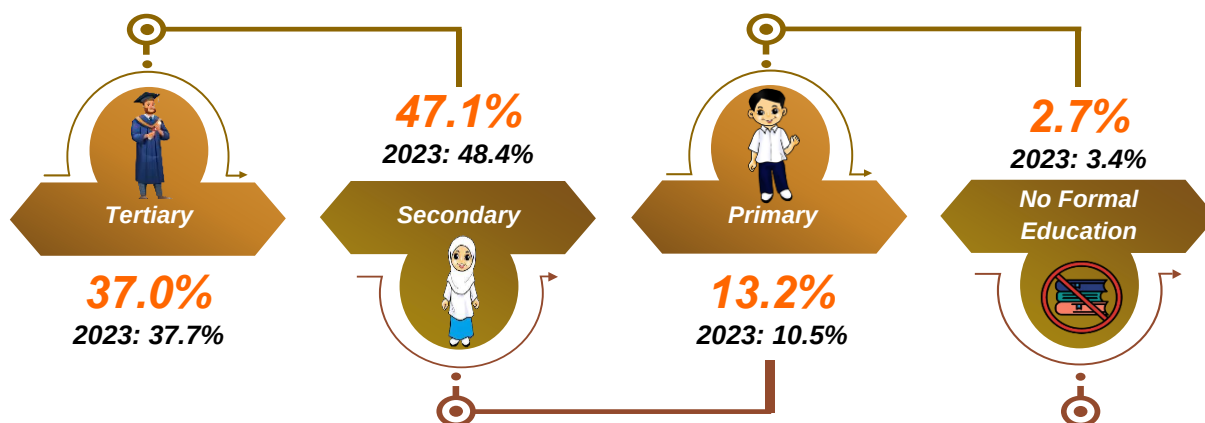
Chart 3: Percentage Share of Domestic Visitors in Melaka by Ethnic Group, 2024



4.3 DOMESTIC VISITORS BY HIGHEST CERTIFICATE OBTAINED

A total of 47.1 per cent of the domestic visitors who travelled to Melaka in 2024 attained secondary education. Meanwhile, domestic visitors with tertiary and primary education recorded 37.0 per cent and 13.2 per cent, respectively as shown in **Exhibit 9**.

Exhibit 9: Percentage Share of Domestic Visitors in Melaka by Highest Certificate Obtained, 2024

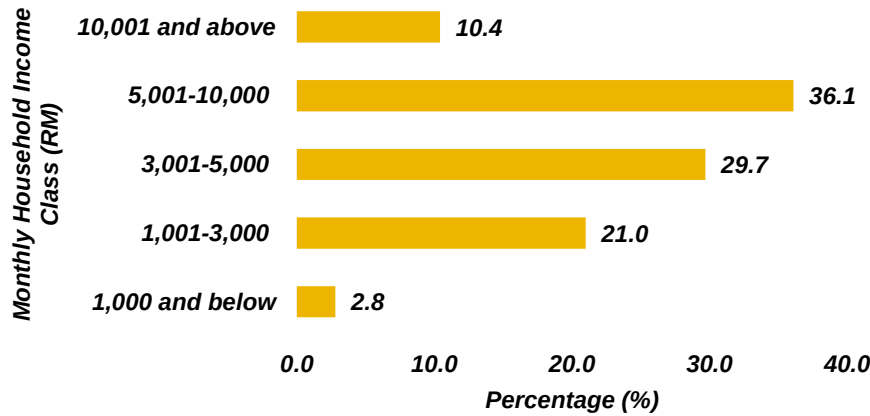


4.4 DOMESTIC VISITORS BY MONTHLY HOUSEHOLD INCOME CLASS

Chart 4 shows the percentage share of domestic visitors who travelled to Melaka by monthly household income class. In 2024, domestic visitors with household income class earning between RM5,001 to RM10,000 per month recorded the highest share with 36.1 per cent. This was followed by visitors with household income class of RM3,001 to RM5,000 per month (29.7%), and RM1,001 and RM3,000 per month (21.0%).



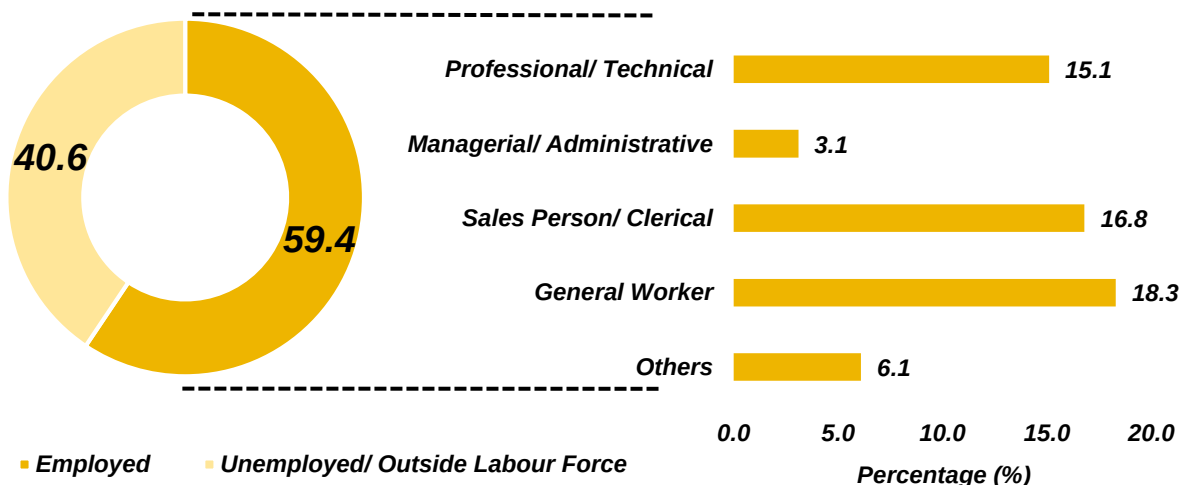
Chart 4: Percentage Share of Domestic Visitors in Melaka by Monthly Household Income Class, 2024



