



KEMENTERIAN EKONOMI
JABATAN PERANGKAAN MALAYSIA

SURVEI PELANCONGAN DOMESTIK

DOMESTIC TOURISM SURVEY

2025



JABATAN PERANGKAAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA



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Pemakluman

Jabatan Perangkaan Malaysia (DOSM) sedang melaksanakan **Banci Ekonomi 2026 (BE2026)** dengan tema "**Data Nadi Ekonomi Rakyat**". Pelaksanaan Banci Ekonomi kali keenam ini berlangsung **dari 5 Januari hingga 31 Oktober 2026**. BE2026 bertujuan untuk mengumpul data yang menyeluruh dan berstruktur daripada semua pertubuhan perniagaan berdaftar dan tidak berdaftar di Malaysia, bagi menilai prestasi, struktur serta ciri-ciri ekonomi negara secara komprehensif dan berasaskan bukti.

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.

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

*The Department of Statistics Malaysia (DOSM) is conducting the **Economic Census 2026 (BE2026)**, with themed "**Data Nadi Ekonomi Rakyat**". The sixth Economic Census, will be carried out from **5th January to 31st October 2026**. BE2026 aims to collect comprehensive and structured data from all registered and unregistered business establishments in Malaysia to assess the nation's economic performance, structure and characteristics in an evidence-based manner.*

***Malaysia** has, for the first time, successfully secured the top position 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.*

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JABATAN PERANGKAAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA

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“Sumber: Jabatan Perangkaan Malaysia”

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Laporan Survei Pelancongan Domestik (DTS) 2025 yang diterbitkan oleh Jabatan Perangkaan Malaysia (DOSM) ini memaparkan statistik tahunan berkaitan prestasi pelancongan domestik di Malaysia. Statistik utama yang dilaporkan adalah pelawat domestik, perjalanan, perbelanjaan dan profil sosial & demografi. Pelaksanaan DTS adalah mengikut garis panduan dan syor *United Nation World Tourism Organization (UNWTO)* dengan berpanduan kepada *International Recommendations for Tourism Statistics, 2008 (IRTS 2008)*.

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

Penerbitan ini terbahagi kepada tiga bahagian. Bahagian pertama laporan memfokuskan kepada ringkasan penemuan daripada survei ini. Bahagian kedua pula membentangkan jadual terperinci serta jadual siri masa bagi membantu pengguna dalam membuat analisis. Bahagian ketiga menerangkan aspek teknikal seperti konsep, definisi dan metodologi survei yang digunakan bagi memudahkan pengguna memahami statistik yang diterbitkan.

DOSM ingin merakamkan setinggi-tinggi penghargaan atas kerjasama yang diberikan oleh responden dan semua pihak yang telah menyumbang dalam menjayakan survei ini. Setiap maklum balas dan cadangan untuk penambahbaikan laporan ini pada masa akan datang amat dihargai.

DATO' SRI DR. MOHD UZIR MAHIDIN
Ketua Perangkawan Malaysia

Jun 2026

The Domestic Tourism Survey (DTS) 2025 report published by the Department of Statistics Malaysia (DOSM) presents annual statistics on domestic tourism performance in Malaysia. The key statistics reported are domestic visitors, trips, expenditure and social & demographic profiles. Implementation of DTS follows the guidelines and recommendations from the United Nations World Tourism Organization (UNWTO) with reference to the International Recommendations for Tourism Statistics, 2008 (IRTS 2008).

Domestic tourism statistics is a vital input for potential market analysis, policy formulation as well as for planning, implementing and monitoring programmes related to domestic tourism in Malaysia. These statistics provides imperative information to academicians and researchers for their studies related to domestic tourism.

This publication is divided into three parts. The first part of this report focuses on the summary of findings from this survey. The second part presents detailed tables as well as time series tables to facilitate users' analysis. The third part describes the technical aspects such as concepts, definition and survey methodology to assist users in understanding the published statistics.

DOSM gratefully acknowledges the cooperation rendered by the respondents as well as all parties who had contributed to the success of this survey. Every feedback and suggestion towards improving future reports is highly appreciated.

DATO' SRI DR. MOHD UZIR MAHIDIN
Chief Statistician Malaysia

June 2026

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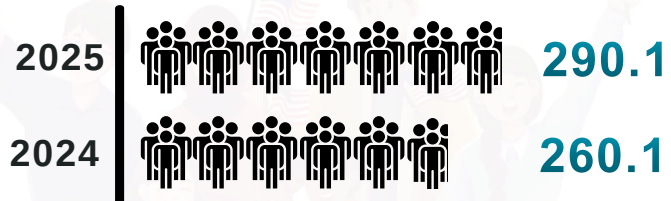
INDIKATOR UTAMA & RINGKASAN PENEMUAN *MAIN FINDINGS & SUMMARY OF FINDINGS*



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PELANCONGAN DOMESTIK MALAYSIA 2025

Bilangan Pelawat Domestik (juta)



↑ 11.5%

👤 = 45 juta

Jumlah Perjalanan Pelancongan (juta)



↑ 11.4%

🧳 = 80 juta

Jumlah Perbelanjaan Pelancongan (RM bilion)

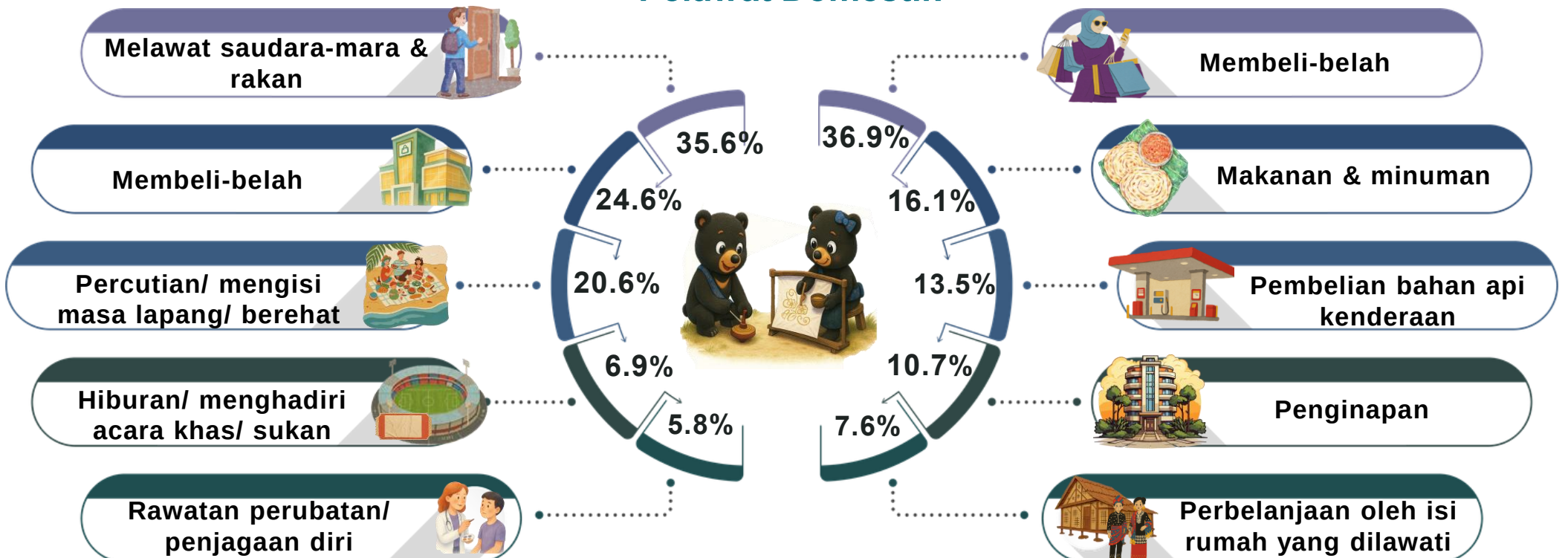


↑ 13.6%

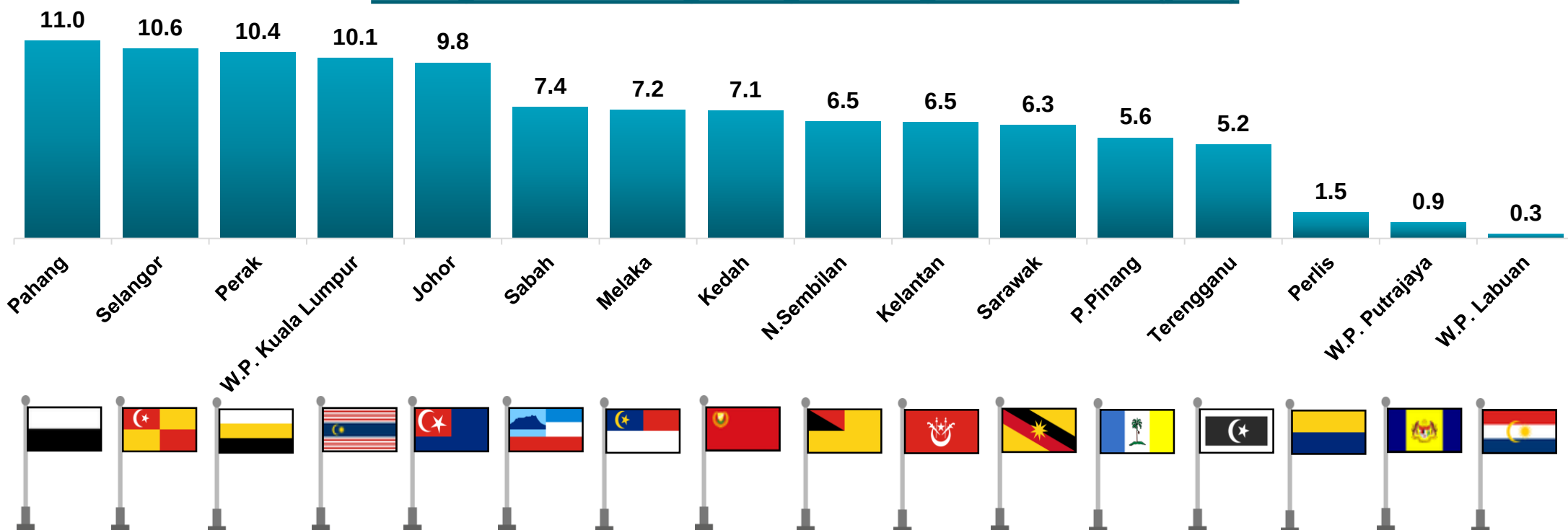
💰 = 20 bilion

Tujuan Utama Perjalanan

Pelawat Domestik



Bilangan Pelancong Mengikut Negeri Destinasi (juta)



Sumber: Survei Pelancongan Domestik 2025, Jabatan Perangkaan Malaysia (DOSM)



20 Oktober

2016 - 2030

DOMESTIC TOURISM MALAYSIA 2025

Domestic Visitors (million)



↑ 11.5%

1 icon = 45 million

Number of Trips (million)



↑ 11.4%

1 icon = 80 million

Total Expenditure (RM billion)



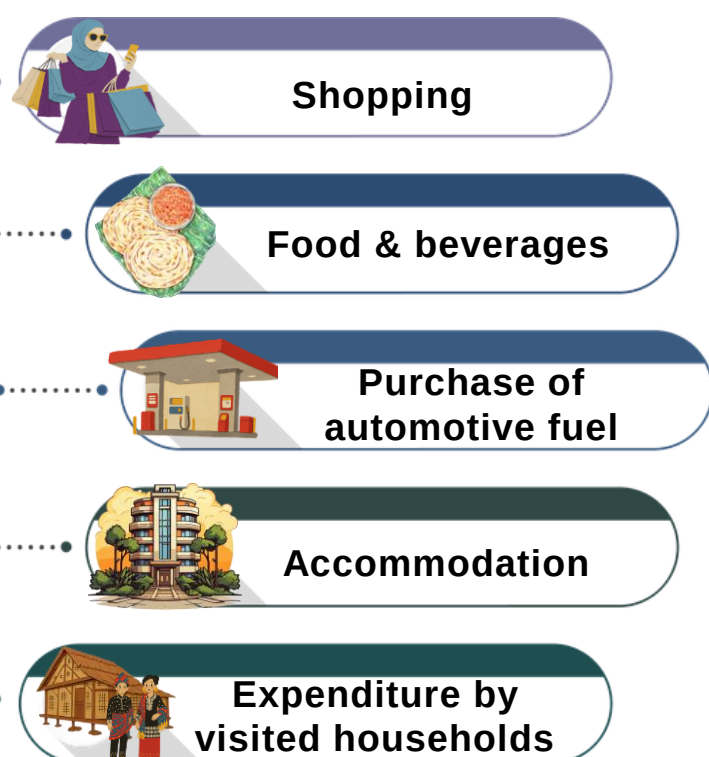
↑ 13.6%

1 icon = 20 billion

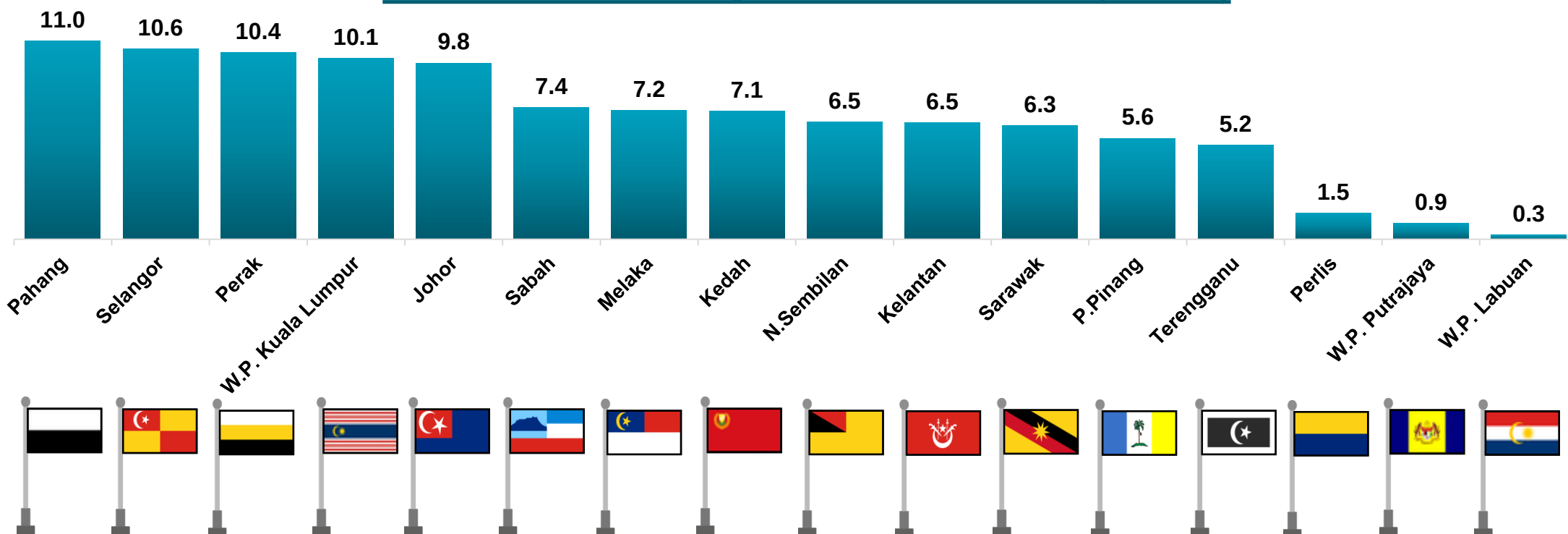
Main Purposes of Trips



Expenditure Components



Number of Tourists by State of Destination (million)



