



MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

MALAYSIA, OTHMAN MOHAMED , STATISTICIAN, DOSM

SESSION 6

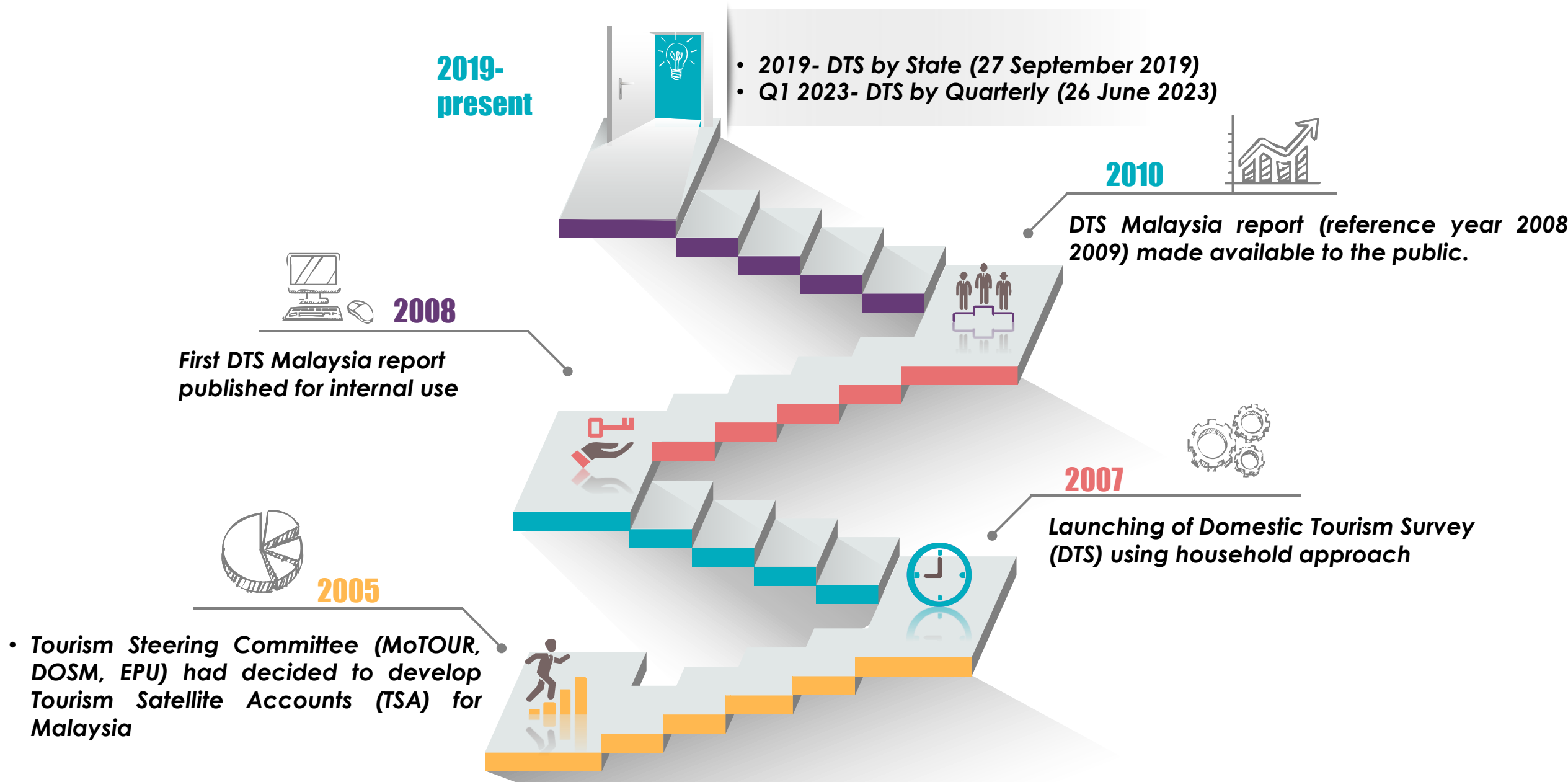
DOMESTIC TOURISM SURVEY

1. INTRODUCTION

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*

MEASURING DOMESTIC TOURISM IN MALAYSIA



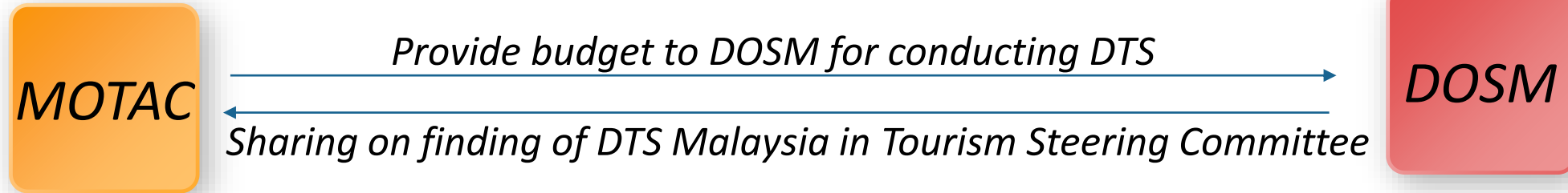
OBJECTIVE OF DTS