4.5 DOMESTIC VISITORS BY EMPLOYMENT STATUS

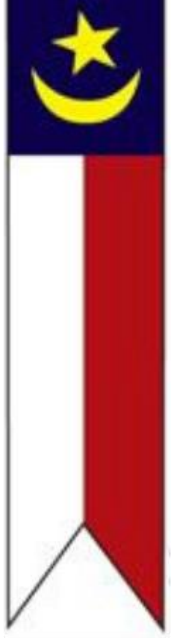
Referring to employment status, a total of 59.4 per cent of the domestic visitors who visited Melaka in 2024 consisted of those who were employed, while the remaining were unemployed/ outside labour force (40.6%). The employed domestic visitors comprised of professional/ technical (15.1%), managerial/ administrative (3.1%), sales person/ clerical (16.8%), general worker (18.3%), and others (6.1%).

Chart 5: Percentage Share of Domestic Visitors in Melaka by Employment Status, 2024



* Outside Labour Force (Housewife, Student and Retiree)

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BAHAGIAN *PART*

2

JADUAL STATISTIK *STATISTICAL TABLES*



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Jadual 1: Statistik Penting Pelancongan Domestik di Melaka, 2018 - 2024

Table 1: Key Statistics of Domestic Tourism in Melaka, 2018 - 2024

Statistik Penting <i>Key Statistics</i>	2018	2019	2020	2021	2022	2023	2024
Jumlah Terimaan (RM juta) <i>Total Receipts (RM million)</i>	5,564	6,370	2,373	1,004	4,843	6,438	7,933
Kadar Pertumbuhan Tahunan (%) <i>Annual Growth Rate (%)</i>	11.96	14.49	-62.75	-57.68	382.28	32.95	23.22
Pelawat Domestik ('000) <i>Domestic Visitors ('000)</i>	13,123	13,979	7,275	3,878	11,757	15,559	19,128
Kadar Pertumbuhan Tahunan (%) <i>Annual Growth Rate (%)</i>	3.94	6.53	-47.96	-46.69	203.17	32.33	22.94
Perjalanan Pelancongan Domestik ('000) <i>Domestic Tourism Trips ('000)</i>	21,654	24,043	9,964	4,364	16,668	20,094	24,174
Kadar Pertumbuhan Tahunan (%) <i>Annual Growth Rate (%)</i>	7.93	11.03	-58.56	-56.20	281.92	20.55	20.31
Purata Terimaan per Kapita (RM) <i>Average Receipts per Capita (RM)</i>	424	456	326	259	412	414	415
Kadar Pertumbuhan Tahunan (%) <i>Annual Growth Rate (%)</i>	7.71	7.48	-28.42	-20.62	59.08	0.47	0.22
Purata Terimaan per Perjalanan (RM) <i>Average Receipts per Trip (RM)</i>	257	265	238	230	291	320	328
Kadar Pertumbuhan Tahunan (%) <i>Annual Growth Rate (%)</i>	3.74	3.12	-10.12	-3.38	26.28	10.29	2.42
Purata Bilangan Hari Menginap <i>Average Length of Stay</i>	2.23	2.29	1.80	1.86	2.14	2.23	2.13
Kadar Pertumbuhan Tahunan (%) <i>Annual Growth Rate (%)</i>	-17.08	2.55	-21.31	3.47	14.70	4.47	-4.46

Jadual 2: Bilangan Pelawat Domestik mengikut Jenis Pelawat ke Melaka, 2023 dan 2024*Table 2: Number of Domestic Visitors by Type of Visitors to Melaka, 2023 and 2024*

Jenis Pelawat <i>Type of Visitor</i>	2023		2024	
	Peratus Sumbangan <i>Percentage Share (%)</i>	('000)	Peratus Sumbangan <i>Percentage Share (%)</i>	('000)
Jumlah <i>Total</i>	100.0	15,559	100.0	19,128
Pelawat Harian <i>Excursionist</i>	67.9	10,568	67.8	12,970
Pelancong <i>Tourist</i>	32.1	4,991	32.2	6,158

Jadual 3: Bilangan Perjalanan Pelancongan Domestik ke Melaka, 2023 dan 2024*Table 3: Number of Domestic Tourism Trips to Melaka, 2023 and 2024*

Perjalanan Pelancongan Domestik <i>Domestic Tourism Trip</i>	2023		2024	
	Peratus Sumbangan <i>Percentage Share (%)</i>	('000)	Peratus Sumbangan <i>Percentage Share (%)</i>	('000)
Jumlah <i>Total</i>	100.0	20,094	100.0	24,174
Perjalanan Harian <i>Same Day Trip</i>	74.4	14,940	71.2	17,212
Perjalanan Bermalam <i>Overnight Trip</i>	25.6	5,154	28.8	6,962

Jadual 4: Terimaan Pelancongan Domestik mengikut Jenis Perjalanan di Melaka, 2023 dan 2024
Table 4: Receipts of Domestic Tourism by Type of Trip in Melaka, 2023 and 2024

Terimaan <i>Receipts</i>	2023		2024	
	Peratus Sumbangan Percentage Share (%)	(RM juta/ million)	Peratus Sumbangan Percentage Share (%)	(RM juta/ million)
Jumlah/ Total	100.0	6,438	100.0	7,933
Terimaan Harian/ <i>Same Day Receipts</i>	51.1	3,290	49.5	3,930
Terimaan Bermalam/ <i>Overnight Receipts</i>	48.9	3,148	50.5	4,003
		(RM)		(RM)
Jumlah/ Total				
Purata Terimaan Harian per Perjalanan <i>Average Same Day Receipts per Trip</i>		220		228
Purata Terimaan Bermalam per Perjalanan <i>Average Overnight Receipts per Trip</i>		611		575

Jadual 5: Bilangan Perjalanan Pelancongan Domestik mengikut Jenis Perjalanan ke Melaka, 2023 dan 2024
Table 5: Number of Domestic Tourism Trips by Type of Trip to Melaka, 2023 and 2024