Source: Domestic Tourism Survey 2025, Department of Statistics Malaysia (DOSM)



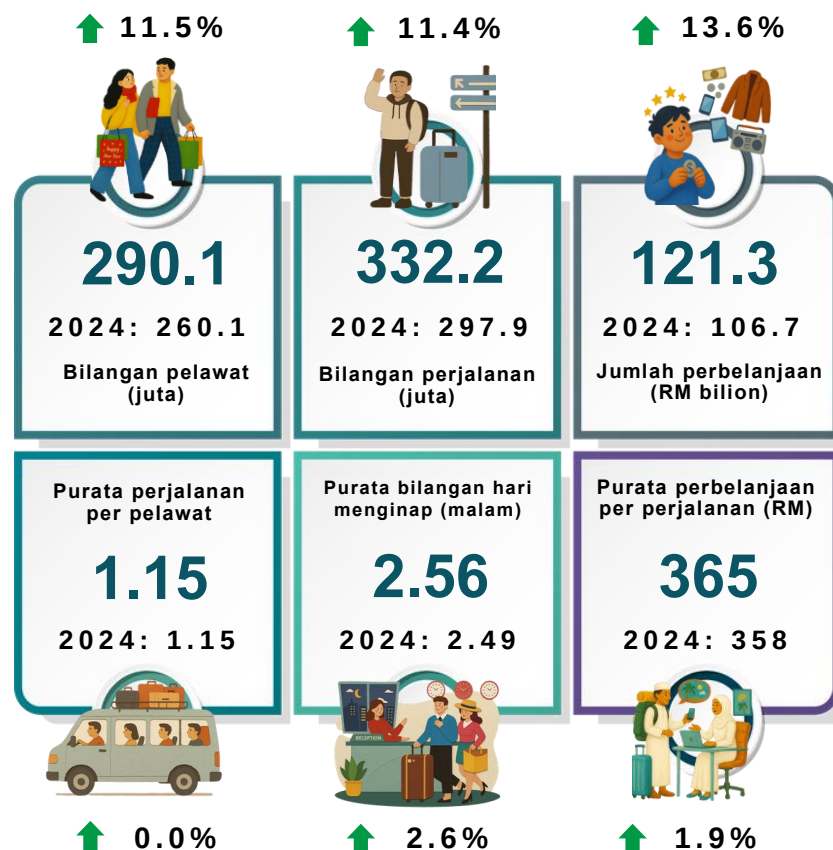
1.0 PENGENALAN

Statistik pelancongan domestik Malaysia merangkumi ketibaan pelawat¹, perbelanjaan pelancongan, trend perjalanan dan profil sosial demografi pelawat domestik. Statistik ini adalah penemuan daripada Survei Pelancongan Domestik (DTS) yang dijalankan pada tahun 2025.

2.0 PRESTASI PELANCONGAN DOMESTIK, 2025

Prestasi pelancongan domestik Malaysia menunjukkan peningkatan yang signifikan bagi bilangan pelawat domestik, bilangan perjalanan dan perbelanjaan pelancongan pada tahun 2025. Seramai 290.1 juta pelawat domestik dicatatkan pada 2025 dengan peningkatan sebanyak 11.5 peratus berbanding tahun sebelumnya (2024: 260.1 juta). Sementara itu, pelawat domestik melakukan sejumlah 332.2 juta perjalanan pelancongan dalam negara dengan purata 1.15 perjalanan bagi setiap pelawat.

Paparan 1: Statistik Penting Pelancongan Domestik, 2024 dan 2025



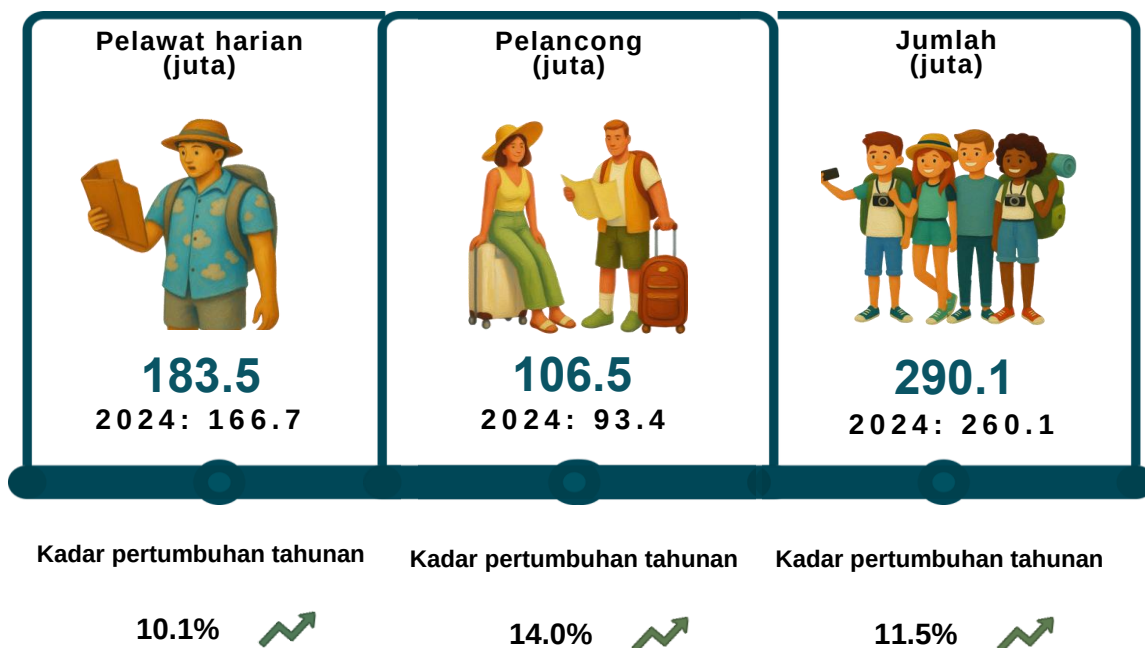
¹Jumlah ini adalah termasuk pelawat yang sama yang melakukan satu atau lebih perjalanan pada tahun tersebut.

Secara keseluruhan, perbelanjaan pelancongan domestik mencatatkan pertumbuhan 13.6 peratus pada 2025, berbanding peningkatan 25.7 peratus pada 2024. Jumlah perbelanjaan berjumlah RM121.3 bilion pada 2025, meningkat daripada RM106.7 bilion yang dicatatkan pada tahun sebelumnya. Trend menaik ini telah menyumbang kepada peningkatan dalam purata perbelanjaan bagi setiap perjalanan, yang meningkat kepada RM365 pada 2025 daripada RM358 pada 2024. Pada masa yang sama, purata bilangan hari menginap meningkat sedikit kepada 2.56 malam berbanding 2.49 malam pada tahun sebelumnya.

2.1 PELAWAT DOMESTIK

Bilangan pelawat harian pada tahun 2025 adalah seramai 183.5 juta pelawat dengan peningkatan sebanyak 10.1 peratus berbanding tahun sebelumnya. Sementara itu, bilangan pelancong turut meningkat daripada 93.4 juta pada tahun 2024 kepada 106.5 juta pada 2025 (14.0%) seperti yang ditunjukkan di **Paparan 2**.

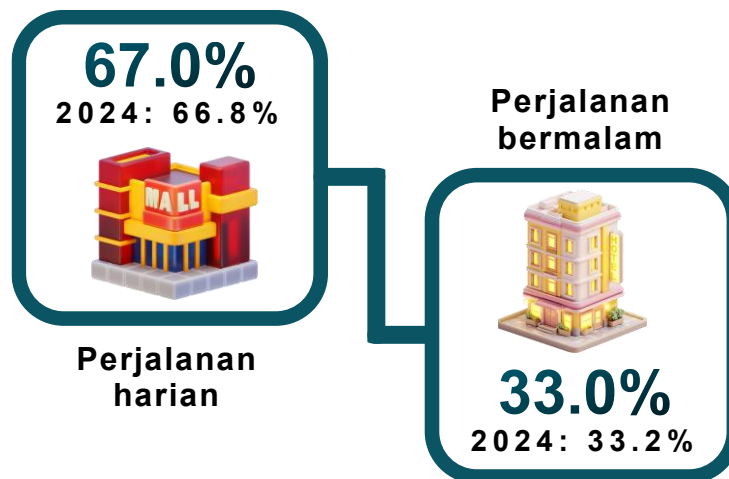
Paparan 2: Bilangan Pelawat Domestik mengikut Jenis Pelawat, 2024 dan 2025



2.2 PERJALANAN PELANCONGAN DOMESTIK

Perjalanan pelancongan domestik terdiri daripada perjalanan harian dan bermalam. Pada tahun 2025 masing-masing mencatatkan sebanyak 222.5 juta perjalanan, iaitu 67.0 peratus dan 109.7 juta perjalanan (33.0 peratus). Peratus sumbangan perjalanan harian meningkat sebanyak 0.2 mata peratus berbanding yang dicatatkan pada 2024, iaitu 66.8 peratus (**Paparan 3**).

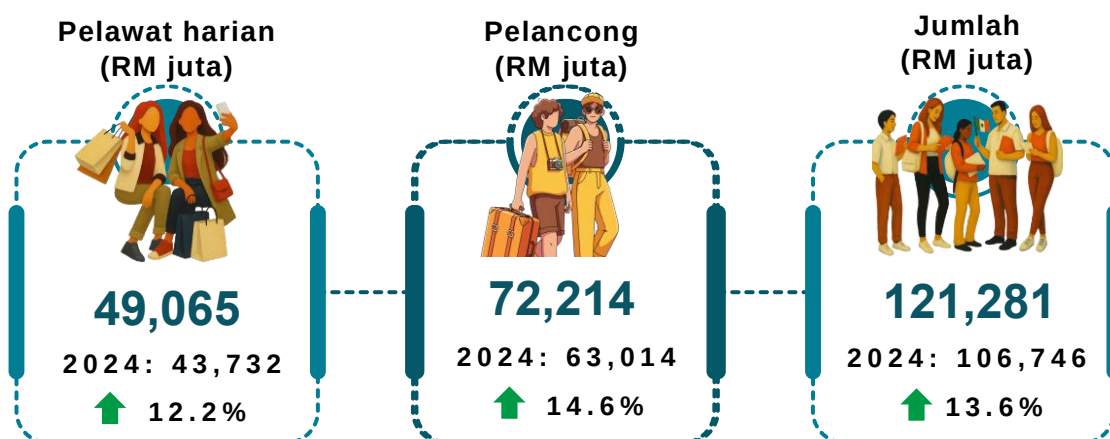
Paparan 3: Peratus Sumbangan Perjalanan Pelawat Domestik, 2024 dan 2025



2.3 PERBELANJAAN PELANCONGAN DOMESTIK

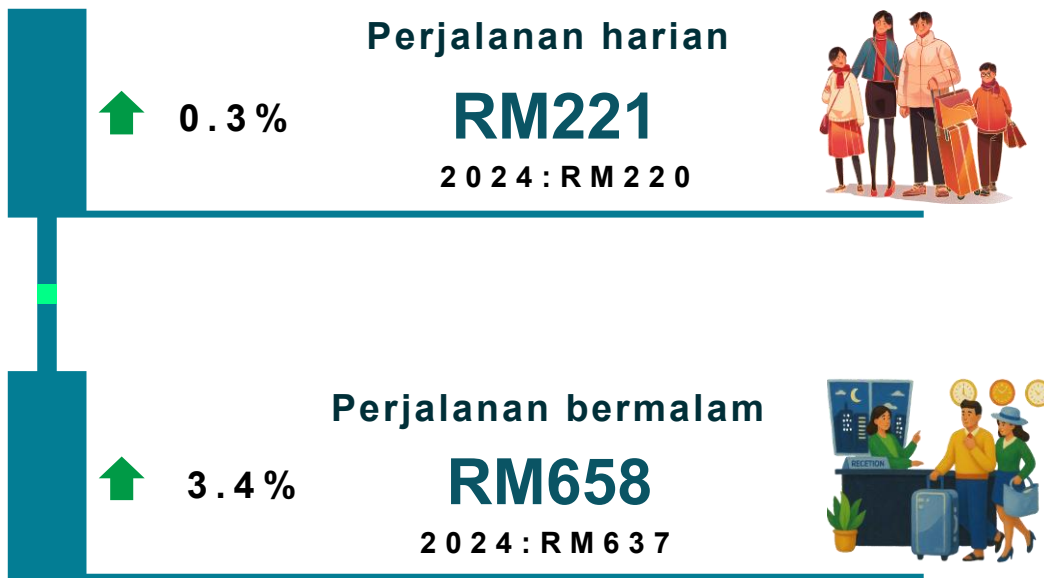
Perbelanjaan pelancongan domestik disokong oleh kedua-dua perbelanjaan pelawat harian dan pelancong. Pada 2025, kedua-dua segmen mencatatkan peningkatan ketara dalam perbelanjaan. Perbelanjaan pelancong meningkat 14.6 peratus, mencecah RM72.2 bilion, berbanding RM63.0 bilion pada 2024. Perbelanjaan pelawat harian juga turut meningkat dengan ketara sebanyak 12.2 peratus kepada RM49.1 bilion pada 2025, meningkat daripada RM43.7 bilion pada tahun lepas seperti yang ditunjukkan di **Paparan 4**.

Paparan 4: Jumlah Perbelanjaan mengikut Jenis Pelawat, 2024 dan 2025



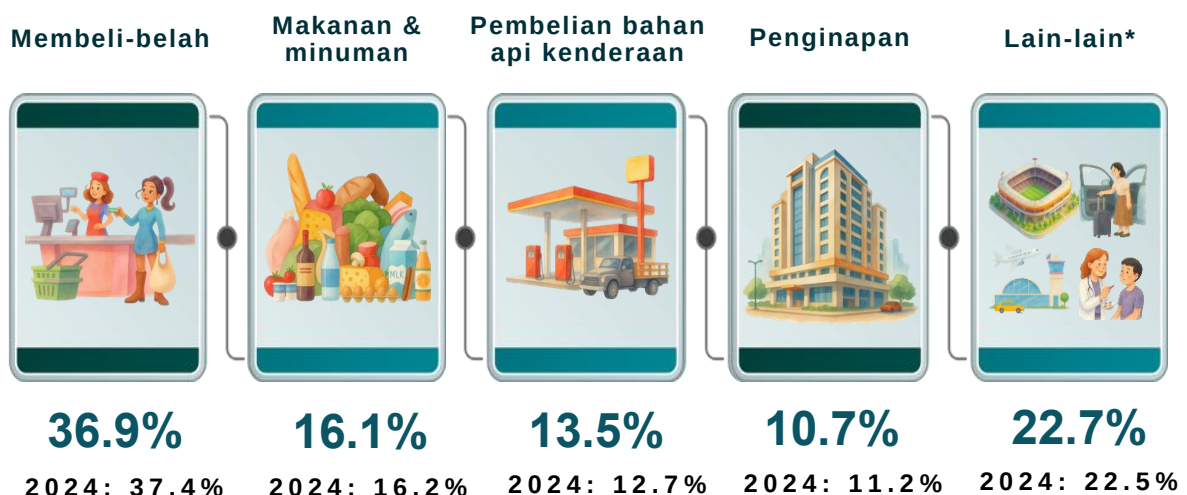
Purata perbelanjaan bagi perjalanan harian pada 2025 meningkat sebanyak 0.3 peratus kepada RM221 berbanding tahun sebelumnya (2024: RM220). Purata perbelanjaan bagi perjalanan bermalam juga meningkat kepada RM658 berbanding RM637 pada tahun sebelumnya seperti yang ditunjukkan di **Paparan 5**.

