SESSION 6
DOMESTIC TOURISM SURVEY
THE IMPORTANT OF TOURISM STATISTICS

1. Measuring the economic contribution and impact of tourism

2. As an input to the policy makers/industry player/other interest group:
   i. Policy formulation
   ii. Forecasting & planning
   iii. Monitoring performance
   iv. Global comparison
• Tourism Steering Committee (MoTOUR, DOSM, EPU) had decided to develop Tourism Satellite Accounts (TSA) for Malaysia

2005

• Launching of Domestic Tourism Survey (DTS) using household approach

2007

• 2005: Tourism Steering Committee (MoTOUR, DOSM, EPU) had decided to develop Tourism Satellite Accounts (TSA) for Malaysia

2008

• First DTS Malaysia report published for internal use

2010

• DTS Malaysia report (reference year 2008-2009) made available to the public.

2019-present

• 2019- DTS by State (27 September 2019)
• Q1 2023- DTS by Quarterly (26 June 2023)
OBJECTIVE FOR IMPLEMENTATION OF DTS

1. Collect information related to domestic tourism (number of visitors, total expenditure, travel patterns and demographic profile of domestic visitors).

2. As an input to the compilation of the Tourism Satellite Account (TSA) – Table 2
1. Ministry of Tourism Arts and Culture (MOTAC)

   - Provide budget to DOSM for conducting DTS
   - Sharing on finding of DTS Malaysia in Tourism Steering Committee

2. DOSM Offices (State) and Operational Centre
   - Responsible to collecting and processing data at state level

3. Tourism Malaysia (TM)

   - Sharing outcome from survey
   - Sharing administrative data about tourism statistics
METHODOLOGY
SCOPE & COVERAGE

INCLUDE
1. Resident of Malaysia (Those who have lived in Malaysia for more than a year)
   i. Citizens;
   ii. Permanent resident;
   iii. Expatriates; or
   iv. Non citizen

2. Household members aged 15 years and above

3. Urban & Rural

EXCLUDE
1. Individuals living in LQ institutions such as hostels, military & police barracks, welfare homes, university and other similar institutions

2. EB that has certain criteria such as EB that is far inland

Noted. 1. LQ- Living quarters
2. EB- Enumerator block
LOCATION & COVERAGE

Sampling Coverage: State & Strata (included: Urban & Rural)

Note:
1. Cover all state in Malaysia
2. Sample: approximately 22.5 thousands living quarters
# USING THE HOUSEHOLD CONCEPT

<table>
<thead>
<tr>
<th>Sampling Method</th>
<th>Two Stage Stratified Random Sampling</th>
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<tbody>
<tr>
<td>Stage of Analysis</td>
<td>State and Strata</td>
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<tr>
<td>Precision</td>
<td>RSE 10%, Confidence 95%</td>
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<tr>
<td>Variable of Selection</td>
<td>Average Domestic Tourism Expenditure</td>
</tr>
<tr>
<td>Data Collection</td>
<td>Monthly</td>
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<tr>
<td>Data Reference</td>
<td>Tourism Expenditure for a Month (Reference Month)</td>
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## SAMPLE DTS, 2019-2024

<table>
<thead>
<tr>
<th>State</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
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<tr>
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<td><strong>Total</strong></td>
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<td><strong>22,296</strong></td>
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<td><strong>22,472</strong></td>
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<td><strong>22,552</strong></td>
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QUESTIONNAIRE
### DTS 1

**SURVEY PELANCONGAN DOMESTIK**  
DOMESTIC TOURISM SURVEY  
2024

<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Address</th>
<th>Town</th>
<th>Postcode</th>
<th>State</th>
<th>Contact Person</th>
<th>Telephone</th>
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</table>

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### DTS 2

**SURVEY PELANCONGAN DOMESTIK**  
DOMESTIC TOURISM SURVEY  
2024

**REKOD PERJALIAN & PERBELIANAN**  
RECORD ON TRIPS & EXPENDITURE  
2024

**A.** Jalan terkenal Malaysia dan pelancong Domestik 2024 yang melibatkan  

tumah terpelihara di seluruh negeri.

**B.** Objektif utama survei ini adalah untuk mengumpulkan data berhubung dengan perjalanan pelancongan domestik yang dilakukan oleh sah atau rumah terpelihara. Data ini akan digunakan bagi tujuan statistik penelitian dan pengurusan. Bagi pelancongan oleh sah atau rumah terpelihara, dan penyelidikan.

**C.** Survei ini ditujukan ke pelancongan di bahasa Melayu, terpelihara di seluruh negeri untuk memastikan kualiti dan reproduksi data. Setiap 5 di bahasa Melayu akan ditentukan oleh rakyat tambahan atau anggaran terhadap pelancongan. Melalui Atas atau kementerian yang ditanggung oleh SULIT dan tidak boleh dihentikan kepada setiap atau mana-mana institusi di luar Jalan terkenal. Sementera itu, Sekretar 7 di bahasa Melayu yang sama memastikan data kepada responden yang enggan memberi berkenaan kepada survei yang dijalankan.

**D.** Kerjasama dan peningkatan survei ini amat diperlukan.

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**A.** The Department of Statistics, Malaysia is conducting Domestic Tourism Survey 2024 on selected households throughout the country.

**B.** The main objective of this survey is to collect data pertaining to domestic tourism trips of selected households. The data will be used for planning and policy formulation as well as for analysis of tourism sector by the government and researchers.