Jenis Perjalanan <i>Type of Trip</i>	2023	2024
	('000)	
Jumlah Perjalanan/ Total Trips	20,094	24,174
Individu/ Individual	2,765	1,917
Perjalanan Harian/ <i>Same Day Trip</i>	2,322	1,675
Perjalanan Bermalam/ <i>Overnight Trip</i>	443	242
Bersama Keluarga/ With Family	17,328	22,258
Perjalanan Harian/ <i>Same Day Trip</i>	12,618	15,538
Perjalanan Bermalam/ <i>Overnight Trip</i>	4,711	6,720

Jadual 6: Purata Bilangan Hari Menginap bagi Pelancong ke Melaka, 2023 dan 2024
Table 6: Average Length of Stay of Tourists to Melaka, 2023 and 2024

	2023	2024
Purata Bilangan Hari Menginap <i>Average Length of Stay</i>	2.23	2.13
Perjalanan Bermalam ('000) <i>Overnight Trip</i>	5,154	6,962
Bilangan Malam ('000) <i>No. of Nights</i>	11,514	14,859

Jadual 7: Jumlah Terimaan daripada Pelawat Domestik ke Melaka mengikut Komponen, 2023 dan 2024
Table 7: Total Receipts from Domestic Visitors to Melaka by Component, 2023 and 2024

Komponen <i>Component</i>	2023	2024	2023	2024
	Jumlah Terimaan <i>Total Receipts</i> (RM '000)		Peratus Sumbangan <i>Percentage Share</i> (%)	
A. Perbelanjaan oleh pelawat <i>Expenditure by visitors</i>	5,875,763	7,257,752	91.3	91.5
Membeli-belah <i>Shopping</i>	2,422,343	2,937,453	37.6	37.0
Pembelian bahan api kenderaan <i>Purchase of automotive fuel</i>	880,013	1,019,902	13.7	12.9
Pengangkutan <i>Transportation</i>	313,382	410,871	4.9	5.2
Makanan & minuman <i>Food & beverage</i>	1,043,776	1,310,169	16.2	16.5
Penginapan <i>Accommodation</i>	691,100	891,618	10.7	11.2
Perbelanjaan sebelum perjalanan/ pakej/ bayaran masuk/ tiket <i>Expenditure before the trip/ package/ entrance fees/ tickets</i>	252,793	337,869	3.9	4.3
Aktiviti-aktiviti lain <i>Other activities</i>	272,357	349,869	4.2	4.4
B. Perbelanjaan oleh isi rumah yang dilawati <i>Expenditure by visited households</i>	562,648	675,455	8.7	8.5
Jumlah Terimaan (A+B) <i>Total Receipts (A+B)</i>	6,438,411	7,933,206	100.0	100.0

Jadual 8: Perjalanan Pelancongan Domestik ke Melaka mengikut Tujuan Utama, 2024

Table 8: Domestic Tourism Trips to Melaka by Main Purposes of Visit, 2024

Pelawat Domestik <i>Domestic Visitors</i>	Peratus Sumbangan <i>Percentage Share (%)</i>	Pelancong <i>Tourists</i>	Peratus Sumbangan <i>Percentage Share (%)</i>
Membeli-belah <i>Shopping</i>	31.3	Percutian/ mengisi masa lapang/ berehat <i>Holiday/ leisure/ relaxation</i>	44.6
Melawat saudara-mara & rakan <i>Visiting relatives & friends</i>	24.9	Melawat saudara-mara & rakan <i>Visiting relatives & friends</i>	39.2
Percutian/ mengisi masa lapang/ berehat <i>Holiday/ leisure/ relaxation</i>	20.3	Perjalanan insentif/ lain-lain <i>Incentive travel/ others</i>	8.0
Rawatan perubatan/ penjagaan diri <i>Medical treatment/ wellness</i>	8.8	Membeli-belah <i>Shopping</i>	3.6
Perjalanan insentif/ lain-lain <i>Incentive travel/ others</i>	8.2	Hiburan/ menghadiri acara khas/ sukan <i>Entertainment/ attending special event/ sports</i>	3.2
Hiburan/ menghadiri acara khas/ sukan <i>Entertainment/ attending special event/ sports</i>	3.9	Urusan rasmi/ perniagaan/ pendidikan <i>Official business/ business/ education</i>	1.0
Urusan rasmi/ perniagaan/ pendidikan <i>Official business/ business/ education</i>	1.5	Amal ibadat/ melawat rumah ibadat <i>Religious worship/ visit places of worship</i>	0.3
Amal ibadat/ melawat rumah ibadat <i>Religious worship/ visit places of worship</i>	1.1	Rawatan perubatan/ penjagaan diri <i>Medical treatment/ wellness</i>	0.1
Jumlah <i>Total</i>	100.00		100.00

Jadual 9: Lima Destinasi Tumpuan Pelawat Domestik dan Pelancong ke Melaka, 2023 dan 2024

Table 9: Top Five Destinations Most Visited by Domestic Visitors and Tourists to Melaka, 2023 and 2024

Pelawat Domestik Domestic Visitors		Pelancong Tourists	
2023	2024	2023	2024
Pantai Klebang	Pantai Klebang	Dataran Pahlawan Melaka Megamall	Jonker Street
Dataran Pahlawan Melaka Megamall	Jonker Street	A' Famosa Resort	Pantai Klebang
Mahkota Parade	Mahkota Parade	Jonker Walk	Dataran Pahlawan Melaka Megamall
Jonker Street	Dataran Pahlawan Melaka Megamall	Pantai Klebang	Freeport A' Famosa Outlet
Pantai Pengkalan Balak	Zoo Melaka & Night Safari	Menara Taming Sari	Zoo Melaka & Night Safari

Jadual 10: Bilangan Pelancong mengikut Negeri Dikunjungi, 2024
Table 10: Number of Tourists by State Visited, 2024