Paparan 5: Purata Perbelanjaan mengikut Jenis Perjalanan, 2024 dan 2025



Membeli-belah mencatatkan peratus sumbangan tertinggi daripada keseluruhan jumlah perbelanjaan yang dibuat oleh pelawat domestik semasa perjalanannya, iaitu sebanyak 36.9 peratus. Ini diikuti oleh perbelanjaan bagi makanan dan minuman (16.1%), pembelian bahan api kenderaan (13.5%) dan penginapan (10.7%) seperti yang dipaparkan di Paparan 6.

Paparan 6: Peratus Sumbangan Perbelanjaan Pelawat Domestik, 2024 dan 2025



*Lain-lain merangkumi empat sumbangan perbelanjaan lain

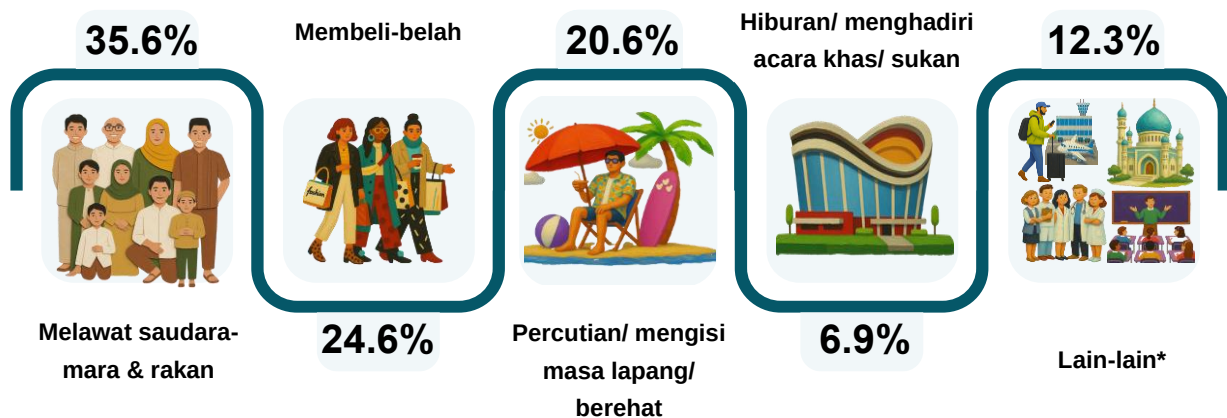
3.0 TREND PERJALANAN PELAWAT DOMESTIK

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

3.1 TUJUAN UTAMA PERJALANAN

Pada 2025, melawat saudara-mara dan rakan menjadi tujuan utama untuk perjalanan domestik, menyumbang 35.6 peratus daripada kesemua perjalanan yang dibuat oleh pelawat domestik. Ini diikuti oleh membeli-belah (24.6%) dan percutian/ mengisi masa lapang/ berehat (20.6%) seperti di **Paparan 7**.

Paparan 7: Tujuan Utama Perjalanan Pelawat Domestik, 2025

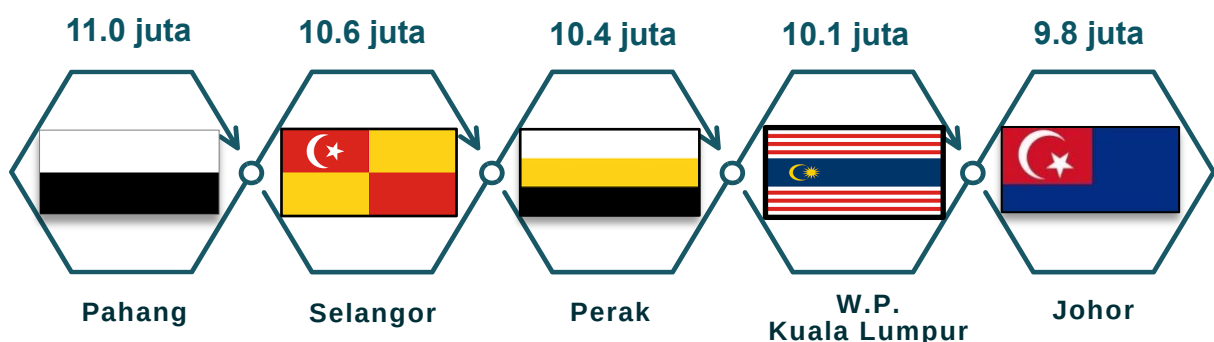


*Lain-lain merangkumi empat tujuan utama lain

3.2 LIMA NEGERI MENERIMA KETIBAAN PELANCONG TERTINGGI

Pahang merupakan negeri destinasi utama pelancongan domestik di Malaysia pada tahun 2025 dengan mencatatkan 11.0 juta pelancong. Selangor dan Perak masing-masing menduduki tempat kedua dan ketiga dengan merekodkan ketibaan sebanyak 10.6 juta dan 10.4 juta pelancong domestik. Ini diikuti oleh W.P. Kuala Lumpur (10.1 juta pelancong) dan Johor (9.8 juta pelancong) seperti yang digambarkan dalam **Paparan 8**.

Paparan 8: Lima Negeri Tertinggi menerima Ketibaan Pelancong, 2025

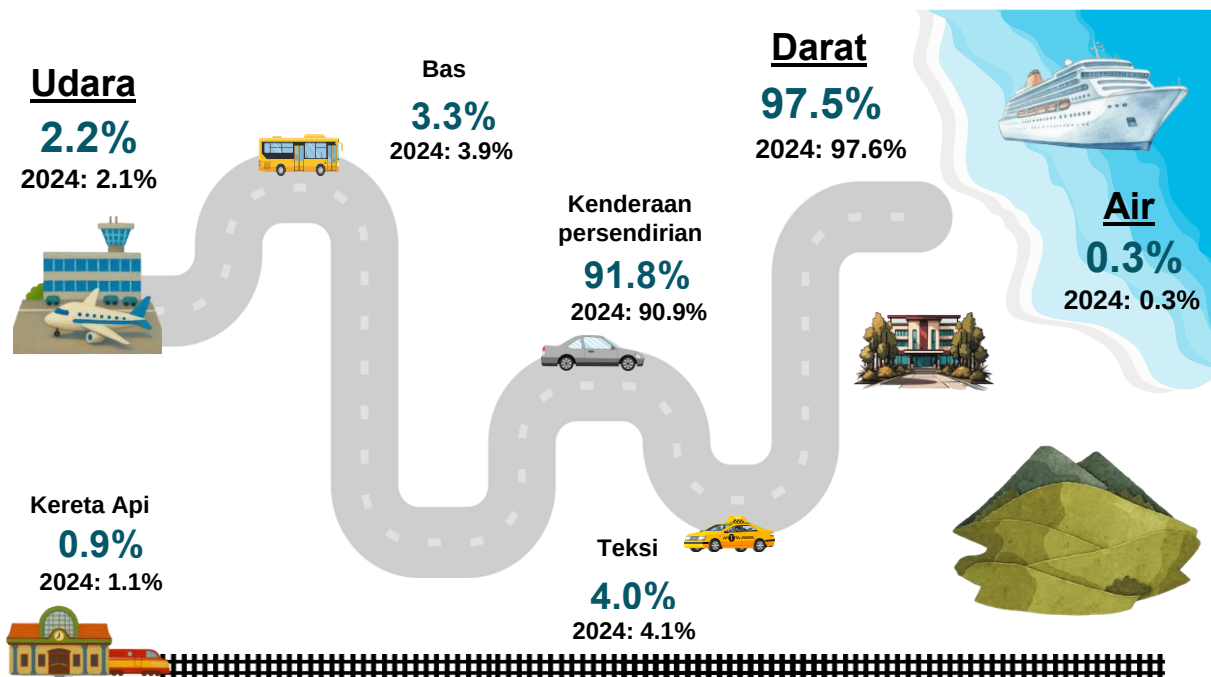


3.3 MOD PENGANGKUTAN

Pengangkutan darat digunakan secara meluas oleh pelawat domestik pada tahun 2025, iaitu sebanyak 97.5 peratus. Ini diikuti oleh pengangkutan udara (2.2%) dan pengangkutan air (0.3%).

Bagi mod pengangkutan darat, kenderaan persendirian merupakan jenis pengangkutan yang paling banyak digunakan oleh pelawat domestik dengan sumbangan sebanyak 91.8 peratus. Sementara itu, 4.0 peratus pelawat domestik menggunakan teksi, manakala selebihnya memilih bas (3.3%) dan kereta api (0.9%) seperti ditunjukkan di dalam Paparan 9.

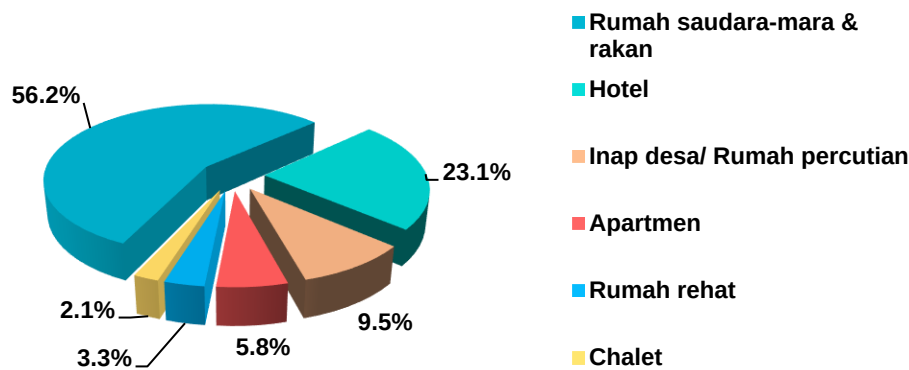
Paparan 9: Peratus Perjalanan Pelawat Domestik mengikut Mod Pengangkutan, 2024 dan 2025



3.4 JENIS PENGINAPAN

Pada 2025, pelancong membuat sejumlah 109.7 juta perjalanan bermalam domestik. Antaranya, 56.2 peratus telah memilih untuk bermalam di rumah saudara-mara dan rakan, mewakili pemilihan penginapan yang paling umum. Ini diikuti oleh hotel (23.1%), inap desa/ rumah percutian (9.5%), apartmen (5.8%), rumah rehat (3.3%) dan chalet (2.1%) seperti yang ditunjukkan di **Carta 1**.

Carta 1: Peratus Sumbangan Pelancong mengikut Jenis Penginapan, 2025



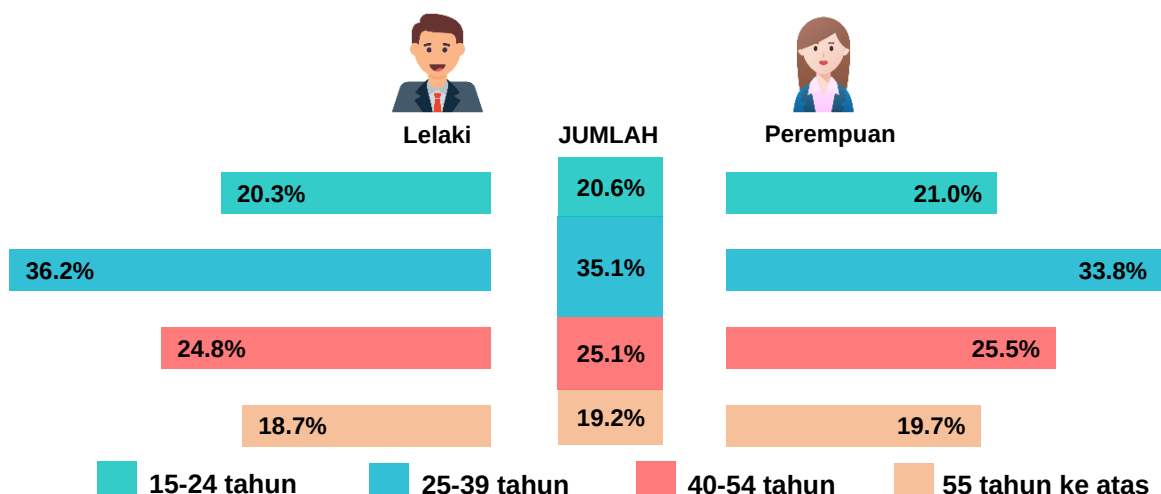
4.0 PROFIL SOSIAL & DEMOGRAFI PELAWAT DOMESTIK

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

4.1 PELAWAT DOMESTIK MENGIKUT JANTINA DAN KUMPULAN UMUR

Majoriti pelawat domestik terdiri daripada kumpulan umur 25 hingga 39 tahun dengan sumbangan sebanyak 35.1 peratus (**Carta 2**). Ini diikuti oleh pelawat domestik berumur 40 hingga 54 tahun (25.1%), 15 hingga 24 tahun (20.6%) dan 55 tahun ke atas (19.2%). Dari segi jantina, pelawat domestik lelaki berumur 25 hingga 39 tahun mencatatkan sumbangan tertinggi sebanyak 36.2 peratus berbanding perempuan dalam kumpulan umur yang sama (33.8%).

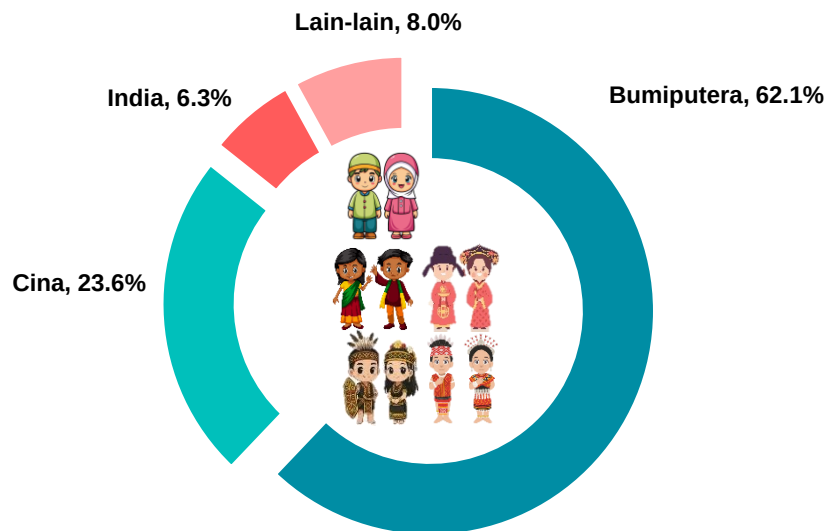
Carta 2: Peratus Sumbangan Pelawat Domestik mengikut Jantina dan Kumpulan Umur, 2025



4.2 PELAWAT DOMESTIK MENGIKUT KUMPULAN ETNIK

Berdasarkan kumpulan etnik, Bumiputera mencatatkan sumbangan tertinggi iaitu 62.1 peratus pelawat domestik. Ini diikuti oleh kumpulan etnik Cina (23.6%) dan India (6.3%) seperti yang dipaparkan di **Carta 3**.