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*

ENTITIES INVOLVED

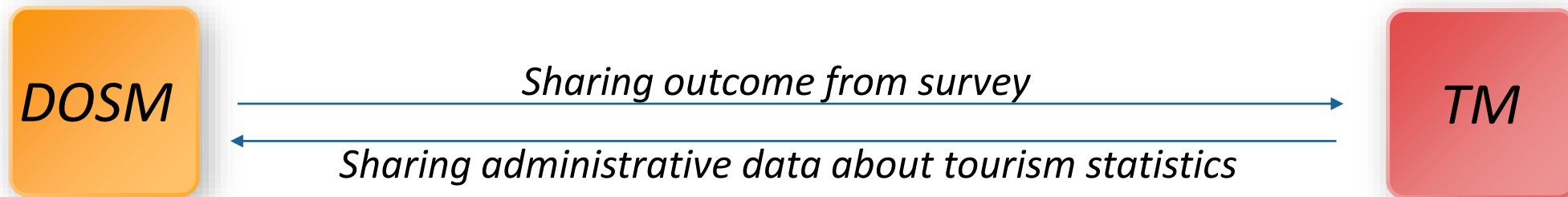
1. Ministry of Tourism Arts and Culture (MOTAC)



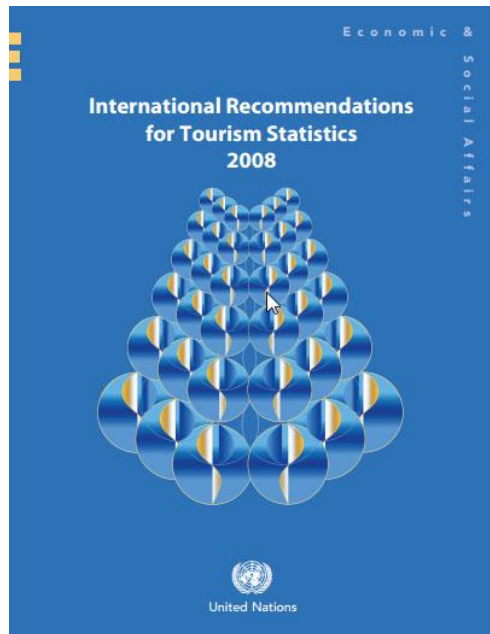
2. DOSM Offices (State) and Operational Centre

- *Responsible to collecting and processing data at state level*

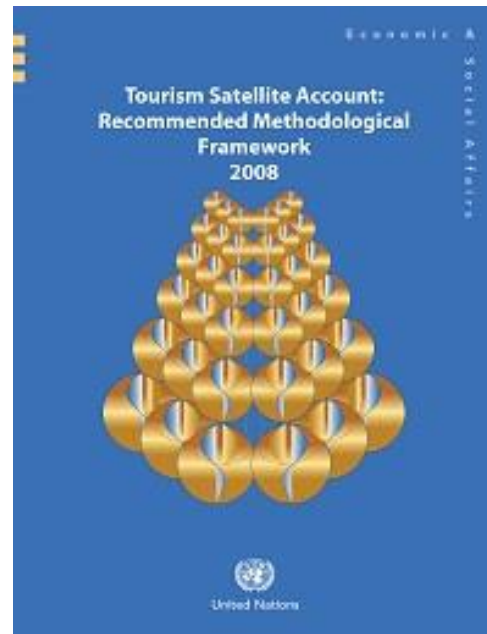
3. Tourism Malaysia (TM)