		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
		93,445.3	9,481.1	6,854.4	5,863.8	6,158.4	5,987.5	9,525.8	4,766.0	10,209.0	1,262.0	9,574.4	4,918.4	6,081.5	5,701.0	6,216.3	194.1	651.6
		11,279.8	3,704.7	196.7	425.3	1,528.0	617.0	920.0	221.3	403.3	95.6	1,746.8	188.5	168.9	209.9	787.6	13.4	52.9
		4,850.2	133.1	1,787.5	276.2	96.2	233.3	248.8	450.1	723.3	130.8	297.1	61.2	32.9	30.2	254.9	7.1	87.5
		3,115.7	115.9	132.2	978.0	8.6	106.1	251.9	146.9	222.0	34.5	259.0	496.8	28.8	3.6	232.4	3.3	95.8
		2,989.8	459.1	122.6	79.5	266.1	379.1	254.6	106.2	259.2	3.2	378.1	74.9	78.2	27.8	458.3	1.6	41.3
		3,608.3	464.8	71.6	258.2	359.6	714.6	459.9	140.5	315.0	18.3	351.4	136.4	8.8	9.9	256.1	6.8	36.3
		5,745.0	538.8	122.4	474.4	134.3	221.1	1,981.2	119.9	489.0	25.8	383.8	686.1	61.9	8.7	467.8	5.9	23.8
		4,612.8	124.8	962.0	4.8	210.4	67.8	396.0	523.1	487.1	216.4	354.5	489.9	181.9	1.1	539.0	8.0	46.0
		6,827.5	282.4	659.7	245.4	202.4	186.8	432.2	384.4	1,887.0	102.5	1,053.9	256.3	77.6	37.4	909.0	20.3	90.3
		933.2	20.5	238.6	34.6	6.8	13.4	75.1	197.3	97.4	51.0	73.1	49.4	4.2	3.1	56.9	0.8	11.0
		21,506.2	1,837.8	1,793.6	1,366.0	1,698.8	1,524.3	1,637.0	1,199.2	3,336.2	461.2	2,953.3	973.6	770.9	588.1	1,291.2	9.7	65.4
		1,574.3	12.1	7.9	346.7	10.5	19.3	293.9	34.8	19.1	5.5	224.9	487.7	26.8	2.7	74.3	5.0	3.0
		5,323.4	27.4	34.3	7.9	28.1	6.9	11.5	86.5	6.0	4.4	200.9	10.2	4,132.3	386.6	277.9	64.2	38.4
		5,067.5	41.5	72.6	23.4	7.0	8.1	12.6	41.9	5.6	13.2	211.8	22.4	247.5	4,055.8	246.0	27.3	30.9
		15,233.5	1,689.7	624.9	1,289.4	1,520.4	1,815.3	2,485.9	1,088.2	1,881.6	97.9	1,026.4	954.5	106.0	304.5	338.1	4.0	6.8
		238.3	0.1	1.8	1.9	0.2	1.3	21.0	0.5	1.2	0.6	3.5	1.8	151.3	16.2	13.7	15.2	7.9
		539.9	28.4	26.1	52.1	80.8	73.1	44.2	25.3	76.0	1.4	55.9	28.7	3.4	15.3	13.2	1.6	14.4

Jadual 11: Taburan Peratus Pelawat Domestik Berkunjung ke Melaka mengikut Mod Pengangkutan, 2023 dan 2024

Table 11: Percentage Distribution of Domestic Visitor Arrivals to Melaka by Mode of Transport, 2023 and 2024

Mod Pengangkutan <i>Mode of Transport</i>	2023			2024		
	Pelawat <i>Visitors</i>	Pelawat Harian <i>Excursionists</i>	Pelancong <i>Tourists</i>	Pelawat <i>Visitors</i>	Pelawat Harian <i>Excursionists</i>	Pelancong <i>Tourists</i>
	(%)					
Jumlah/ Total	100.0	100.0	100.0	100.0	100.0	100.0
Udara/ Air	0.2	-	0.6	0.2	-	0.7
Air/ Water	-	-	-	-	-	-
Darat/ Land	99.8	100.0	99.4	99.8	100.0	99.3
Kenderaan persendirian <i>Private vehicles</i>	95.3	96.5	91.8	89.4	85.7	91.6
Teksi/ Taxi	1.9	1.2	4.1	3.7	5.5	3.6
Bas/ Bus	2.7	2.2	4.0	6.3	6.8	4.2
Kereta api/ Train	0.1	0.1	0.1	0.6	2.0	0.6

Jadual 12: Taburan Peratus Pelancong Berkunjung ke Melaka mengikut Jenis Penginapan, 2023 dan 2024

Table 12: Percentage Distribution of Tourist Arrivals to Melaka by Types of Accommodation, 2023 and 2024

Jenis Penginapan <i>Type of Accommodation</i>	2023	2024
	Peratus/ Percentage (%)	
Jumlah/ Total	100.0	100.0
Rumah saudara-mara & rakan <i>Relatives' & friends' house</i>	43.7	45.5
Hotel/ Hotel	29.2	28.4
Chalet/ Chalet	4.4	4.5
Apartmen/ Apartment	8.1	7.7
Inap desa/ Rumah percutian <i>Homestay/ Vacation homes</i>	12.7	12.2
Rumah rehat/ Rest house	1.9	1.7

Jadual 13: Profil Sosial & Demografi Pelawat Domestik ke Melaka, 2023 dan 2024
Table 13: Social & Demographic Profiles of Domestic Visitors to Melaka, 2023 and 2024