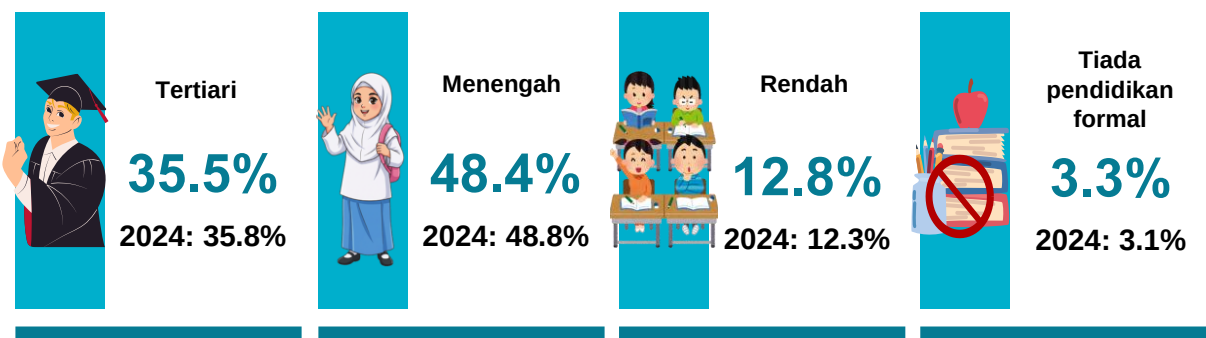
Carta 3: Peratus Sumbangan Pelawat Domestik mengikut Kumpulan Etnik, 2025



4.3 PELAWAT DOMESTIK MENGIKUT SIJIL TERTINGGI DIPEROLEH

Pada 2025, pelawat dengan pendidikan menengah menyumbang kepada 48.4 peratus daripada keseluruhan pelawat domestik. Sementara itu, peratus sumbangan pelawat domestik yang berpendidikan tertiar merekodkan 35.5 peratus (2024: 35.8%) menurun 0.3 mata peratus seperti di **Paparan 10**.

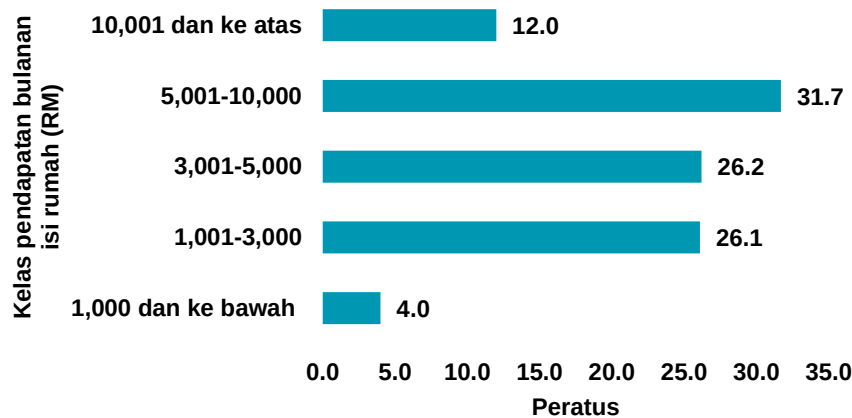
Paparan 10: Peratus Sumbangan Pelawat Domestik mengikut Sijil Tertinggi Diperoleh, 2024 dan 2025



4.4 PELAWAT DOMESTIK MENGIKUT PENDAPATAN BULANAN ISI RUMAH

Pelawat domestik mengikut pendapatan bulanan isi rumah di antara RM5,001 dan RM10,000 sebulan merekodkan sumbangan tertinggi iaitu 31.7 peratus. Ini diikuti oleh pelawat yang berpendapatan RM3,001 hingga RM5,000 sebulan (26.2%) dan RM1,001 hingga RM3,000 sebulan (26.1%) seperti di **Carta 4**.

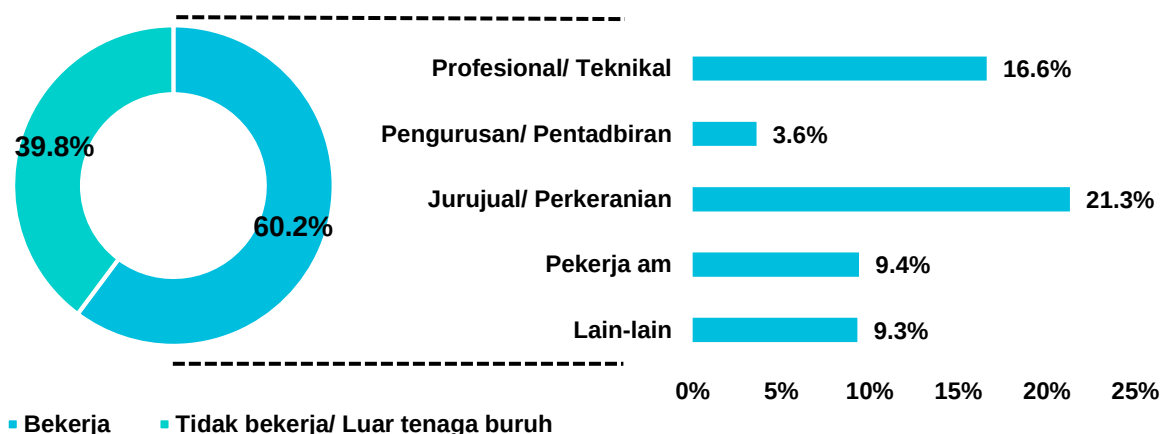
Carta 4: Peratus Sumbangan Pelawat Domestik mengikut Kelas Pendapatan Bulanan Isi Rumah, 2025



4.5 PELAWAT DOMESTIK MENGIKUT STATUS GUNA TENAGA

Berdasarkan status guna tenaga, sebanyak 60.2 peratus pelawat domestik terdiri daripada mereka yang bekerja, manakala selebihnya tidak bekerja/ luar tenaga buruh mencatat 39.8%. Pelawat domestik yang bekerja merangkumi profesional/ teknikal (16.6%), pengurusan/ pentadbiran (3.6%), jurujual/ perkeranian (21.3%), pekerja am (9.4%) dan lain-lain (9.3%) seperti yang digambarkan di **Carta 5**.

Carta 5: Peratus Sumbangan Pelawat Domestik mengikut Status Guna Tenaga, 2025



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

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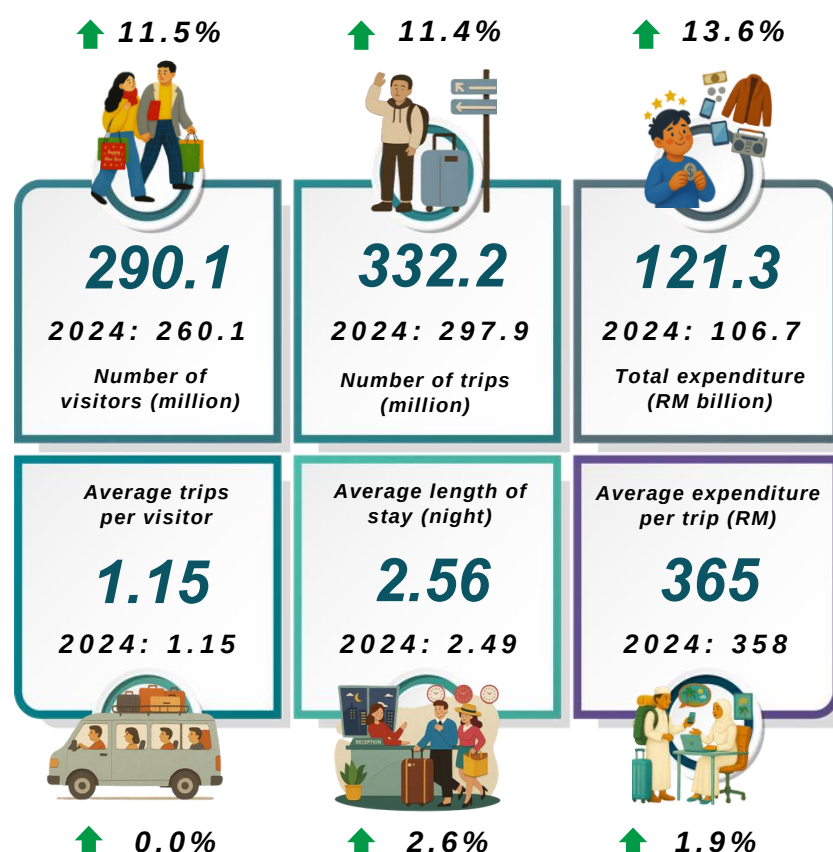
1.0 INTRODUCTION

The statistics on domestic tourism in Malaysia consist of visitor¹ arrivals, tourism expenditure, travelling pattern, and social and demographic profile of domestic visitors. These statistics are derived from findings of the Domestic Tourism Survey (DTS) conducted in 2025.

2.0 THE PERFORMANCE OF DOMESTIC TOURISM, 2025

The performance of domestic tourism in Malaysia experienced a significant rise in the number of domestic visitors, number of trips and tourism expenditure in 2025 after the recovery of the economy. A total of 290.1 million domestic visitors were recorded in 2025 with an increase of 11.5 per cent as compared to the previous year (2024: 260.1 million). Domestic visitors undertook a total of 332.2 million tourism trips within the country, with an average of 1.15 trips per visitor.

Exhibit 1: Key Statistics of Domestic Tourism, 2024 and 2025



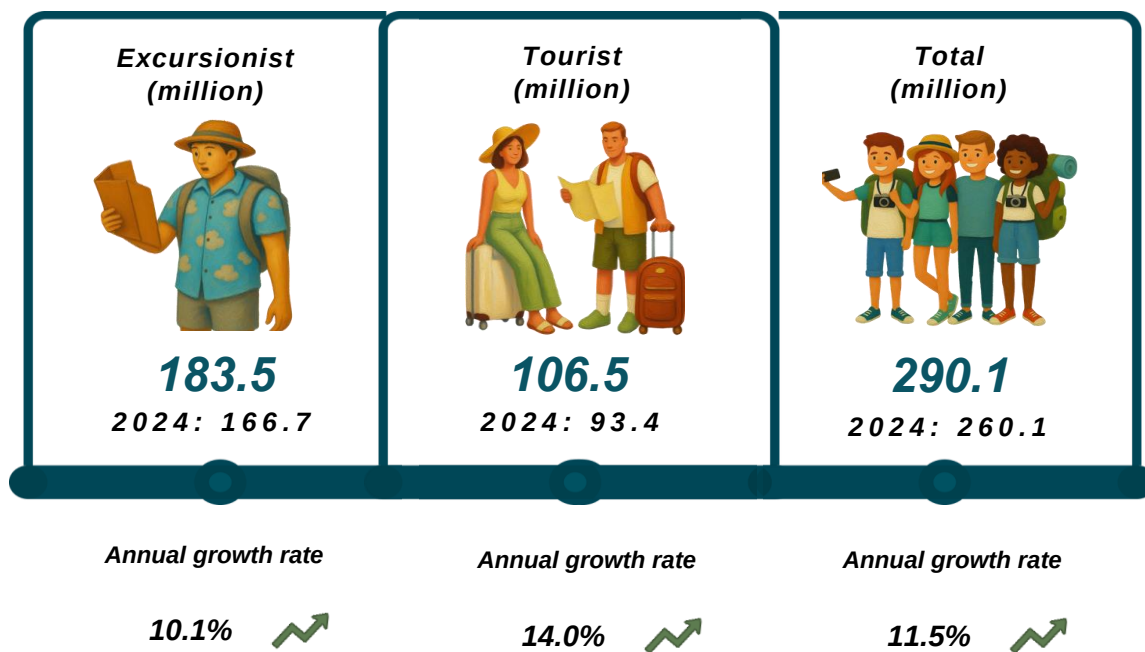
¹This number includes the same visitor who makes a trip or multiple trips in a year.

Overall, domestic tourism expenditure registered a growth of 13.6 per cent in 2025, compared to a of 25.7 per cent increase in 2024. Total expenditure amounted to RM121.3 billion in 2025, up from RM106.7 billion recorded in the previous year. This upward trend contributed to an increase in the average expenditure per trip, which rose to RM365 in 2025 from RM358 in 2024. Concurrently, the average length of stay extended slightly to 2.56 nights, compared to 2.49 nights in the preceding year.

2.1 DOMESTIC VISITORS

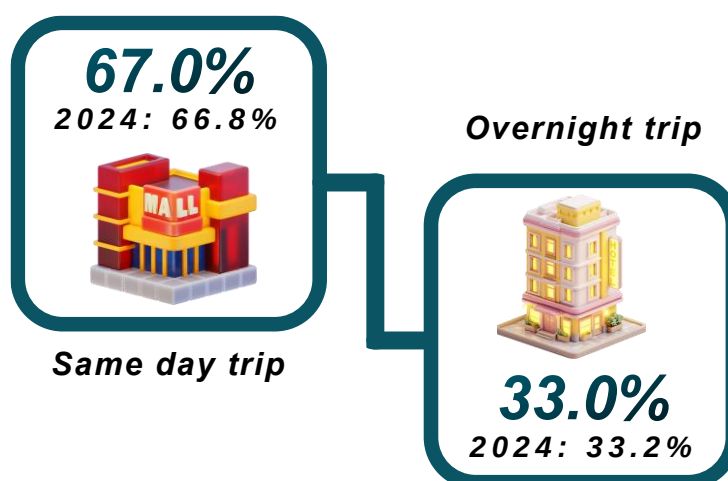
The total number of excursionists was 183.5 million in 2025 with an increase of 10.1 per cent as compared to the previous year. At the same time, the number of tourists also increased from 93.4 million in 2024 to 106.5 million in 2025 (14.0%) as shown in **Exhibit 2**.

Exhibit 2: Number of Domestic Visitors by Type of Visitors, 2024 and 2025



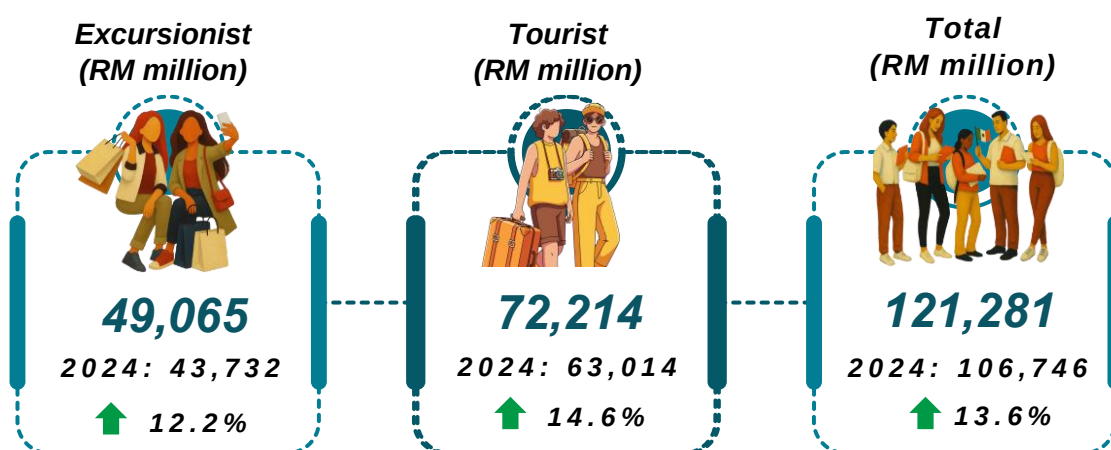
2.2 DOMESTIC TOURISM TRIPS

Domestic tourist trips consist of same day trips and overnight trips. The percentage share of same day trips and overnight trips in 2025 were 67.0 per cent (222.5 million trips) and 33.0 per cent (109.7 million trips) respectively. The percentage share of same day trips increased by 0.2 percentage points as compared to 66.8 per cent recorded in 2024 (**Exhibit 3**).