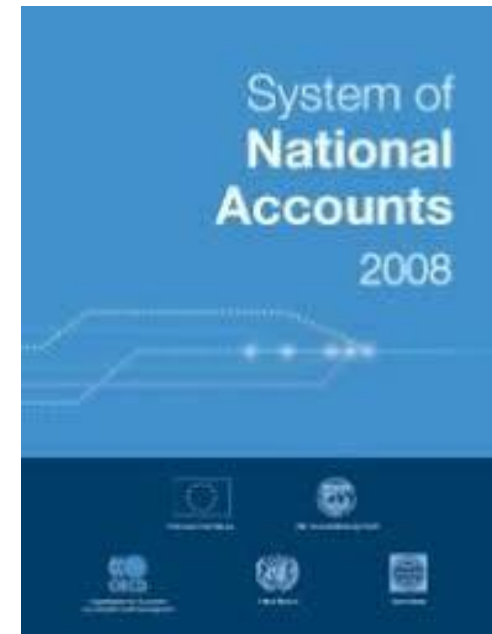
MANUAL AND GUIDELINE



***International Recommendation
Tourism Statistics (IRTS) 2008:
concepts, definitions, classifications
for basic tourism statistics***



***TSA Recommendation
Methodological Framework,
2008***



***System of National Accounts
2008***

METHODOLOGY



SCOPE & COVERAGE

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

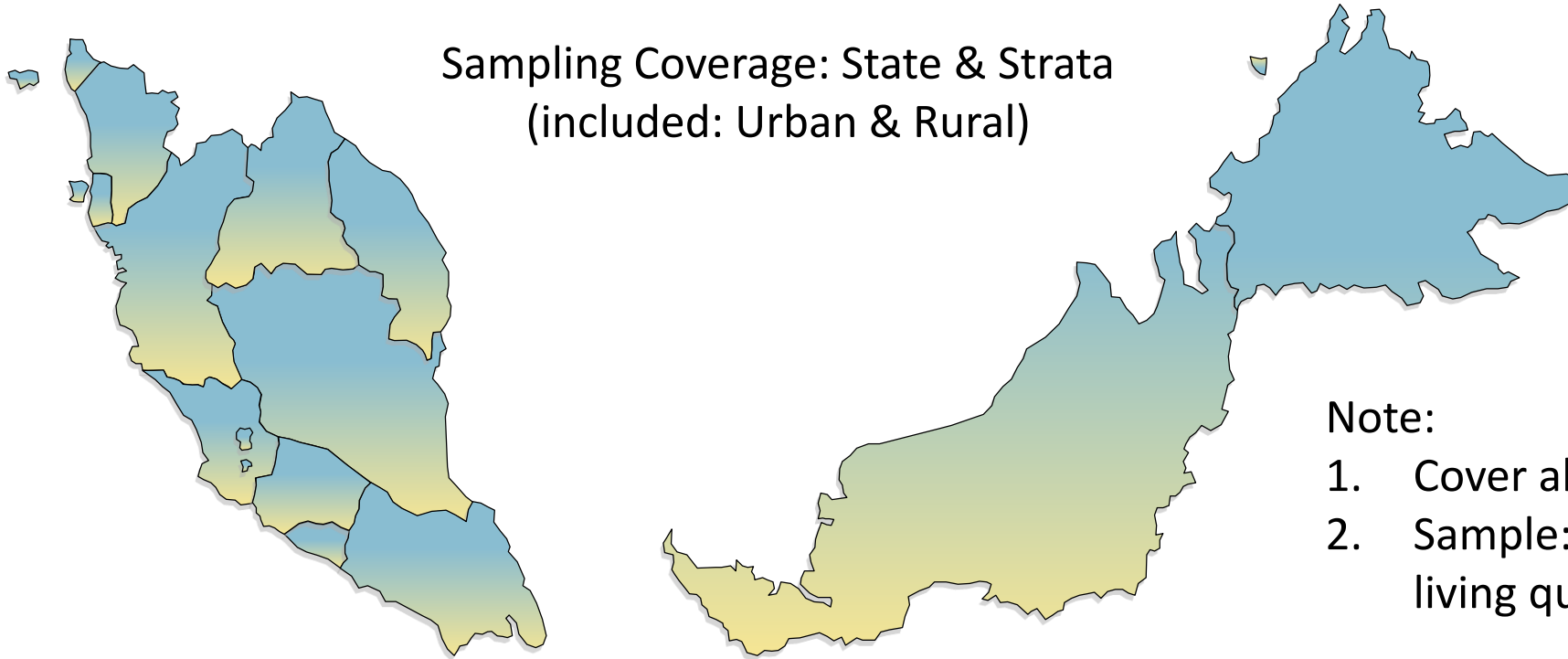
Noted. 1. LQ- Living quarters

2. EB- Enumerator block

SCOPE & COVERAGE

LOCATION & COVERAGE

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



Note:

1. Cover all state in Malaysia
2. Sample: approximately 22.5 thousands living quarters

DESIGN SAMPLING

USING THE HOUSEHOLD CONCEPT

Sampling Method	Two Stage Stratified Random Sampling
Stage of Analysis	State and Strata
Precision	RSE 10%, Confidence 95%
Variable of Selection	Average Domestic Tourism Expenditure
Data Collection	Monthly
Data Reference	Tourism Expenditure for a Month (Reference Month)

SAMPLE OF DTS BY STATE


SAMPLE DTS, 2019-2024

State	2019	2020	2021	2022	2023	2024
Johor	1,952	1,952	1,952	1,952	1,952	1,952
Kedah	1,752	1,752	1,760	1,768	1,768	1,768
Kelantan	1,424	1,424	1,424	1,424	1,424	1,424
Melaka	1,376	1,384	1,384	1,384	1,384	1,424
Negeri Sembilan	1,312	1,312	1,312	1,312	1,312	1,352
Pahang	1,728	1,728	1,728	1,728	1,728	1,728
Pulau Pinang	1,560	1,600	1,616	1,632	1,632	1,632
Perak	1,848	1,848	1,848	1,848	1,848	1,848
Perlis	760	776	792	808	808	808
Selangor	2,024	2,024	2,024	2,040	2,040	2,040
Terengganu	1,056	1,056	1,056	1,056	1,056	1,056
Sabah	1,888	1,888	1,888	1,888	1,888	1,888
Sarawak	1,720	1,752	1,760	1,760	1,760	1,760
W.P. Kuala Lumpur	1,120	1,120	1,120	1,120	1,120	1,120