Jantina Sex	Kumpulan Umur Age Group	2023	2024
		Peratus/ Percentage (%)	
Jumlah/ Total			
Jumlah/ Total		100.0	100.0
15 - 24		20.4	20.5
25 - 39		37.6	31.9
40 - 54		22.2	25.5
≥ 55		19.8	22.1
Lelaki/ Male			
Jumlah/ Total		100.0	100.0
15 - 24		20.2	19.6
25 - 39		37.5	32.6
40 - 54		21.6	24.4
≥ 55		20.7	23.4
Perempuan/ Female			
Jumlah/ Total		100.0	100.0
15 - 24		20.6	21.1
25 - 39		37.8	31.2
40 - 54		22.8	26.7
≥ 55		18.8	21.0
Kumpulan Etnik Ethnic Group		2023	2024
		Peratus/ Percentage (%)	
Jumlah/ Total		100.0	100.0
Bumiputera/ Bumiputera		60.5	64.2
Cina/ Chinese		26.7	23.5
India/ Indians		6.1	7.3
Lain-Lain/ Others		6.7	5.0
Sijil Tertinggi Diperoleh Highest Certificate Obtained		2023	2024
		Peratus/ Percentage (%)	
Jumlah/ Total		100.0	100.0
Tertiari/ Tertiary		37.7	37.0
Menengah/ Secondary		48.4	47.1
Rendah/ Primary		10.5	13.2
Tiada pendidikan rasmi No formal education		3.4	2.7

Jadual 13: Profil Sosial & Demografi Pelawat Domestik ke Melaka, 2023 dan 2024 (samb.)

Table 13: Social & Demographic Profiles of Domestic Visitors to Melaka, 2023 and 2024 (cont'd.)

Pendapatan Bulanan Isi Rumah (RM) <i>Monthly Household Income</i>	2023	2024
	Peratus/ Percentage (%)	
Jumlah/ Total	100.0	100.0
≤ 1,000	2.9	2.8
1,001 - 3,000	26.1	21.0
3,001 - 5,000	24.6	29.7
5,001 - 10,000	33.4	36.1
≥ 10,001	13.0	10.4

Taraf Pekerjaan <i>Status of Employment</i>	2023	2024
	Peratus/ Percentage (%)	
Jumlah/ Total	100.0	100.0
Kategori Pekerjaan <i>Category of Occupancy</i>	62.7	59.4
Profesional/ teknikal <i>Professional/ technical</i>	19.5	15.1
Pengurusan/ pentadbiran <i>Managerial/ administrative</i>	2.5	3.1
Jurujual/ perkeranian <i>Sales person/ clerical</i>	16.1	16.8
Pekerja am <i>General worker</i>	16.3	18.3
Lain-lain <i>Others</i>	8.3	6.1
Tidak bekerja/ luar tenaga buruh <i>Unemployed/ outside labour force</i>	37.3	40.6
Tidak bekerja <i>Unemployed</i>	5.5	5.9
Pesara <i>Retiree</i>	6.1	7.7
Pelajar <i>Student</i>	12.4	12.6
Suri rumah <i>Housewife</i>	13.3	14.4

Jadual 14: Bilangan Hotel dan Bilik di Melaka mengikut Penarafan Bintang, 2024*Table 14: Number of Hotel and Room in Melaka by Star Rating, 2024*

Penarafan Rating	Hotel Hotel	Bilik Room
5-Bintang/ 5-Star	11	3,613
4-Bintang/ 4-Star	13	3,497
3-Bintang/ 3-Star	36	4,703
2-Bintang/ 2-Star	22	932
1-Bintang/ 1-Star	12	546
3 Orkid/ 3 Orchid	15	478
2 Orkid/ 2 Orchid	10	255
1 Orkid/ 1 Orchid	11	259
<i>Unrated</i>	47	3,985
Jumlah/ Total	177	18,268

Sumber: Pusat Maklumat Harta Tanah Negara (NAPIC)*Source: National Property Information Centre (NAPIC)***Jadual 15: Bilangan Hotel dan Bilik di Melaka mengikut Lokasi, 2024***Table 15: Number of Hotel and Room in Melaka by Location, 2024*

Lokasi Location	Hotel Hotel	Bilik Room
Bandar/ Pekan/ City/ Town	145	15,031
Pantai/ Beach	19	1,334
Gunung/ Hill	-	-
Lain-lain/ Others	13	1,903
Jumlah/ Total	177	18,268

Sumber: Pusat Maklumat Harta Tanah Negara (NAPIC)*Source: National Property Information Centre (NAPIC)*

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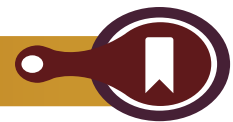


BAHAGIAN *PART* 3

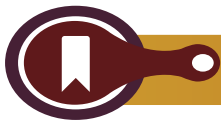
NOTA TEKNIKAL *TECHNICAL NOTES*



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Pendahuluan	Penyediaan penganggaran data pelancongan domestik di peringkat negeri adalah berdasarkan maklumat yang diperoleh daripada Survei Pelancongan Domestik (DTS).
Objektif survei	Objektif utama DTS ialah untuk 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.
Metodologi survei	DTS dijalankan melalui kaedah temuramah secara bersemuka dengan responden. Dalam tempoh survei, penemuramah yang terlatih akan melawat isi rumah di tempat kediaman terpilih untuk mengumpulkan maklumat pelancongan domestik termasuk butiran profil sosio 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 ditanya berkaitan maklumat berikut: a) Perhubungan dengan ketua isi rumah; b) Jantina; c) Umur; d) Kumpulan etnik dan kewarganegaraan; e) Sijil tertinggi diperoleh; f) Pekerjaan; dan g) Pendapatan bulanan.



Soalan-soalan berikut turut disoal bagi ahli isi rumah yang melakukan perjalanan pelancongan domestik:

- a) Jenis perjalanan;
 - i. perjalanan harian; dan
 - ii. perjalanan bermalam.
- b) Bilangan hari bagi setiap perjalanan bermalam;
- c) Destinasi utama;
- d) Tujuan utama;
- e) Aktiviti utama; dan
- f) Perbelanjaan perjalanan pelancongan.

Tempoh rujukan

Pengumpulan data dibuat secara bulanan dari bulan Januari hingga Disember pada tahun rujukan. Maklumat yang dikumpulkan merujuk kepada bulan semasa.