**C.** This survey is conducted under the provisions of the Statistics Act 1988 (Revised - 1986). Section 6 of this Act requires respondent in Malaysia to provide actual information or best estimates to the Department. The Act stipulates that the content of the return is CONFIDENTIAL and will not be disclosed to any person or institution outside of this Department. Meanwhile, Section 7 under the same Act provides the penalty to the respondent that do not comply to the survey undertaking.

**D.** Your co-operation in ensuring the success of this survey is very much appreciated.

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**DATO' SIR. MOHD. UZIR MAHADIN**  
KETUA PEMERIKSAAN MALAYSIA  
CHIEF STATISTICAL MALAYSIA
1. Demographic profile & basic information (9 questions)
2. Tourism trip (9 questions)
3. Tourism expenditure (32 questions)
DEMOGRAPHIC PROFILE AND BASIC INFORMATION OF HOUSEHOLD MEMBER

1. List of household member
2. Relationship with head of household
3. Gender
4. Age
5. Ethnic group
6. Level of education
7. Occupation
8. Monthly income
9. Main destination state (if household member does travel during reference month)
TOURISM TRIP (9 QUESTIONS)

1. Main destination(s) for day trip(s);
2. Main destination(s) for overnight trip(s);
3. Main destination(s) for overseas trip(s);
4. Number of night staying;
5. Mode of transport for tourism trip;
6. Type of accommodation;
7. Method used for main the accommodation reservation;
8. Main purpose of the trip; and
9. Main activities during trip.
TOURISM EXPENDITURE (32 QUESTIONS)

All items on tourism expenditure by components

1. Shopping (2 questions);
2. Automotive fuel (1 question);
3. Food & Beverage (1 question);
4. Transportation (10 questions);
5. Accommodation (8 questions);
6. Expenditure Before Trip/ Packages/ Entrance Fees/ Tickets (8 questions)
7. Other activities (8 questions); and
8. Expenditure by Visited Household (2 questions).
Data Processing

Data is keyed in thru eDTS system

Method

1. Survey:- Questionnaire
   I. Drop off questionnaire DTS 2; or
   II. Face to face interview.

Checking Reliability

• Checking reliability process based on information given by respondent and transfer all information to DTS 1

Data Collection

DOSM Offices & Operational Centres
Checking for Reliability
Checking on the reliability of data:
• Type tourism trips;
• Expenditure by components;
• Mode of transport, etc

Analysis Part
• Weighted analysis
  • Analysis at Malaysia and State Level;
  • Analysis on tourism expenditure; etc

Analysis on:
• Key statistics of domestic tourism (number of visitors, number of tourism trips, ALOS and total expenditure);
• Type of tourism trips;
• Expenditure of Domestic Visitors by components;
• Domestic Tourism Trips by Main Purpose of visit and activities;
• Top five destinations most visited;
• Number of Tourists by state visited; and
• Social & Demographic profile.
PRODUCTS OF DTS

- Domestic Tourism Survey (DTS) Malaysia (Annually)
- Domestic Tourism Survey (DTS) by State (16 state) (Annually)
- Bulletin of Domestic Tourism Survey (DTS) (Quarterly)
The number of domestic visitors in 2022 recorded 171.6 million visitors (160.1%).

Total expenditure also increased by 248.1 per cent (RM64.1 billion).

207.8 million tourism trip were recorded in 2022, increase 187.0 per cent.

Average length of stay rose to 2.5 nights compared to 2.2 nights for previous year.
Dissemination

- Portal of Department of Statistics Malaysia
- Media (newspaper or TV)
- Social media- Infographic (Facebook, X and Instagram)
- Messaging Apps
Dissemination: - Portal of Department of Statistics Malaysia

Domestic Tourism Survey

Overview
INTRODUCTION

This publication presents statistics on performance of domestic tourism Malaysia 2022, which consists of visitor arrivals, tourism expenditure, travelling pattern and social & demographic profile of domestic visitors. The presented statistics are based on the Domestic Tourism Survey (DTS) conducted in 2022. This publication also presents statistics on number of domestic visitors and domestic tourism expenditure for the first quarter of 2023. The quarterly statistics presented are from the first quarter of 2021.

PERFORMANCE OF DOMESTIC TOURISM MALAYSIA IN FIRST QUARTER 2023

Domestic tourism in Malaysia experienced a significant surge to record 48.6 million visitors for the first quarter 2023, increased 33.7% as compared to the same quarter of previous year. Meanwhile, domestic tourism expenditure for the first quarter of 2023 recorded RM18.2 billion, increased 47.9% year-on-year, and rose 4.5% for quarterly comparison.

PERFORMANCE OF DOMESTIC TOURISM, 2022

In 2022, the number of domestic visitor arrivals in Malaysia surged 100.1 per cent to reach 171.6 million visitors compared to the 66.0 million recorded last year. In terms of volume of total tourism trips, number of trips increased from 72.4 million trips in 2021 to 267.3 million trips, with a growth of 187.6 per cent. Meanwhile, domestic tourism expenditure in 2022 increased 248.1 per cent to record RM64.1 billion (2021: RM18.4 billion).

In 2022, shopping made up the largest contribution from the total expenditure with a share of 38.9 per cent (2021: 50.3%), followed by food & beverage, 15.2 per cent (2020: 15.1%), and automotive fuel, 13.6 per cent (2021: 11.1%).
Domestic tourism makes astounding recovery

PETALING JAYA: Domestic tourism in Malaysia staged an amazing comeback in 2022 with a total of 171.6 million visitors recorded, an increase by 161.1% from the previous year.

Meanwhile, domestic tourism expenditure reached RM64.1 billion, a remarkable 248.1% surge from the previous year’s figure of RM38.4 billion.
Dissemination: Social Media (Facebook, X and Instagram)