W.P. Labuan	248	320	360	392	392	392
W.P. Putrajaya	360	360	360	360	360	360
Total	22,128	22,296	22,384	22,472	22,472	22,552

QUESTIONNAIRE



QUESTIONNAIRE

JABATAN PERangkaan MALAYSIA DEPARTMENT OF STATISTICS MALAYSIA www.ssb.gov.my				DTS 1 - 1/1												
				Sila isi selapas data diisi Complete/submit field with data												
SURVEI PELANCONGAN DOMESTIK DOMESTIC TOURISM SURVEY 2024																
NO. BATCH	NO. RP RP NO.					NO. UR	NO. TR TG. NO.	NO. RA RA NO.	BULAN MONTH	TAHUN YEAR	PRG. OPERATION CENTRE	Jumlah RUMAH TOTAL HOUSEHOLD	KOD RESPON RESPOND CODE			
	NEGERI STATE	D.P. A.D.	D.B. C.D.	B.P. R.R.	BT BT											
Nama responden : Name of respondent :													<input type="text"/>			
Bandar / Mukim : Town / Mukim :													<input type="text"/>	No. Telefon : Telephone No. :		<input type="text"/>
Alamat tempat kediaman: Address of living quarters :													<input type="text"/>			
Poskod / Postcode :																
UNTUK KEgunaAN PEJABAT BAHAJA / FOR OFFICE USE ONLY																
Nama pegawai luar : <input type="text"/>													Nama penyunting : <input type="text"/>			
Tarikh dan masa temuramah :													Tangkapan data			
Lawatan pertama													Nama pegawai : <input type="text"/>			
Lawatan kedua													Tarikh : <input type="text"/>			
Lawatan ketiga																
Lawatan keempat																
Sebab-sebab TIDAK ditemuramah :													<input type="text"/>			

1. Demographic profile & basic information (9 questions)
2. Tourism trip (9 questions)
3. Tourism expenditure (32 questions)

QUESTIONNAIRE (Con't)

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)

QUESTIONNAIRE (Con't)

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.