Skop dan liputan

DTS meliputi 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.

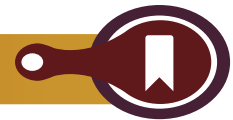
Bagi tujuan pelaporan, hanya maklumat lengkap residen yang berumur 15 tahun dan ke atas yang ada melakukan perjalanan pelancongan domestik dipungut.

Tempat kediaman

Tempat kediaman ditakrifkan sebagai sebarang jenis tempat tertutup yang bebas dan berasingan yang dibina tempat kediaman 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 DTS adalah berdasarkan Rangka Pensampelan Isi Rumah Kebangsaan (RPIK) yang terdiri daripada Blok Penghitungan (BP) yang diwujudkan untuk Banci Penduduk dan Perumahan. 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 Banci Penduduk dan Perumahan 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

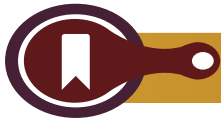
Reka bentuk pensampelan berstrata dua peringkat telah digunakan iaitu:

- Strata utama - Negeri-negeri di Malaysia
- Strata kedua - Bandar dan luar bandar

Saiz sampel

Unit pensampelan peringkat pertama ialah BP, sementara 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 menggunakan kaedah sistematik supaya setiap BP dan TK mempunyai kebarangkalian yang sama untuk terpilih.

Saiz sampel yang diperlukan ditentukan berdasarkan reliabiliti (seperti aras 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 ditetapkan 4 hingga 10 peratus setiap strata (negeri dan bandar/ luar bandar).



NOTA TEKNIKAL

Sebanyak 2,819 BP telah terpilih dan bilangan TK yang perlu diliputi pula adalah sebanyak 22,552 TK. Seterusnya, BP-BP tersebut diagihkan secara seragam pada setiap bulan untuk memudahkan kerja lapangan/ logistik.

Bilangan saiz sampel terpilih untuk DTS 2024 adalah seperti di Jadual 1.

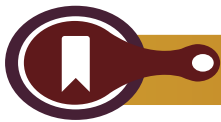

Jadual 1: Saiz Sampel Survei Pelancongan Domestik mengikut Negeri, 2024

Negeri	Saiz Sampel	
	BP	TK
Johor	244	1,952
Kedah	221	1,768
Kelantan	178	1,424
Melaka	178	1,384
Negeri Sembilan	169	1,312
Pahang	216	1,728
Pulau Pinang	204	1,632
Perak	231	1,848
Perlis	101	808
Selangor	255	2,040
Terengganu	132	1,056
Sabah	236	1,888
Sarawak	220	1,760
W.P. Kuala Lumpur	140	1,120
W.P. Labuan	49	392
W.P. Putrajaya	45	360
Jumlah	2,819	22,552

Prosedur menganggar Teknik anggaran nisbah bergabung (*adjusted weight*¹ dan faktor penduduk²) digunakan untuk mendapatkan anggaran sesuatu ciri tertentu bagi populasi survei. Faktor penduduk menggunakan anggaran penduduk pertengahan tahun bagi tahun 2024 mengikut kumpulan umur, jantina, etnik dan negeri sebagai penanda aras.

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.



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.

$$E_n \left(\frac{W_n}{w_n} \right)$$

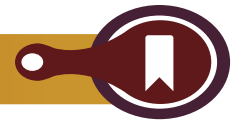
Dengan itu E' ialah penganggar nisbah bagi ciri-ciri tersebut.

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 DTS tidak meliputi penduduk institusi. Penduduk institusi dianggarkan kurang daripada empat peratus jumlah penduduk berasaskan Banci Penduduk dan Perumahan.

KONSEP DAN DEFINISI

Pelawat domestik

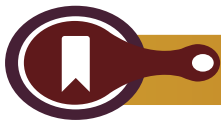
Pelawat domestik ditakrifkan sebagai residen atau mereka yang tinggal di Malaysia sekurang-kurangnya setahun termasuk ekspatriat dan bukan warganegara, yang melakukan perjalanan di luar persekitaran biasanya dalam tempoh kurang daripada setahun untuk tujuan perniagaan, mengisi masa lapang atau urusan peribadi selain untuk diambil bekerja di tempat yang dilawati. Pelawat domestik terdiri daripada pelancong dan pelawat harian.

- a) Pelancong merujuk kepada mereka yang melakukan perjalanan di dalam Malaysia sekurang-kurangnya satu malam (24 jam); dan
- b) 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:

a) 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.

b) 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

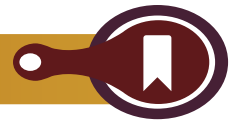
Kemudahan pelancongan adalah segala kemudahan yang membantu dalam menjayakan aktiviti pelancongan seperti kemudahan penginapan, makanan & minuman dan pengangkutan.

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:

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

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

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

iv. Makanan & minuman

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

v. Penginapan

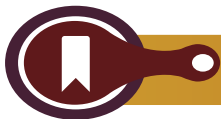
Pembayaran bagi kemudahan penginapan berbayar iaitu seperti hotel/ chalet/ pangsapuri/ rumah rehat/ inap desa.

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.

Terimaan pelancongan mengikut negeri

Merujuk kepada perbelanjaan pelawat domestik di negeri yang dilawati. Harus diingat bahawa semua perbelanjaan yang berlaku semasa perjalanan telah diagihkan kepada negeri destinasi, walaupun secara realiti, terdapat beberapa transaksi yang dilakukan di negeri asal atau di negeri lain (tempat persinggahan).

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.

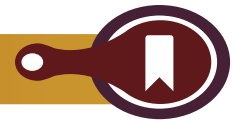
Konsep pergerakan pelawat domestik di antara negeri dikelaskan kepada berikut:

a) *Intrastate*

Perjalanan pelawat domestik ke destinasi dalam negeri yang sama dengan tempat tinggal biasa mereka.

b) *Interstate*

Perjalanan pelawat domestik ke destinasi di luar negeri tempat tinggal biasa mereka.