Exhibit 3: Composition of Percentage Share of Domestic Tourism Trip, 2024 and 2025

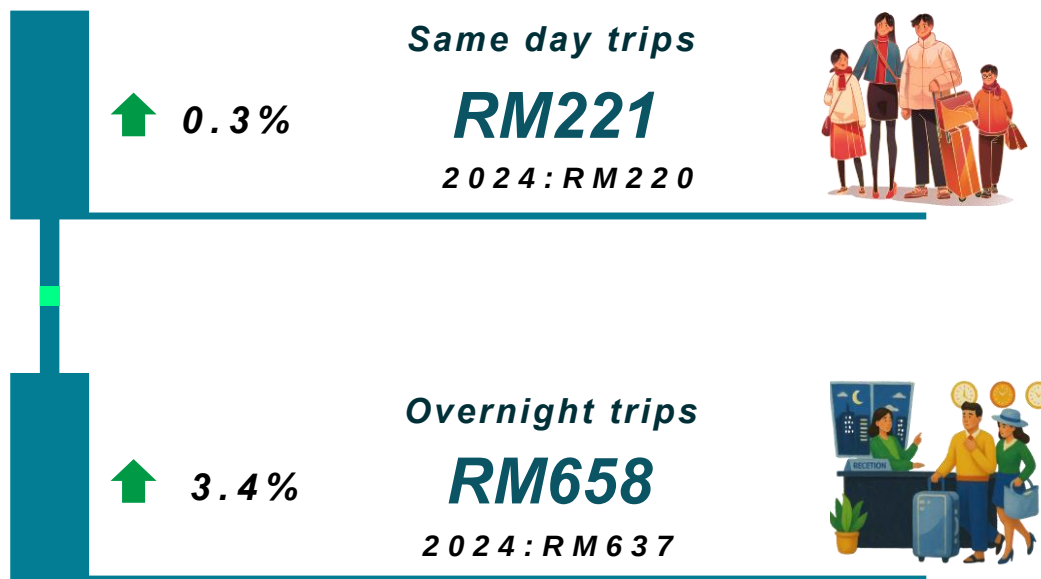
2.3 DOMESTIC TOURISM EXPENDITURE

Domestic tourism expenditure was supported by the spending of both tourists and excursionists. In 2025, both segments registered notable increases in expenditure. Expenditure by tourist grew by 14.6 per cent, reaching RM72.2 billion, compared to RM63.0 billion in 2024. Similarly, excursionist's expenditure rose significantly by 12.2 per cent, amounting to RM49.1 billion in 2025, up from RM43.7 billion in the preceding year as shown in **Exhibit 4**.

Exhibit 4: Total Expenditure by Type of Visitors, 2024 and 2025

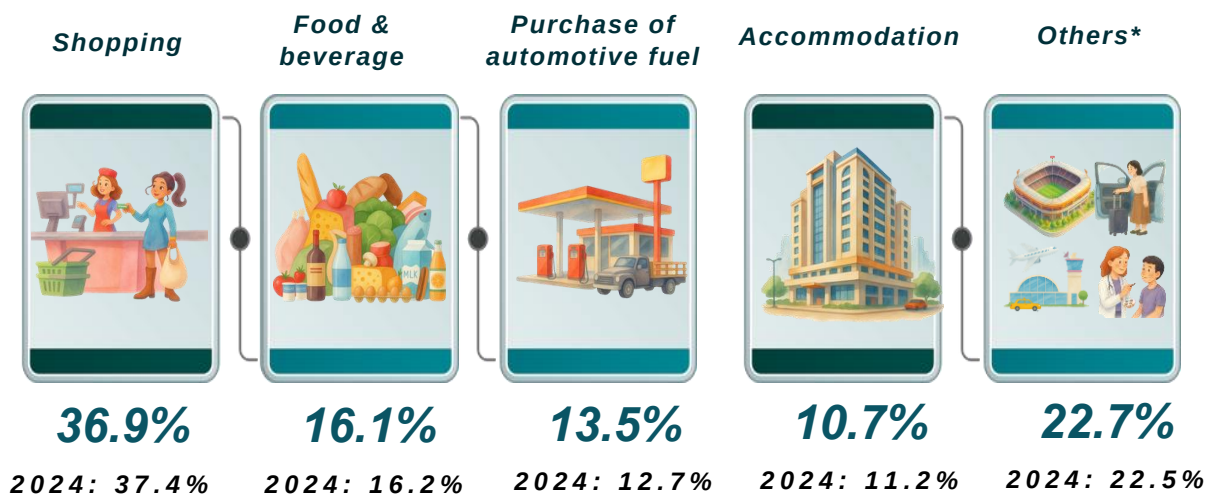
The average expenditure on same day trip in 2025 increased by 0.3 per cent to RM221 as compared to the previous year (2024: RM220). Similarly, the average expenditure for overnight trip also increased to RM658 as compared to RM637 in the previous year as shown in **Exhibit 5**.

Exhibit 5: Average Expenditure by Type of Trips, 2024 and 2025



Shopping registered the highest share of total expenditure made by a visitor for his/ her trip, at 36.9 per cent. This was followed by expenditure on food and beverage (16.1%), purchase of automotive fuel (13.5%), and accommodation (10.7%) as depicted in **Exhibit 6**.

Exhibit 6: Percentage Share of Expenditure Components by Domestic Visitors, 2024 and 2025



*Others comprise four other expenditure components

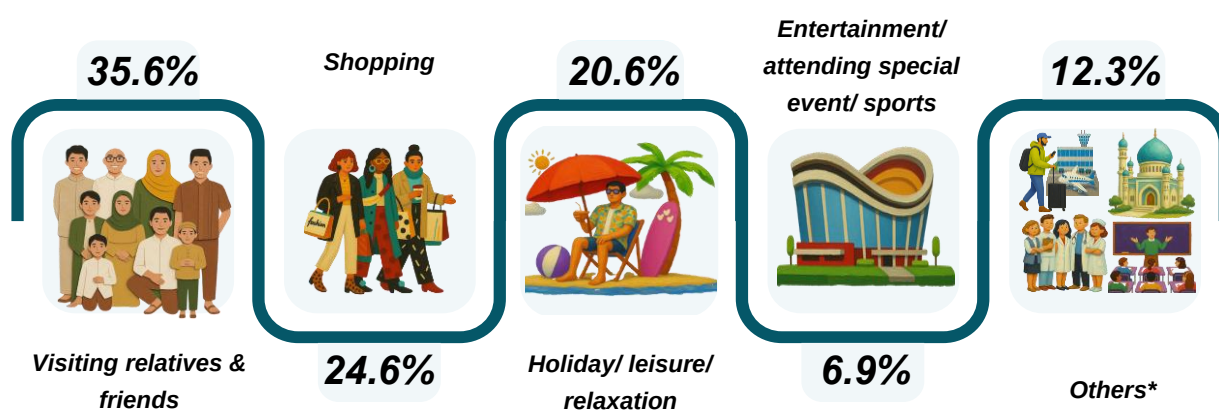
3.0 TRAVELLING TREND OF DOMESTIC VISITORS

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

3.1 MAIN PURPOSE OF TRIPS

In 2025, visiting relatives and friends stood as the primary purpose for domestic travel, accounting for 35.6 per cent of all trips made by domestic visitors. This was followed by shopping (24.6%) and holiday/ leisure/ relaxation (20.6%) as depicted in **Exhibit 7**.

Exhibit 7: Main Purposes of Trips of Domestic Visitors, 2025

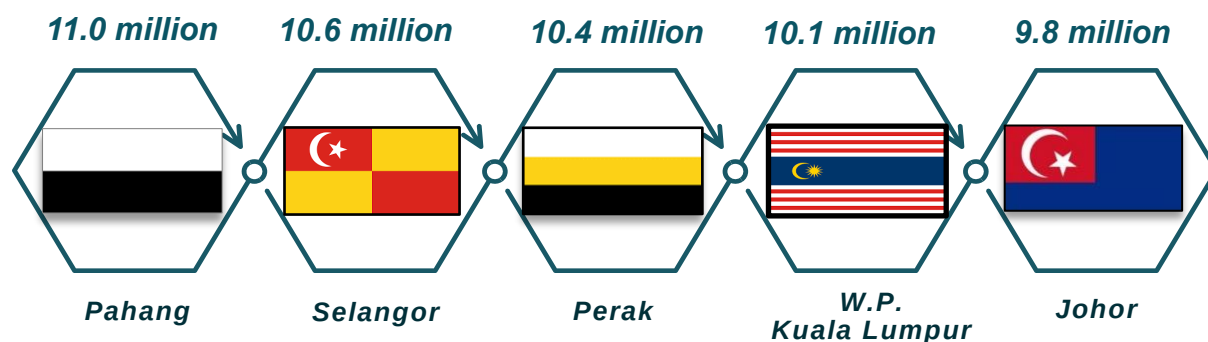


*Others comprise four other travel purpose components

3.2 TOP FIVE MOST VISITED STATES BY TOURISTS

Pahang was the most popular destination state for Malaysia's domestic visitors in 2025, attracting 11.0 million tourist arrivals. Selangor and Perak ranked second and third, receiving 10.6 million and 10.4 million tourists, respectively. These were followed by W.P. Kuala Lumpur (10.1 million tourists) and Johor (9.8 million tourists) as depicted in **Exhibit 8**.

Exhibit 8: Top Five Most Visited States by Tourists, 2025

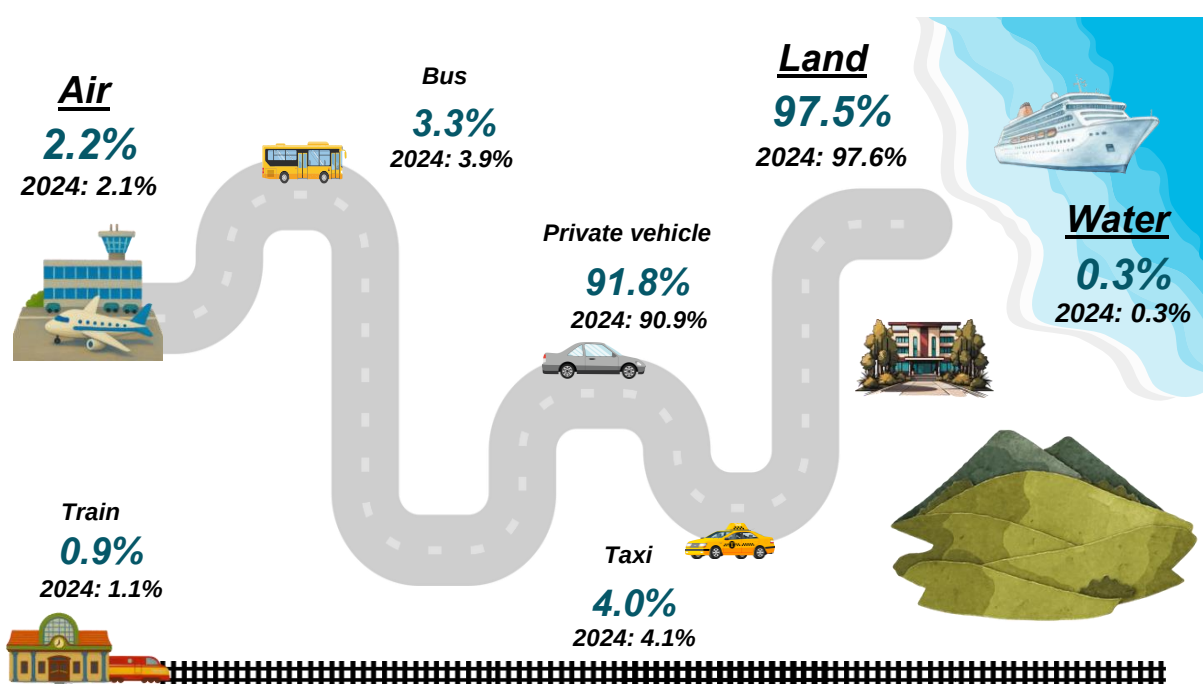


3.3 MODE OF TRANSPORT

Land transport was widely used by domestic visitors in 2025, at 97.5 per cent. This was followed by air transport (2.2%) and water transport (0.3%).

For the mode of land transport, private vehicles represented the highest share at 91.8 per cent. Meanwhile, a total of 4.0 per cent of domestic visitors travelled by taxi, while the remaining chose bus (3.3%) and train (0.9%) as illustrated in **Exhibit 9**.

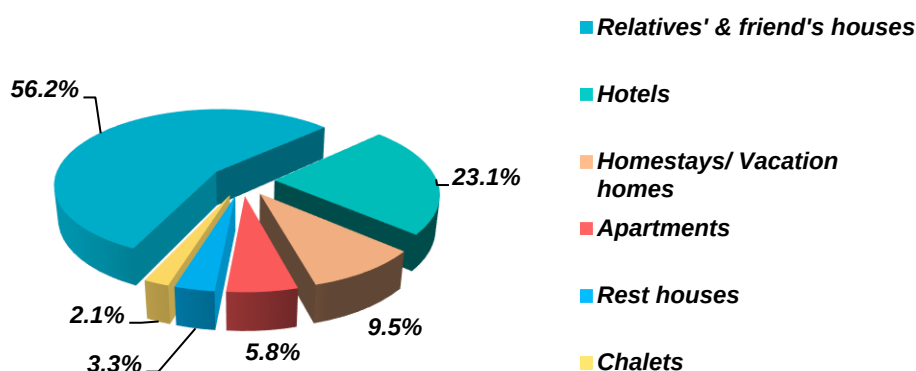
Exhibit 9: Percentage Share of Trips of Domestic Visitors by Mode of Transport, 2024 and 2025



3.4 TYPE OF ACCOMMODATION

In 2025, tourists made a total of 109.7 million domestic overnight trips. Among these, 56.2 per cent chose to stay overnight at the homes of relatives and friends, representing the most common accommodation choice. This was followed by hotels (23.1%), homestays/vacation homes (9.5%), apartments (5.8%), rest houses (3.3%) and chalets (2.1%) as shown in **Chart 1**.

Chart 1: Percentage Share of Tourists by Type of Accommodation, 2025



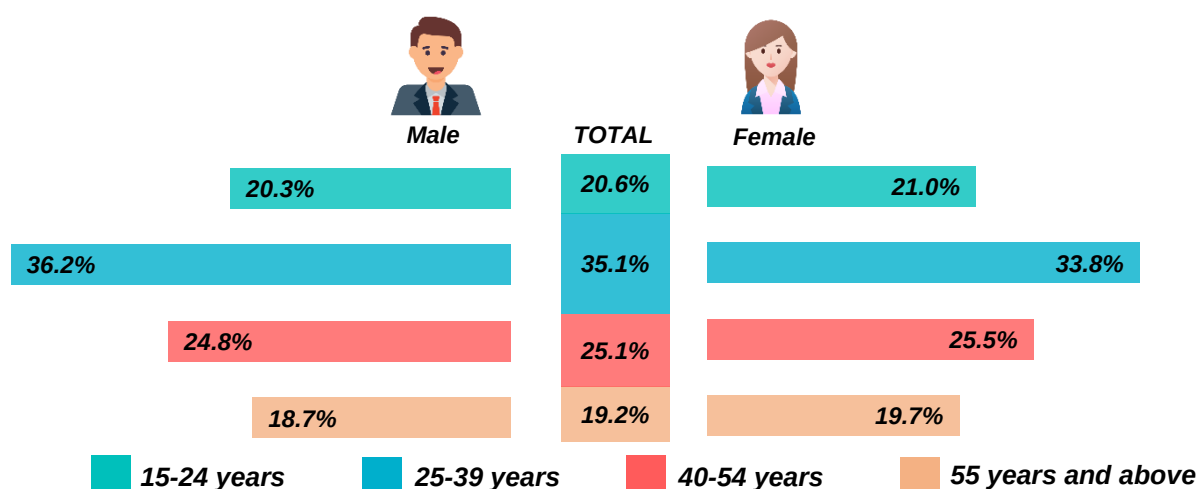
4.0 SOCIAL & DEMOGRAPHIC PROFILE OF DOMESTIC VISITORS

The social and demographic profile comprises information on domestic visitors by sex and age group, ethnic group, educational attainment, household income and employment status.