QUESTIONNAIRE (Con't)

TOURISM EXPENDITURE (32 QUESTIONS)

All items on tourism expenditure by components

- 1. Shopping (2 questions);*
- 2. Automotive fuel (1 questions);*
- 3. Food & Beverage (1 questions);*
- 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 COLLECTION PROCESS

DATA COLLECTION PROCESS

Data Processing

Data is keyed in thru eDTS system

Method

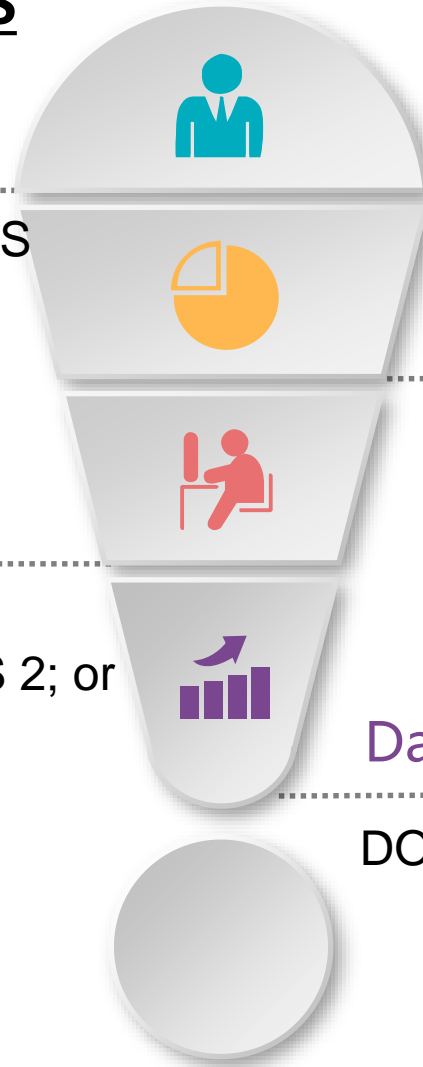
1. Survey:- Questionnaire
 - I. Drop off questionnaire DTS 2; or
 - II. Face to face interview.

Checking Reliability

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

Data Collection

DOSM Offices & Operational Centres



ANALYSIS

Checking for Reliability

Checking on the reliability of data:

- Type tourism trips;
- Expenditure by components;
- Mode of transport, 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.

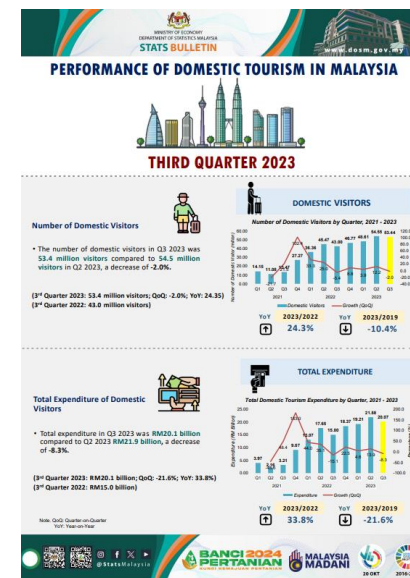
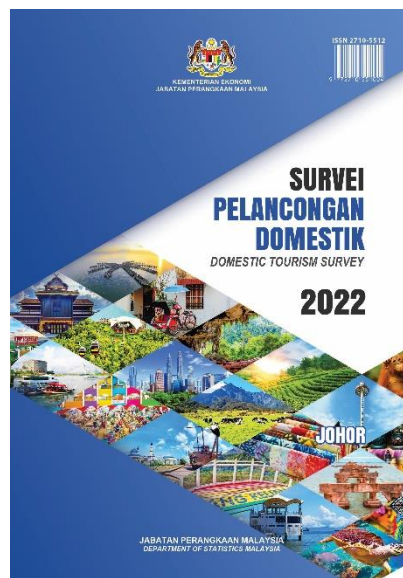
Analysis Part