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

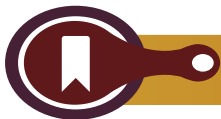
Tujuan utama perjalanan bermaksud sebab utama responden melakukan perjalanan tersebut. Pengelasan perjalanan berdasarkan tujuan utama adalah seperti berikut:

- 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/ makan-makan/ lain-lain.

Mod pengangkutan utama

Merujuk kepada jenis pengangkutan utama yang digunakan oleh pelawat. Penetapan mod pengangkutan utama adalah berdasarkan kriteria yang berikut:

- a) Pengangkutan yang digunakan adalah melibatkan jarak (km) yang lebih jauh;
- b) Pengangkutan yang digunakan mengambil masa perjalanan yang lebih panjang; dan
- c) Kos bagi mod pengangkutan tersebut mencatatkan sumbangan yang tertinggi dalam keseluruhan kos pengangkutan.



Jenis penginapan

Merujuk kepada jenis penginapan yang disediakan oleh pertubuhan (berbayar) atau '*non-market*' iaitu merujuk kepada penginapan yang disediakan oleh saudara-mara dan rakan tanpa dikenakan sebarang caj, atau rumah milik persendirian (rumah persinggahan yang dimiliki oleh pelawat). Jenis penginapan adalah seperti berikut:

- a) Hotel/ resort;
- b) Motel;
- c) Hotel apartmen;
- d) Chalet;
- e) Rumah rehat;
- f) Inap desa;
- g) Penginapan berbayar lain; dan
- h) Penginapan tidak berbayar (rumah ibu bapa/ saudara-mara/ rakan/ rumah persinggahan).

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).

Sijil tertinggi diperoleh

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) Tertiari

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.

a) Bekerja

Profesional/ teknikal, pengurusan/ pentadbiran, jurujual/ perkeranian, pekerja am dan lain-lain.

b) 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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Introduction

The estimate figures at the state level in this publication are based on the information obtained from Domestic Tourism Survey (DTS).

Objectives of the survey

The main objectives of the DTS are 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.*

Survey methodology

The DTS 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 details of socio demographic profiles 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 profiles 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 group and citizenship;*
- e) Highest Certificate Obtained;*
- f) Occupation; and*
- g) Monthly income.*



Household members, who made domestic tourism trips, will be asked the following questions:

- a) Type of trips;
 - i. same day trip; and*
 - ii. overnight trip.**
- b) Length of stay per overnight trip;*
- c) Main destination;*
- d) Main purpose;*
- e) Main activities; and*
- f) Expenditure during tourism trip.*

Reference year

The data are collected on monthly basis from January to December of reference year. The information collected is based on the current month of the survey.

Scope and coverage

The DTS covered 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 separate 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 DTS was from the National Household Sampling Frame (NHSF) which was made up of Enumeration Blocks (EBs) created for the Population and Housing Census. 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, are gazetted areas with their adjoining built-up areas which had a combined population of 10,000 or more. Built-up areas 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 sampling design is adopted, that is:

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

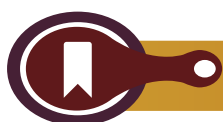
Sample size

The first stage unit of sample selection were the EBs while the second stage unit were the living quarters (LQs) within the EBs. All households and persons within the selected LQs will be covered. At every stage of selection, the units were selected using systematic method to ensure every EBs and LQs have an equal probability to be selected.

The sample size required was based on the reliability (such as confidence level, 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 4 to 10 per cent in each stratum (state and urban/ rural).

A total of 2,809 EBs were selected, comprising 22,472 LQs. Subsequently, all EBs will be distributed on a monthly basis to facilitate field work/ logistics.

The number of selected sample size of DTS 2024 is shown in Table 1.

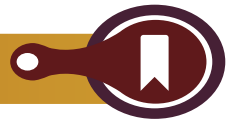
**Table 1: Sample Size of Domestic Tourism Survey by State, 2024**

State	Sample Size	
	EB	LQ
Johor	244	1,952
Kedah	221	1,768
Kelantan	178	1,424
Melaka	178	1,424
Negeri Sembilan	169	1,352
Pahang	216	1,728
Pulau Pinang	204	1,632
Perak	231	1,848
Perlis	101	808
Selangor	255	2,040
Terengganu	132	1,056
Sabah	236	1,888
Sarawak	220	1,760
W.P. Kuala Lumpur	140	1,120
W.P. Labuan	49	392
W.P. Putrajaya	45	360
Total	2,819	22,552

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 2024 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 DTS 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.

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.

- a) *Tourist refer to those who travel in Malaysia for at least one night (24 hours); and*
- b) *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.

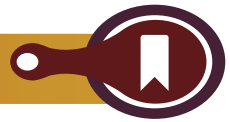
Domestic Tourism Trip is divided into two:

a) Same day trip

Travels round trip from the house for a distance of 50 km or more, to and from and takes 4 hours and more. For distances less than 50 km to and from, the time taken has to be four hours and more, and use tourism facilities such as transportation/ accommodation/ food & beverage/ recreation.

b) 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	<i>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.</i>
Usual residence	<i>The place of usual residence is the geographical place where the enumerated person usually resides.</i>
Tourism facilities	<i>Tourism facilities are all facilities that assists in the success of tourism activities such as accommodation, food & beverage and transportation.</i>
Tourism activities	<i>Tourism activities refer to the things done while travelling or during travel trips.</i>
Domestic tourism expenditure	<i>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:</i> <i>a) The purchase of financial and non-financial assets, including land and real estate, but excluding valuables; and</i> <i>b) The purchase of goods for resale purposes, either on behalf of third party (producers or others) or own account.</i> <i>For domestic tourism, the components of expenditure are as follows:</i> i. Shopping <i>The purchase of goods during the trip including valuables such as jewellery, painting and others.</i> ii. Purchase of automotive fuel <i>Petrol, diesel and Natural Gas Vehicle (NGV).</i> iii. Transportation <i>Payment for transportation services which Includes of flight fare, bus, taxi/ e-hailing (i.e Grab), ferry/ boat/ sampan and train. It also includes car rental, toll fee and parking fee.</i>



iv. Food & beverage

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

v. Accommodation

Payment for paid accommodation services such as hotel/ chalet/ apartment/ rest house/ homestay.

vi. Package

Purchase of package 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 center, spa activity, registration fee of conference/ competition & others and gambling.

ix. Expenditure by visited households

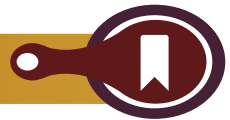
This expenditure includes estimated expenditure for accommodation and food & beverages served in the houses of relatives/ friends. This expenditure was not taken into account in the compilation of TSA.