4.1 DOMESTIC VISITORS BY SEX AND AGE GROUP

The majority of the domestic visitors were from the age group of 25 to 39 years with a contribution of 35.1 per cent (**Chart 2**). This was followed by domestic visitors aged 40 to 54 years (25.1%), 15 to 24 years (20.6%) and 55 years and above (19.2%). In terms of sex, male domestic visitors aged 25 to 39 years recorded the highest share at 36.2 per cent as compared to female in the same age group (33.8%).

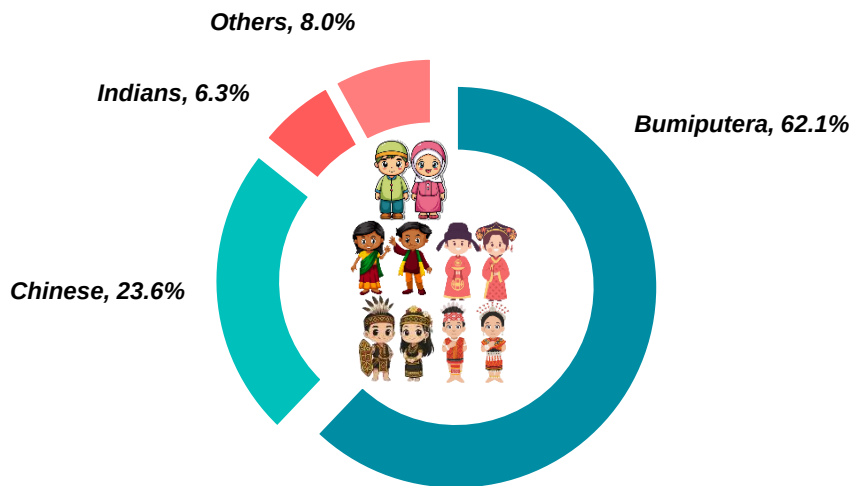
Chart 2: Percentage Share of Domestic Visitors by Sex and Age Group, 2025



4.2 DOMESTIC VISITORS BY ETHNIC GROUP

In terms of ethnic group, Bumiputera visitors registered the highest contribution with 62.1 per cent of all domestic visitors. This was followed by Chinese (23.6%) and Indians (6.3%) as shown in **Chart 3**.

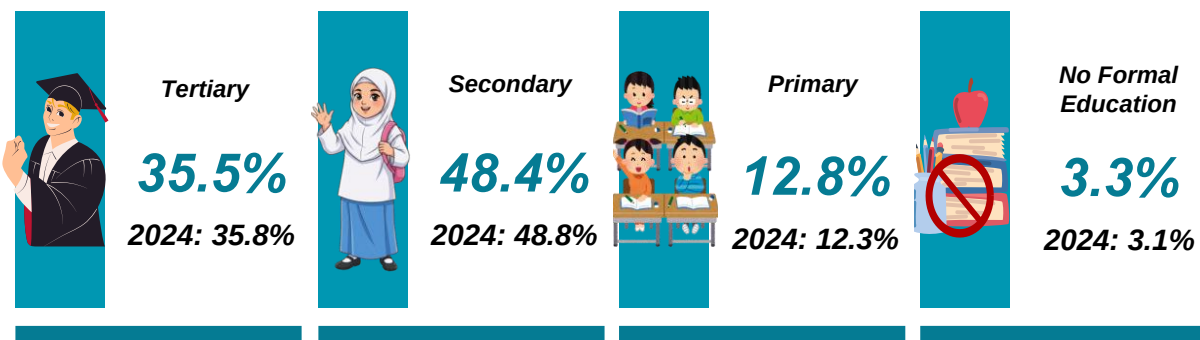
Chart 3: Percentage Share of Domestic Visitors by Ethnic Group, 2025



4.3 DOMESTIC VISITORS BY EDUCATIONAL ATTAINMENT

In 2025, domestic visitors with secondary education accounted for 48.4 per cent of all domestic visitors. Meanwhile, the percentage share of domestic visitors with tertiary education was 35.5 per cent (2024: 35.8%), decreased by 0.3 percentage points as shown in **Exhibit 10**.

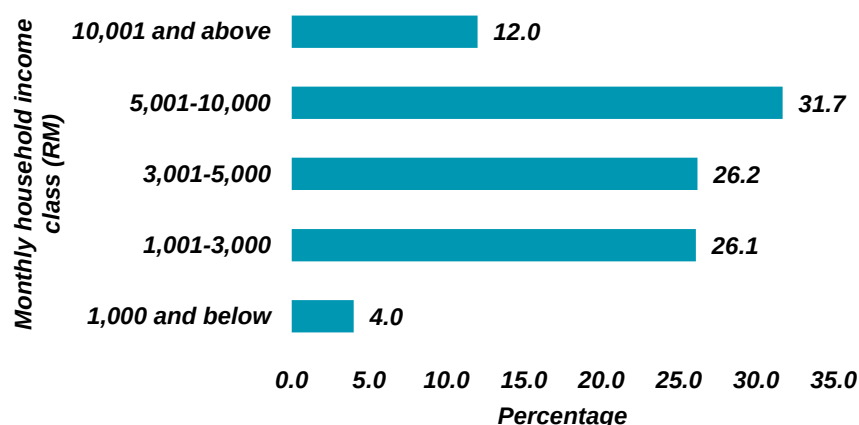
Exhibit 10: Percentage Share of Domestic Visitors by Highest Certificate Obtained, 2024 and 2025



4.4 DOMESTIC VISITORS BY MONTHLY HOUSEHOLD INCOME

Domestic visitors with a monthly household income between RM5,001 and RM10,000 per month recorded the highest share at 31.7 per cent. This was followed by RM3,001 to RM5,000 income class (26.2%) and RM1,001 to RM3,000 income class (26.1%) as shown in **Chart 4**.

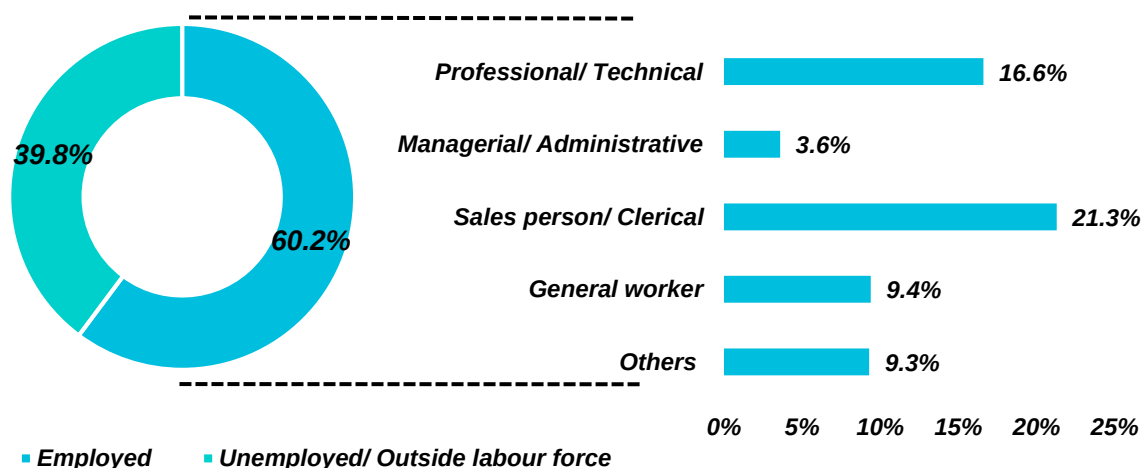
Chart 4: Percentage Share of Domestic Visitors by Monthly Household Income Class, 2025



4.5 DOMESTIC VISITORS BY EMPLOYMENT STATUS

In terms of employment status, a total of 60.2 per cent of domestic visitors were employed, while the remaining 39.8 per cent were unemployed/ outside labour force. The employed domestic visitors comprised of professional/ technical (16.6%), managerial/ administrative (3.6%), sales person/ clerical (21.3%), general worker (9.4%) and others (9.3%) as illustrated in **Chart 5**.

Chart 5: Percentage Share of Domestic Visitors by Employment Status, 2025



* 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, 2018 - 2025*Table 1: Key Statistics of Domestic Tourism, 2018 - 2025*

Statistik Penting <i>Key Statistics</i>	2018	2019	2020	2021	2022	2023	2024	2025
Perbelanjaan Pelancongan (RM juta) <i>Tourism Expenditure (RM million)</i>	92,561	103,184	40,424	18,410	64,080	84,932	106,746	121,281
Pelawat Domestik (RM juta) <i>Domestic Visitors (RM million)</i>	82,741	92,638	38,635	17,451	59,217	78,676	98,446	112,081
Isi Rumah yang Dilawati (RM juta) <i>Visited Households (RM million)</i>	9,820	10,546	1,790	959	4,863	6,256	8,300	9,200
Kadar Pertumbuhan Tahunan (%) <i>Annual Growth Rate (%)</i>	11.4	11.5	-60.8	-54.5	248.1	32.5	25.7	13.6
Pelawat Domestik ('000) <i>Domestic Visitors ('000)</i>	221,272	239,121	131,660	65,976	171,603	213,744	260,126	290,065
Kadar Pertumbuhan Tahunan (%) <i>Annual Growth Rate (%)</i>	7.7	8.1	-44.9	-49.9	160.1	24.6	21.7	11.5
Perjalanan Pelancongan ('000) <i>Tourism Trips ('000)</i>	302,415	332,378	146,990	72,399	207,785	241,474	297,853	332,215
Kadar Pertumbuhan Tahunan (%) <i>Annual Growth Rate (%)</i>	9.5	9.9	-55.8	-50.7	187.0	16.2	23.3	11.4
Purata Bilangan Hari Menginap <i>Average Length of Stay</i>	2.44	2.52	1.93	2.19	2.55	2.45	2.49	2.56
Kadar Pertumbuhan Tahunan (%) <i>Annual Growth Rate (%)</i>	4.0	3.1	-23.4	13.2	16.6	-4.0	1.9	2.5
Purata Perbelanjaan per Perjalanan (RM) <i>Average Expenditure per Trip (RM)</i>	306	310	275	254	308	352	358	365
Kadar Pertumbuhan Tahunan (%) <i>Annual Growth Rate (%)</i>	1.7	1.3	-11.3	-7.5	21.3	14.0	1.9	1.9

Jadual 2: Bilangan Pelawat Domestik mengikut Jenis Pelawat dan Strata, 2024 dan 2025

Table 2: Number of Domestic Visitors by Type of Visitors and Strata, 2024 and 2025

Jenis Pelawat/ <i>Type of Visitor</i>	2024				2025			
	Peratus Sumbangan <i>Percentage Share</i>	Strata / <i>Strata</i>			Peratus Sumbangan <i>Percentage Share</i>	Strata / <i>Strata</i>		
		Jumlah <i>Total</i>	Bandar <i>Urban</i>	Luar Bandar <i>Rural</i>		Jumlah <i>Total</i>	Bandar <i>Urban</i>	Luar Bandar <i>Rural</i>
(%)		(‘000)		(%)		(‘000)		
Jumlah/ <i>Total</i>	100.0	260,126	213,531	46,594	100.0	290,065	232,857	57,208
Pelawat Harian/ <i>Excursionists</i>	64.1	166,681	133,051	33,630	63.3	183,539	145,578	37,961
Pelancong/ <i>Tourists</i>	35.9	93,445	80,481	12,965	36.7	106,525	87,278	19,247

Jadual 3: Bilangan Perjalanan dan Perbelanjaan Pelancongan Domestik mengikut Strata, 2024 dan 2025

Table 3: Number of Domestic Tourism Trips and Expenditure by Strata, 2024 and 2025

Jenis Pelawat/ Type of Visitor	2024				2025			
	Peratus Sumbangan Percentage Share	Strata / Strata			Peratus Sumbangan Percentage Share	Strata / Strata		
		Jumlah Total	Bandar Urban	Luar Bandar Rural		Jumlah Total	Bandar Urban	Luar Bandar Rural
(%)	(%000)			(%)	(%000)			
Jumlah/ Total	100.0	297,853	243,775	54,078	100.0	332,215	266,607	65,608
Perjalanan Harian/ Same Day Trip	66.8	198,863	158,744	40,119	67.0	222,502	176,141	46,361
Perjalanan Bermalam/ Overnight Trip	33.2	98,991	85,032	13,959	33.0	109,713	90,466	19,247
	(%)	(RM juta/ million)				(RM juta/ million)		
Jumlah/ Total	100.0	106,746	87,338	19,408	100.0	121,281	96,051	25,230
Perbelanjaan Harian/ Same Day Expenditure	41.0	43,732	36,297	7,435	40.5	49,066	40,467	8,599
Perbelanjaan Bermalam/ Overnight Expenditure	59.0	63,014	51,042	11,973	59.5	72,215	55,584	16,631
		(RM)				(RM)		
Jumlah/ Total		358	358	359		365	360	385
Purata Perbelanjaan Harian per Perjalanan Average Same Day Expenditure per Trip		220	229	185		221	230	185
Purata Perbelanjaan Bermalam per Perjalanan Average Overnight Expenditure per Trip		637	600	858		658	614	864

Jadual 4: Bilangan Perjalanan Pelancongan Domestik mengikut Jenis Perjalanan dan Strata, 2024 dan 2025

Table 4 : Number of Domestic Tourism Trips by Type of Trips and Strata, 2024 and 2025

Jenis Perjalanan <i>Type of Trip</i>	2024			2025		
	Strata / Strata			Strata / Strata		
	Jumlah <i>Total</i>	Bandar <i>Urban</i>	Luar Bandar <i>Rural</i>	Jumlah <i>Total</i>	Bandar <i>Urban</i>	Luar Bandar <i>Rural</i>
		(<i>'000</i>)			(<i>'000</i>)	
Jumlah Perjalanan <i>Total Trips</i>	297,853	243,775	54,078	332,215	275,007	57,208
Individu <i>Individual</i>	21,820	17,719	4,102	72,470	60,881	11,589
Perjalanan Harian <i>Same Day Trip</i>	15,229	12,271	2,958	49,869	42,197	7,672
Perjalanan Bermalam <i>Overnight Trip</i>	6,592	5,448	1,144	22,602	18,685	3,917
Bersama Keluarga <i>With Family</i>	276,033	226,057	49,976	259,745	214,126	45,619
Perjalanan Harian <i>Same Day Trip</i>	183,634	146,472	37,161	172,633	142,345	30,289
Perjalanan Bermalam <i>Overnight Trip</i>	92,399	79,584	12,815	87,111	71,781	15,330

Jadual 5: Purata Bilangan Hari Menginap bagi Pelancong mengikut Strata, 2024 dan 2025