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

VISUALIZATION

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)

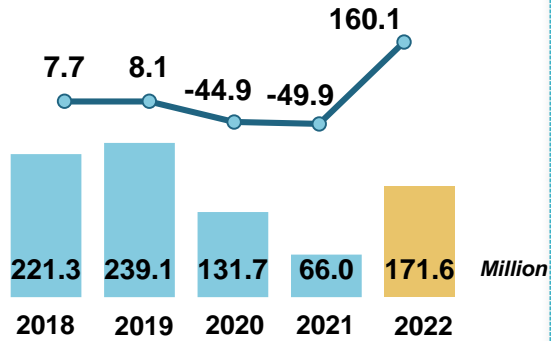


VISUALIZATION (Con't)

Chart 1: Key Statistics of Domestic Tourism, 2018-2022

Domestic Visitors

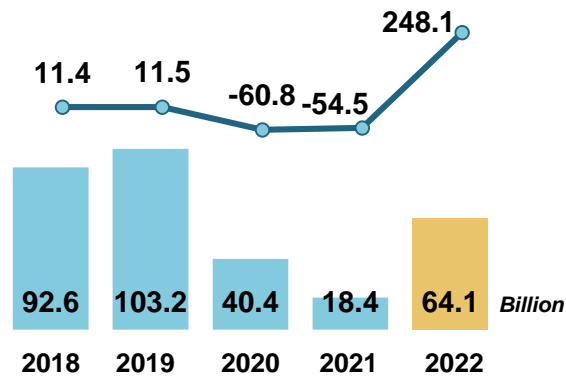
The number of domestic visitors in 2022 recorded 171.6 million visitors (160.1%)



171.6m

Total Expenditure

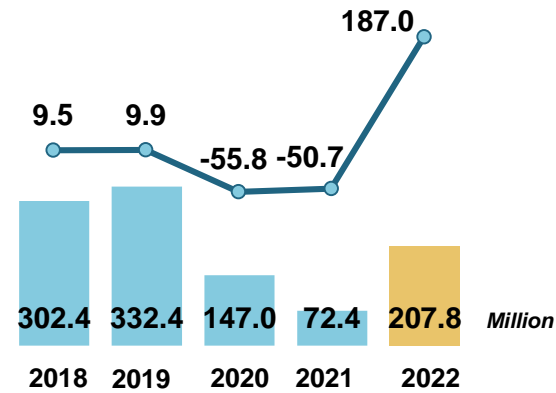
Total expenditure also increased by 248.1 per cent (RM64.1 billion)



RM64.1b

Number of Trips

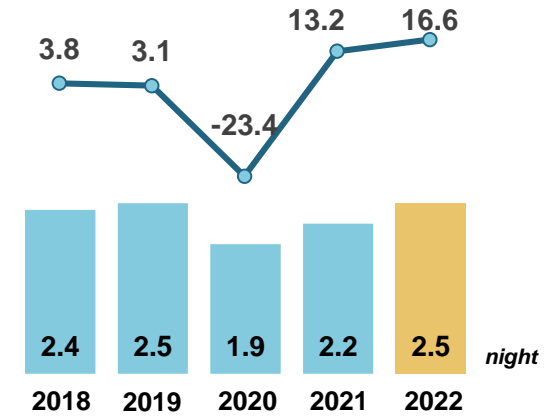
207.8 million tourism trip were recorded in 2022, increase 187.0 per cent.



207.8m

ALOS

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



2.5 nights


Dissemination


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

VISUALIZATION (Con't)

Dissemination: - Portal of Department of Statistics Malaysia

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DEPARTMENT OF STATISTICS MALAYSIA
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Domestic Tourism Survey

Latest Release : 26 June 2023
Upcoming release : 12 June 2024

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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 RM19.2 billion, increased 47.0% year-on-year, and rose 4.6% for quarterly comparison.