Tourism receipt by state

Refer to the expenditure of domestic visitors in the state visited. It should be noted all the expenses occurred during the trip were allocated to the destination state, despite in reality; there are some transactions which were made in the origin state or in other states (stopover).

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.



The concept of domestic visitor's movement between states are categorised as follow:

a) Intrastate

A domestic visitor trip's to a destination within state of his/ her usual residence.

b) Interstate

A domestic visitor trip's to a destination outside state of his/ her 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/ dining/ others.



TECHNICAL NOTES

Main mode of transport

Refer to main mode used by the visitor on the trip. This main mode might be established in different ways based on following criteria:

- a) The mode on which the most miles/ kilometers are travelled;
- b) The mode on which most time is spent;
- c) The mode which has the highest share of the total transport cost.

Type of accommodation

Refer to type of accommodation provide by establishment (paid service) or non-market which is service provided by relatives and friends, without charge, or own account (self-owned vacation homes).

Type of accommodation is as follows:

- a) Hotel/ resort;
- b) Motel;
- c) Apartment hotel;
- d) Chalet;
- e) Rest house;
- f) Homestay;
- g) Other paid accommodation; and
- h) Unpaid accommodation (parent's/ relative's/ friend's house/ vacation home)

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).

Highest certificate obtained

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.

Employment status

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

a) Employed

Professional/ technical, managerial/ administrative, sales person/ clerical, general worker and others.

b) Unemployed/ outside labour force

Unemployed, retiree, student and housewife.

Rounding of estimates

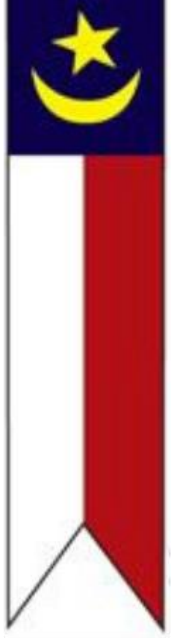
The sum of components may not add up to the totals in tables presented in this publication due to rounding.

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>

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LAMPIRAN

APPENDIX



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Lampiran 1: Senarai Cuti Umum dan Cuti Sekolah Malaysia, 2024
Appendix 1: List of Malaysia's Public Holidays and School Holidays, 2024

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>
	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>
	25	Thaipusam
Februari <i>February</i>	1	Hari Wilayah Persekutuan/ <i>Federal Territory Day</i>
	8	Israk dan Mikraj
	10	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>
	12	Awal Ramadan
	23	Hari Keputeraan D.Y.M.M Sultan Johor <i>Birthday of D.Y.M.M Sultan of Johor</i>
	28	Hari Nuzul Al-Quran
	29	Good Friday
April <i>April</i>	10	Hari Raya Aidilfitri
	26	Hari Keputeraan D.Y.M.M Sultan Terengganu <i>Birthday of D.Y.M.M Sultan of Terengganu</i>
Mei <i>May</i>	1	Hari Pekerja/ <i>Labour Day</i>
	17	Hari Keputeraan D.Y.M.M Raja Perlis <i>Birthday of D.Y.M.M Raja of Perlis</i>
	22	Hari Hol Pahang/ <i>Hol Day of Pahang</i>
	22	Hari Wesak
	30 - 31	Tadau Ka'amatan/ <i>Harvest festival</i>
Jun <i>June</i>	1 - 2	Hari Gawai/ <i>Harvest Festival</i>
	3	Hari Keputeraan Yang di-Pertuan Agong <i>Birthday of Yang di-Pertuan Agong</i>
	17	Hari Raya Haji
	18	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, 2024
Appendix 1: List of Malaysia's Public Holidays and School Holidays, 2024 (cont.)

Bulan <i>Month</i>	Tarikh <i>Date</i>	Cuti <i>Holiday</i>
Julai <i>July</i>	7	Hari Bandar Warisan Dunia Georgetown
	7	Awal Muharam/ First Muharram
	13	Hari Jadi T.Y.T Yang di-Pertua Negeri Pulau Pinang <i>Birthday of T.Y.T Yang di-Pertua Negeri Pulau Pinang</i>
	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>	11	Hari Hol Almarhum Sultan Iskandar
	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>	16	Hari Malaysia/ Malaysia Day
	16	Maulidur Rasul
	29	Hari Keputeraan D.Y.M.M Sultan Kelantan <i>Birthday of D.Y.M.M Sultan of Kelantan</i>
Oktober <i>October</i>	5	Hari Jadi T.Y.T Yang di-Pertua Negeri Sabah <i>Birthday of T.Y.T Yang di-Pertua Negeri Sabah</i>
	12	Hari Jadi T.Y.T Yang di-Pertua Negeri Sarawak <i>Birthday of T.Y.T Yang di-Pertua Negeri Sarawak</i>
	31	Hari Deepavali
November <i>November</i>	1	Hari Keputeraan D.Y.M.M Sultan Perak <i>Birthday of D.Y.M.M Sultan of Perak</i>
Disember <i>December</i>	11	Hari Keputeraan D.Y.M.M Sultan Selangor <i>Birthday of D.Y.M.M Sultan of Selangor</i>
	25	Hari Krismas/ Christmas Day

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ISSN 2710-5520



9 772710 552001

