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MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

DOMESTIC TOURISM SURVEY (STATES) 2023











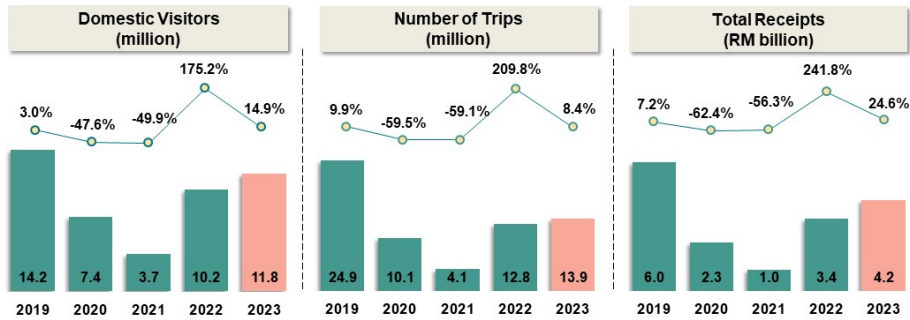






DOMESTIC TOURISM TERENGGANU, 2023

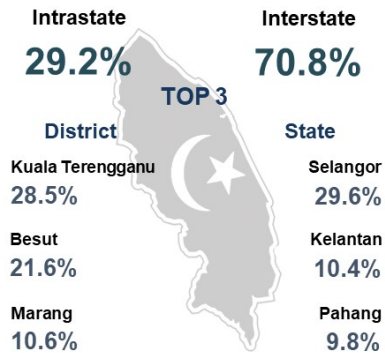
MAIN STATISTICS



5 Main Purposes of Trips by Tourists



Origin State of Tourists



Receipts Components of Domestic Visitors



Source: Domestic Tourism Survey 2023, Department of Statistics Malaysia (DOSM)















Introduction

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

Domestic Tourism Performance by State 2023

The performance of Malaysia's domestic tourism in 2023 has been exceptionally strong, with domestic visitor arrivals reaching 213.7 million, a 24.6 per cent increase from 171.6 million in the previous year. Additionally, domestic tourism receipts rose by 32.5 per cent to RM84.9 billion, reflecting the positive impact of the full reopening of economic activities.

Selangor led with the highest domestic tourism receipts at RM11.1 billion in 2023, up 27.1 percent from RM8.73 billion in 2022. The Federal Territory of Kuala Lumpur followed closely, recording RM11.0 billion in receipts, an increase from RM7.73 billion the previous year. Similarly, Sarawak and Pahang demonstrated strong growth, with receipts climbing to RM6.94 billion (2022: RM5.43 billion) and RM6.73 billion (2022: RM5.32 billion), respectively.

Shopping remained the primary driver of tourism receipts, contributing RM30.84 billion overall, with the Federal Territory of Kuala Lumpur leading at RM4.85 billion, followed by Selangor at RM4.14 billion, and Sarawak at RM2.66 billion. Other significant contributors included expenditures on food and beverages, accommodation, and automotive fuel.

The social and demographic profile of domestic tourists revealed that nine states, namely Johor, Melaka, Negeri Sembilan, Pahang, Pulau Pinang, Selangor, the Federal Territory of Kuala Lumpur, the Federal Territory of Labuan, and the Federal Territory of Putrajaya, primarily hosted visitors from households earning between RM5,001 and RM10,000 per month.

Detailed information and technical notes are included in the publication of the Domestic Tourism Survey 2023 by state. This publication can be accessed and downloaded through eStatistik on the DOSM portal, www.dosm.gov.my

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