Table 5 : Average Length of Stay of Tourists by Strata, 2024 and 2025

	2024			2025		
	Strata / Strata			Strata / Strata		
	Jumlah <i>Total</i>	Bandar <i>Urban</i>	Luar Bandar <i>Rural</i>	Jumlah <i>Total</i>	Bandar <i>Urban</i>	Luar Bandar <i>Rural</i>
Purata Bilangan Hari Menginap <i>Average Length of Stay</i>	2.49	2.46	2.66	2.56	2.50	2.83
Bilangan Malam (<i>'000</i>) <i>No. of Nights (<i>'000</i>)</i>	246,690	209,505	37,185	280,370	225,874	54,496
Perjalanan Bermalam (<i>'000</i>) <i>Overnight Trip (<i>'000</i>)</i>	98,991	85,032	13,959	109,713	90,466	19,247

Jadual 6: Perbelanjaan Pelawat Domestik mengikut Komponen, 2024 dan 2025

Table 6: Expenditure of Domestic Visitors by Component, 2024 and 2025

Komponen <i>Component</i>	Jumlah Perbelanjaan <i>Total Expenditure</i> (RM '000)		Peratus Sumbangan <i>Percentage Share</i> (%)	
	2024	2025	2024	2025
A. Perbelanjaan oleh Pelawat <i>Expenditure by Visitors</i>	98,446,228	112,080,740	92.2	92.4
Membeli-belah <i>Shopping</i>	39,910,477	44,785,088	37.4	36.9
Pembelian Bahan Api Kenderaan <i>Purchase of Automotive Fuel</i>	13,507,890	16,407,253	12.7	13.5
Pengangkutan <i>Transport</i>	7,187,187	8,686,687	6.7	7.2
Makanan & Minuman <i>Food & Beverage</i>	17,342,498	19,541,197	16.2	16.1
Penginapan <i>Accommodation</i>	11,914,439	13,018,437	11.2	10.7
Perbelanjaan Sebelum Perjalanan/ Pakej/ Bayaran Masuk/ Tiket <i>Expenditure Before the Trip/ Package/ Entrance Fees/ Tickets</i>	4,147,411	4,746,120	3.9	3.9
Aktiviti-aktiviti Lain <i>Other Activities</i>	4,436,327	4,895,959	4.2	4.0
B. Perbelanjaan oleh Isi Rumah yang Dilawati <i>Expenditure by Visited Households</i>	8,299,883	9,199,883	7.8	7.6
Jumlah Perbelanjaan (A+B) <i>Total Expenditure (A+B)</i>	106,746,111	121,280,623	100.0	100.0

Jadual 7: Perjalanan Pelancongan Domestik mengikut Tujuan Utama dan Aktiviti, 2025

Table 7: Domestic Tourism Trips by Main Purpose of Visit and Activities, 2025

Tujuan Purpose	Peratus Sumbangan Percentage Share (%)	Aktiviti Activities			
Melawat saudara- mara & rakan <i>Visiting relatives & friends</i>	35.6	Melawat saudara- mara & rakan <i>Visiting relatives & friends</i>	Makan di luar/ restoran <i>Dining out/ restaurants</i>	Membeli-belah <i>Shopping</i>	Berehat & bersiar- siar <i>Rest & sight seeing</i>
Membeli-belah <i>Shopping</i>	24.6	Membeli-belah <i>Shopping</i>	Makan di luar/ restoran <i>Dining out/ restaurants</i>	Berehat & bersiar- siar <i>Rest & sight seeing</i>	Wayang gambar <i>Movies</i>
Percutian/ mengisi masa lapang/ berehat <i>Holiday/ leisure/ relaxation</i>	20.6	Makan di luar/ restoran <i>Dining out/ restaurants</i>	Aktiviti pantai/ laut <i>Beach/ sea activities</i>	Menghadiri aktiviti kesenian atau warisan <i>Attending arts or heritage activities</i>	Berehat & bersiar- siar <i>Rest & sight seeing</i>
Hiburan/ menghadiri acara khas/ sukan <i>Entertainment/ attending special event/ sports</i>	6.9	Makan di luar/ restoran <i>Dining out/ restaurants</i>	Membeli-belah <i>Shopping</i>	Berehat & bersiar- siar <i>Rest & sight seeing</i>	Sukan <i>Sports</i>
Rawatan perubatan/ penjagaan diri <i>Medical treatment/ wellness</i>	5.8	Mendapat rawatan perubatan <i>Medical treatment</i>	Makan di luar/ restoran <i>Dining out/ restaurants</i>	Membeli-belah <i>Shopping</i>	Berehat & bersiar- siar <i>Rest & sight seeing</i>
Perjalanan insentif/ lain-lain <i>Incentive travel/ others</i>	4.5	Makan di luar/ restoran <i>Dining out/ restaurants</i>	Berehat & bersiar- siar <i>Rest & sight seeing</i>	Membeli-belah <i>Shopping</i>	Lain-lain <i>Others</i>
Urusan rasmi/ perniagaan/ pendidikan <i>Official business/ business/ education</i>	1.0	Makan di luar/ restoran <i>Dining out/ restaurants</i>	Persidangan/ seminar/ mesyuarat/ pameran <i>Conferences/ seminars/ meetings/ exhibitions</i>	Membeli-belah <i>Shopping</i>	Perniagaan <i>Business</i>
Amal ibadat/ melawat rumah ibadat <i>Religious worship/ visit places of worship</i>	1.0	Makan di luar/ restoran <i>Dining out/ restaurants</i>	Amal ibadat <i>Religious worship</i>	Melawat rumah ibadat <i>Visit places of worship</i>	Membeli-belah <i>Shopping</i>
Jumlah Total	100.0				

Jadual 8A: Lima Destinasi Tumpuan Pelawat Domestik, 2025
Table 8A: Top Five Destinations Most Visited by Domestic Visitors, 2025

Negeri <i>State</i>	Lima Destinasi Tumpuan Pelawat Domestik <i>Top Five Destinations Most Visited by Domestic Visitors</i>	Negeri <i>State</i>	Lima Destinasi Tumpuan Pelawat Domestik <i>Top Five Destinations Most Visited by Domestic Visitors</i>
Johor	Toppen Shopping Centre Paradigm Mall Johor Bahru Pantai Desaru The Mall, Mid Valley Southkey Johor Premium Outlet	Perlis	Arked Niaga Padang Besar Wang Kelian View Point Taman Eko-Rimba Bukit Ayer Padang Waremart Medan Ikan Bakar Kuala Perlis
Kedah	Aman Central Mall Pantai Tanjung Dawai Pantai Merdeka Pantai Cenang Gunung Jerai	Selangor	IOI City Mall 1 Utama Shopping Centre Sunway Pyramid Ikea Damansara Setia City Mall
Kelantan	AEON Lembah Sireh Pasar Siti Khadijah KB Mall Pantai Tapang Pantai Melawi	Terengganu	KTCC Mall Pasar Besar Kedai Payang Pantai Penarik Pantai Teluk Ketapang Pantai Batu Buruk
Melaka	AEON MALL Bandaraya Melaka Dataran Pahlawan Melaka Megamall Pantai Klebang Freeport A' Famosa Outlet Jonker Walk	Sabah	Imago Shopping Mall Pekan Nabalu Pantai Anjung Aru Pulau Mabul Sungai Melangkap
Negeri Sembilan	Pantai Teluk Kemang AEON Mall Nilai Pantai Port Dickson PD Water Front Masjid Sri Sendayan	Sarawak	Kuching Waterfront Daesco Star Mega Mall Pasar Sentral Sibu The Spring Mall Bintulu Vivacity Megamall
Pahang	Genting Highlands Cameron Highlands East Cost Mall Pantai Teluk Cempedak Kuantan City Mall	W.P. Kuala Lumpur	Pavilion Kuala Lumpur SOGO Mid Valley Megamall Berjaya Times Square Axiata Arena Bukit Jalil
Pulau Pinang	Sunway Carnival Mall Queensbay Mall Gurney Plaza Pantai Teluk Bahang Kek Lok Si Temple	W.P. Labuan	Kompleks Sukan Laut Antarabangsa Labuan Dataran Labuan Kampung Patau-Patau Memorial Perang Dunia Kedua Pantai Pohon Batu
Perak	Ipoh Parade Shopping Centre Teluk Batik Concubine Lane Ipoh Night Market Bazar Karat Ipoh	W.P. Putrajaya	Dataran Putrajaya Alamanda Shopping Centre Masjid Putra Cruise Tasik Putrajaya Taman Saujana Hijau

Jadual 8B: Lima Daerah Pentadbiran Tumpuan Pelawat Domestik, 2025
Table 8B: Top Five Administrative Districts Most Visited by Domestic Visitors, 2025

Negeri State	Lima Daerah Pentadbiran Tumpuan Pelawat Domestik Top Five Administrative Districts Most Visited by Domestic Visitors	Negeri State	Lima Daerah Pentadbiran Tumpuan Pelawat Domestik Top Five Administrative Districts Most Visited by Domestic Visitors
Johor	Johor Bahru Batu Pahat Muar Kota Tinggi Segamat	Pulau Pinang	Timur Laut Barat Daya Seberang Perai Tengah Seberang Perai Utara Seberang Perai Selatan
Kedah	Kota Setar Langkawi Kuala Muda Baling Kulim	Perak	Kinta Larut & Matang Manjung Kuala Kangsar Batang Padang
Kelantan	Kota Bharu Bachok Pasir Mas Pasir Puteh Tanah Merah	Selangor	Petaling Sepang Gombak Kuala Selangor Hulu Langat
Melaka	Melaka Tengah Alor Gajah Jasin	Terengganu	Kuala Terengganu Kuala Nerus Kemaman Besut Dungun
Negeri Sembilan	Seremban Port Dickson Tampin Kuala Pilah Jempol	Sabah	Kota Kinabalu Ranau Tawau Sandakan Keningau
Pahang	Kuantan Bentong Cameron Highlands Rompin Temerloh	Sarawak	Kuching Sibu Bintulu Miri Sri Aman

***Nota:** Bagi Negeri Perlis, W.P. Kuala Lumpur, W.P. Labuan dan W.P. Putrajaya, tiada daerah pentadbiran

***Note:** For State of Perlis, W.P. Kuala Lumpur, W.P. Labuan dan W.P. Putrajaya, there is no administrative district

Jadual 9: Bilangan Pelawat Domestik mengikut Negeri Dikunjungi, 2018 - 2025*Table 9: Number of Domestic Visitors by State Visited, 2018 - 2025*

Negeri State	Bilangan Pelawat Domestik Number of Domestic Visitors ('000)							
	2018	2019	2020	2021	2022	2023	2024	2025
Johor	13,487	14,274	7,243	3,658	12,376	15,805	17,138	18,197
Kedah	14,480	14,831	10,108	4,023	11,186	13,444	14,651	15,608
Kelantan	9,846	10,986	6,058	1,921	6,627	7,549	10,514	12,062
Melaka	13,123	13,979	7,275	3,878	11,757	15,559	19,128	20,832
Negeri Sembilan	12,802	13,303	7,918	5,485	11,490	14,959	17,785	19,357
Pahang	18,111	18,498	9,905	3,405	13,189	16,456	20,174	23,161
Pulau Pinang	14,450	15,411	8,929	5,061	10,003	13,128	16,605	17,718
Perak	17,553	21,070	13,173	4,489	14,567	17,108	21,776	23,642
Perlis	2,156	2,088	1,193	407	1,669	1,951	3,225	3,756
Selangor	30,179	33,589	19,715	10,212	21,990	27,579	34,461	36,376
Terengganu	13,742	14,158	7,420	3,719	10,233	11,761	14,461	15,462
Sabah	20,360	22,035	10,337	3,815	12,589	16,080	20,592	22,361
Sarawak	19,380	19,793	9,393	6,511	15,465	17,901	19,626	22,722
W.P. Kuala Lumpur	19,165	22,633	12,435	9,116	16,913	22,233	26,983	35,060
W.P. Labuan	545	524	107	54	244	331	450	604
W.P. Putrajaya	1,892	1,949	451	223	1,306	1,900	2,557	3,146
Jumlah Total	205,408	221,272	239,121	131,660	65,976	171,603	213,744	290,065

Jadual 10: Bilangan Pelancong mengikut Negeri Dikunjungi, 2025
Table 10: Number of Tourists by State Visited, 2025

('000)																	
Negeri Asal State of Origin	Negeri Dikunjungi/ State Visited																
	Malaysia	Johor	Kedah	Kelantan	Melaka	Negeri Sembilan	Pahang	Pulau Pinang	Perak	Perlis	Selangor	Terengganu	Sabah	Sarawak	W.P. Kuala Lumpur	W.P. Labuan	W.P. Putrajaya
Malaysia	106,525.3	9,821.9	7,124.8	6,512.1	7,178.7	6,547.0	11,046.0	5,629.5	10,413.8	1,474.9	10,595.6	5,239.6	7,359.9	6,329.9	10,078.6	266.8	906.1
Johor	11,017.1	3,422.2	740.5	576.5	1,344.6	1,671.5	981.2	106.4	173.2	50.2	629.4	286.2	112.8	348.0	494.1	3.5	76.9
Kedah	5,289.1	114.9	1,234.0	286.0	259.9	112.4	282.1	431.2	698.2	160.2	329.1	341.1	128.3	85.1	734.3	7.4	85.0
Kelantan	3,869.6	103.1	101.5	912.3	181.9	67.0	212.8	93.3	132.2	12.1	690.7	752.1	80.1	126.6	297.2	2.6	104.0
Melaka	3,457.4	685.3	120.4	59.7	149.2	280.3	469.6	99.3	288.8	57.4	348.9	286.5	7.0	55.1	463.2	26.8	59.9
Negeri Sembilan	3,784.0	467.6	112.0	203.9	377.3	460.8	444.4	65.5	275.0	18.7	448.8	190.6	78.9	87.1	442.7	47.2	63.3
Pahang	8,438.6	585.3	193.7	655.1	305.1	287.9	2,599.8	241.7	701.1	60.7	930.4	903.3	7.8	63.9	824.8	22.7	55.2
Pulau Pinang	5,241.4	123.8	952.2	227.9	74.6	56.6	537.1	323.1	893.2	285.7	459.4	140.5	243.9	134.4	746.8	1.8	40.2
Perak	9,810.2	492.4	622.5	473.9	448.9	266.8	648.8	836.2	1,591.3	190.4	1,716.5	361.7	144.9	143.9	1,771.2	3.5	97.2
Perlis	1,261.1	41.0	279.7	85.7	92.9	65.0	78.5	177.2	196.3	25.9	82.3	33.1	4.0	1.2	79.7	7.0	11.8
Selangor	24,147.4	1,996.0	1,676.1	1,506.2	2,725.9	1,980.1	2,517.6	2,362.7	3,116.6	480.3	2,429.0	762.7	531.7	125.5	1,819.4	46.4	71.4
Terengganu	3,105.6	106.7	83.7	520.8	115.6	105.9	374.0	126.5	151.7	5.7	248.3	687.4	6.1	64.3	419.7	5.0	84.3
Sabah	8,898.1	73.5	315.7	296.5	50.6	95.5	212.0	64.5	110.0	14.7	574.1	84.0	5,536.0	561.9	783.7	71.6	53.7
Sarawak	5,665.5	30.2	25.9	89.9	97.0	51.5	8.8	138.2	18.4	4.4	322.4	3.5	149.6	4,128.1	575.3	9.6	12.7
W.P. Kuala Lumpur	11,690.0	1,470.0	619.6	524.9	916.0	937.4	1,635.1	548.4	2,017.8	97.9	1,335.4	387.1	138.3	390.1	578.9	6.8	86.2
W.P. Labuan	379.2	19.2	12.2	21.3	20.0	30.2	5.7	10.8	3.7	5.1	21.3	5.4	188.7	11.3	19.9	2.8	1.5
W.P. Putrajaya	471.1	90.7	35.1	71.4	19.2	78.1	38.5	4.6	46.4	5.6	29.6	14.6	1.5	3.2	27.6	2.3	2.8