PERFORMANCE OF DOMESTIC TOURISM, 2022

In 2022, the number of domestic visitor arrivals in Malaysia surged 160.1 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 207.8 million trips, with a growth of 187.0 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, 13.8 per cent (2021: 11.1%).

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VISUALIZATION (Con't)

Dissemination: - Media

Domestic Tourism Rises To 53.4M Visitors In 3Q 2023, Increasing Significantly, By 24.3%: DOSM

By ainul fatimah - December 19, 2023



Domestic tourism saw a 24pc jump in visitors in 3Q2023

By Nursyazwani Jamil - December 19, 2023 @ 2:15pm



Domestic tourism makes astounding recovery

FMT Business - 26 Jun 2023, 05:43 PM

The sector's expenditure surges 248.1% to RM64.1 billion in 2022 compared to the previous year.

14 SHARES 4 10 0 0

Total Views: 175



A total of 171.6 million domestic tourists were recorded in 2022, according to the statistics department. (Bernama pic)

PETALING JAYA: Domestic tourism in Malaysia staged an amazing comeback in 2022 with a total of 171.6 million visitors recorded, a 160.1% increase from the previous year.

Meanwhile, domestic tourism expenditure reached RM64.1 billion, a remarkable 248.1% surge from the previous year's figure of RM18.4 billion.



Most View

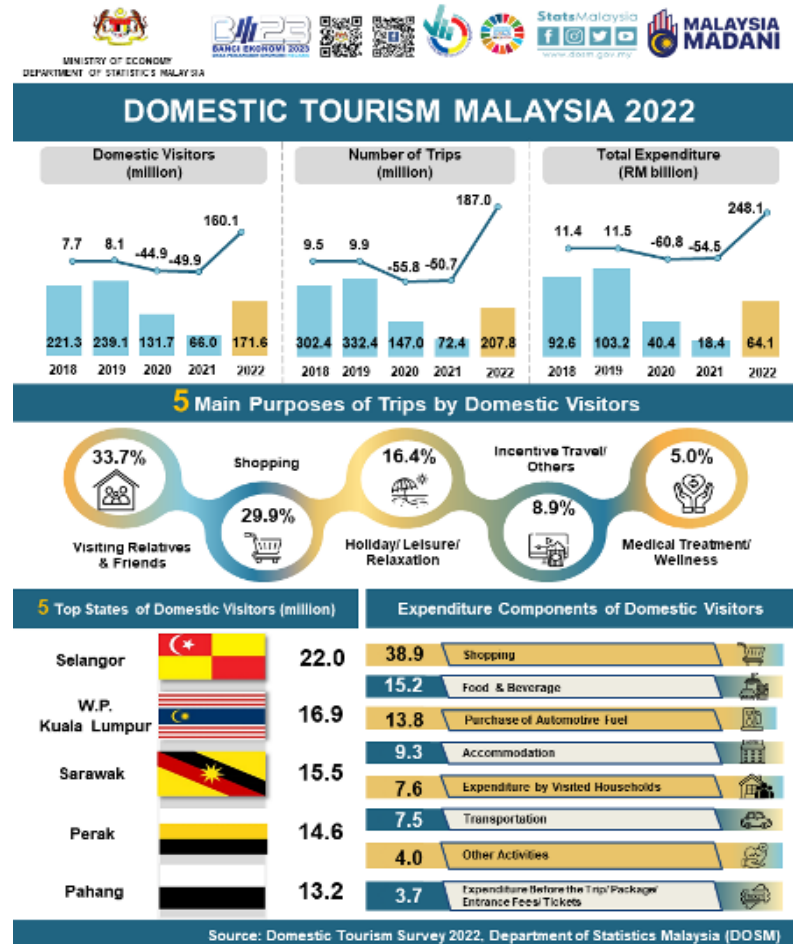
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- 2 | 50 luxury; MACC
28 Apr 2024
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28 Apr 2024
- 4 | New law into forc
28 Apr 2024
- 5 | PN's dec MCA's br
28 Apr 2024

Special Fe



DISSEMINATION (Con't)

Dissemination: - Social Media (*Facebook, X and Instagram*)





THANK YOU