Jadual 11: Taburan Peratus Pelawat Domestik mengikut Mod Pengangkutan, 2024 dan 2025

Table 11: Percentage Distribution of Domestic Visitors by Mode of Transport, 2024 and 2025

Mod Pengangkutan <i>Mode of Transport</i>	2024			2025		
	Pelawat Visitors	Pelawat Harian Excursionists	Pelancong Tourists	Pelawat Visitors	Pelawat Harian Excursionists	Pelancong Tourists
	(<i>%</i>)			(<i>%</i>)		
Jumlah/ Total	100.0	100.0	100.0	100.0	100.0	100.0
Udara/ Air	2.1	0.2	4.9	2.2	0.1	4.5
Air/ Water	0.3	0.1	0.8	0.3	0.1	0.5
Darat/ Land	97.6	99.7	94.3	97.5	99.8	95.0
Kenderaan Persendirian Private Vehicles	90.9	91.0	91.7	91.8	90.7	93.0
Teksi/ Taxi	4.1	4.6	2.1	4.0	5.7	1.1
Bas/ Bus	3.9	3.5	4.7	3.3	2.7	4.3
Kereta Api/ Train	1.1	0.9	1.5	0.9	0.9	1.6

Jadual 12: Taburan Peratus Pelancong mengikut Jenis Penginapan, 2024 dan 2025

Table 12: Percentage Distribution of Tourists by Type of Accommodation, 2024 and 2025

Jenis Penginapan <i>Type of Accommodation</i>	Peratus Percentage (<i>%</i>)	
	2024	2025
Jumlah/ Total	100.0	100.0
Rumah Saudara-mara & Rakan/ Relative & Friends' Houses	60.4	56.2
Hotel/ Hotel	21.7	23.1
Chalet/ Chalet	2.0	2.1
Apartmen/ Apartment	4.7	5.8
Inap Desa/ Rumah Percutian/ Homestay/ Vacation Homes	8.6	9.5
Rumah Rehat/ Rest House	2.6	3.3

Jadual 13: Profil Sosial & Demografi Pelawat Domestik, 2024 dan 2025
Table 13: Social & Demographic Profile of Domestic Visitors, 2024 and 2025

Jantina Sex	Kumpulan Umur Age Group	Peratus/ Percentage (%)	
		2024	2025
Jumlah/ Total			
	Jumlah/ Total	100.0	100.0
	15 - 24	19.2	20.6
	25 - 39	35.1	35.1
	40 - 54	27.4	25.1
	≥ 55	18.3	19.2
Lelaki/ Male			
	Jumlah/ Total	100.0	100.0
	15 - 24	18.9	20.3
	25 - 39	35.5	36.2
	40 - 54	28.2	24.8
	≥ 55	17.4	18.7
Perempuan/ Female			
	Jumlah/ Total	100.0	100.0
	15 - 24	19.5	21.0
	25 - 39	34.7	33.8
	40 - 54	26.6	25.5
	≥ 55	19.2	19.7
	Kumpulan Etnik Ethnic group	Peratus/ Percentage (%)	
		2024	2025
Jumlah/ Total			
	Bumiputera/ Bumiputera	63.0	62.1
	Cina/ Chinese	22.4	23.6
	India/ Indians	6.8	6.3
	Lain-Lain/ Others	7.8	8.0
	Sijil Tertinggi Diperoleh Highest Certificate Obtained	Peratus/ Percentage (%)	
		2024	2025
Jumlah/ Total			
	Tertiari/ Tertiary	35.8	35.5
	Menengah/ Secondary	48.8	48.4
	Rendah/ Primary	12.3	12.8
	Tiada Pendidikan Rasmi No Formal Education	3.1	3.3

Jadual 13: Profil Sosial & Demografi Pelawat Domestik, 2024 dan 2025 (samb.)
Table 13: Social & Demographic Profile of Domestic Visitors, 2024 and 2025 (cont.)

	Pendapatan Bulanan Isi Rumah (RM) <i>Monthly Household Income (RM)</i>	Peratus/ Percentage (%)	
		2024	2025
Jumlah/ Total		100.0	100.0
	≤ 1,000	4.1	4.0
	1,001 - 3,000	25.9	26.1
	3,001 - 5,000	26.0	26.2
	5,001 - 10,000	31.8	31.7
	≥ 10,001	12.2	12.0
	Status Guna Tenaga <i>Employment Status</i>	Peratus/ Percentage (%)	
		2024	2025
Jumlah/ Total		100.0	100.0
	Bekerja <i>Employed</i>	61.3	60.2
	Profesional/ Teknikal <i>Professional/ Technical</i>	16.7	16.6
	Pengurusan/ Pentadbiran <i>Managerial/ Administrative</i>	3.5	3.6
	Jurujual/ Perkeranian <i>Sales Person/ Clerical</i>	21.8	21.3
	Pekerja Am <i>General Worker</i>	9.7	9.4
	Lain-lain <i>Others</i>	9.6	9.3
	Tidak Bekerja/ Luar Tenaga Buruh <i>Unemployed/ Outside Labour Force</i>	38.7	39.8
	Tidak Bekerja <i>Unemployed</i>	5.1	5.4
	Pesara <i>Retiree</i>	5.4	4.8
	Pelajar <i>Student</i>	12.4	12.8
	Suri Rumah <i>Housewife</i>	15.8	16.8

BAHAGIAN *PART* 3

NOTA TEKNIKAL *TECHNICAL NOTES*



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Objektif survei

Objektif utama Survei Pelancongan Domestik (DTS) ialah untuk mengukur prestasi pelancongan domestik, mengumpul maklumat berkaitan profil serta corak perbelanjaan pelancongan domestik. Maklumat yang diperolehi 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 sosial & demografi semua ahli isi rumah.

Semakan kualiti dijalankan dengan mengadakan lawatan semula bagi isi rumah terpilih untuk memastikan borang soal selidik lengkap diisi.

Data yang dipungut

Soal selidik telah direka bentuk bagi membolehkan pengumpulan data yang berkaitan profil sosial & demografi dan maklumat terperinci berkaitan ciri-ciri ekonomi pelawat domestik.

Semua ahli isi rumah ditanya berkaitan maklumat berikut:

- a) Perhubungan dengan ketua isi rumah;
- b) Jantina;
- c) Umur;
- d) Kumpulan etnik dan kewarganegaraan;
- e) Sijil tertinggi diperolehi;
- 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 kedua-dua kawasan bandar dan luar bandar bagi negeri-negeri di Malaysia.

Survei ini meliputi residen yang tinggal di tempat kediaman persendirian dan tidak termasuk mereka yang tinggal di institusi-institusi seperti hotel, asrama, hospital, penjara, berek tentera dan rumah tumpangan.

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

Tempat kediaman

Tempat kediaman ditakrifkan sebagai sebarang jenis tempat tertutup yang bebas dan berasingan yang dibina sebagai (atau dijadikan) rumah untuk kediaman. Unit sampel terakhir dalam survei ini ialah tempat kediaman dan hanya tempat kediaman persendirian dijadikan sampel.

Isi rumah

Isi rumah ditakrifkan sebagai seorang atau sekumpulan orang yang bersaudara atau tidak bersaudara yang biasanya tinggal bersama dan membuat peruntukan yang sama untuk makanan dan keperluan-keperluan hidup lain.

Rangka pensampelan

Rangka pensampelan bagi 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 - Strata 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).

Sebanyak 2,830 BP telah terpilih dan bilangan TK yang perlu diliputi pula adalah sebanyak 22,640 TK. Seterusnya, BP-BP tersebut diagihkan secara seragam pada setiap bulan untuk memudahkan kerja lapangan/ logistik.

Bilangan saiz sampel terpilih untuk DTS 2025 adalah seperti di Jadual 1.

Jadual 1: Saiz Sampel Survei Pelancongan Domestik mengikut Negeri, 2025

Negeri	Saiz Sampel	
	BP	TK
Johor	244	1,952
Kedah	222	1,776
Kelantan	179	1,432
Melaka	180	1,440
Negeri Sembilan	169	1,352
Pahang	216	1,728
Pulau Pinang	205	1,640
Perak	231	1,848
Perlis	102	816
Selangor	256	2,048
Terengganu	133	1,064
Sabah	236	1,888
Sarawak	221	1,768
W.P. Kuala Lumpur	140	1,120
W.P. Labuan	51	408
W.P. Putrajaya	45	360
Jumlah	2,830	22,640

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 2025 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.

Destinasi utama

Destinasi utama perjalanan pelancongan ditakrifkan sebagai tempat di mana tujuan utama perjalanan tersebut dilakukan. Walau bagaimanapun, sekiranya tiada destinasi utama yang dapat diberikan oleh pelawat, maka destinasi utama akan dikelaskan berdasarkan masa yang diambil semasa berada di destinasi tersebut. Seterusnya, jika pelawat masih tidak dapat menetapkan destinasi utama, maka destinasi utama ditetapkan berdasarkan jarak yang paling jauh dengan tempat tinggal biasa.

Purata perbelanjaan per perjalanan

Merujuk kepada perbelanjaan per pelawat bagi setiap perjalanan. Pengiraan dibuat dengan membahagikan jumlah perbelanjaan dengan bilangan perjalanan.

$$\text{Purata perbelanjaan per perjalanan} = \frac{\sum \text{Jumlah perbelanjaan}}{\sum \text{Bilangan perjalanan}}$$

Purata bilangan hari menginap

Merujuk kepada bilangan hari menginap bagi setiap perjalanan. Pengiraan dibuat dengan membahagikan bilangan malam dengan bilangan perjalanan bermalam.

$$\text{Purata bilangan hari menginap} = \frac{\sum \text{Bilangan malam}}{\sum \text{Bilangan perjalanan bermalam}}$$

Tujuan utama perjalanan

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

- a) Melawat rakan & saudara-mara;
- b) Percutian/ mengisi masa lapang/ berehat;
- c) Hiburan/ menghadiri acara khas/ sukan;
- d) Membeli belah;
- e) Rawatan perubatan/ penjagaan diri;
- f) Urusan rasmi/ pendidikan;
- g) Amal ibadat/ melawat rumah ibadat; dan
- h) Perjalanan insentif/ 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
$\geq$	Lebih daripada atau sama dengan
$\leq$	Kurang daripada atau sama dengan
W.P.	Wilayah Persekutuan

Objective

The main objectives of the Domestic Tourism Survey (DTS) are to measure the domestic tourism performance, to collect information on the profile and pattern of domestic travel spending. The information obtained serves to assist the government in the planning and formulation of the national tourism policy. The data collected are intended to:

- a) Provide input for the compilation of the Tourism Satellite Account (TSA) developed by the Department of Statistics Malaysia; and*
- b) Meet the demands for data from agencies related to tourism industries.*

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 social & 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 profile and detailed information relating to the economic characteristics of the domestic visitors.

All household members will be asked the following information:

- a) Relationship with the head of household;*
- b) Sex;*
- c) Age;*
- d) Ethnic 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 both urban and rural areas of all the states in Malaysia.

The survey covered residents living in private dwellings and excludes those living in institutions such as hotels, hostels, hospitals, prisons, military barracks and boarding houses.

For reporting purposes, only the details of residents aged 15 years and above who make domestic tourism trips will be collected.

Living quarters

Living quarters is defined as any structurally separated and independent enclosure which is constructed as (or converted to) quarters intended for living purposes. The ultimate sampling unit in this survey is the living quarters and only private living quarters are sampled.

Household

A household is defined as a person or a group of related or unrelated persons who usually live together and make common provision for food and other essentials of living.

Sampling frame

The sampling frame used for the 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 area is defined as areas contiguous to a gazetted area and had at least 60 per cent of their population (aged 15 years and above) engaged in non-agricultural activities.

Sampling design

A stratified two-stage sampling design is adopted, that is:

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

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 2,830 EBs were selected, comprising 22,640 LQs. Subsequently, all EBs will be distributed on a monthly basis to facilitate field work/ logistics.

The number of selected sample size for DTS 2025 is shown in Table 1.

Table 1: Sample Size of Domestic Tourism Survey by State, 2025

State	Sample Size	
	EB	LQ
Johor	244	1,952
Kedah	222	1,776
Kelantan	179	1,432
Melaka	180	1,440
Negeri Sembilan	169	1,352
Pahang	216	1,728
Pulau Pinang	205	1,640
Perak	231	1,848
Perlis	102	816
Selangor	256	2,048
Terengganu	133	1,064
Sabah	236	1,888
Sarawak	221	1,768
W.P. Kuala Lumpur	140	1,120
W.P. Labuan	51	408
W.P. Putrajaya	45	360
Total	2,830	22,640

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 2025 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

The usual environment of an individual is defined as the geographical area (not necessarily a contiguous one) within which an individual conducts his/ her regular life routines.

Usual residence

The place of usual residence is the geographical place where the enumerated person usually resides.

Tourism facilities

Tourism facilities are all facilities that assists in the success of tourism activities such as accommodation, food & beverage and transportation.

Tourism activities

Tourism activities refer to the things done while travelling or during travel trips.

Domestic tourism expenditure

Domestic tourism expenditure refers to the tourism expenditure of a resident visitor within the economy of reference. It refers to the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during the tourism trips. It includes expenditure by visitors themselves, as well as expenses that are paid for or reimbursed by others (example: employer). However, the following payments are excluded from domestic tourism expenditure:

- a) The purchase of financial and non-financial assets, including land and real estate, but excluding valuables; and*
- b) The purchase of goods for resale purposes, either on behalf of third party (producers or others) or own account.*

For domestic tourism, the components of expenditure are as follows:

i. Shopping

The purchase of goods during the trip including valuables such as jewellery, painting and others.

ii. Purchase of automotive fuel

Petrol, diesel and Natural Gas Vehicle (NGV).

iii. Transportation

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.

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 centre, spa activity, registration fee of conference/ competition & others and gambling.

ix. Expenditure by visited households

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

Main destination

The main destination of a tourism trip is defined as the place visited that is central to the decision to take the trip. However, if no such place can be identified by the visitor, the main destination is defined as the place where he/ she spent most of his/ her time during the trip. Again, if no such place can be identified by the visitor, then the main destination is defined as the place that is the farthest from the place of usual residence.

Average expenditure per trip

Refers to expenditure per visitor for each trip. This is computed by dividing the total of expenditure by total number of trips.

$$\text{Average expenditure per trip} = \frac{\sum \text{Total of expenditure}}{\sum \text{Number of trips}}$$

Average length of stay

Refers to average duration of stay per trips. Computed by dividing the total number of nights by total number of overnight trips.

$$\text{Average length of stay} = \frac{\sum \text{Number of nights}}{\sum \text{Number of overnight trips}}$$

Main purpose of trips

The main purpose means the main reason for visitor in making a trip. The classification of tourism trips according to the main purpose are as follows:

- a) Visiting friends & relatives;*
- b) Holiday/ leisure/ relaxation;*
- c) Entertainment/ attending special event/ sports;*
- d) Shopping;*
- e) Medical treatment/ wellness;*
- f) Official business/ education;*
- g) Religious worship/ visit places of worship; and*
- h) Incentive travel/ dining/ others.*

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/ relative/ friend houses/ 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) Indians; 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:

<i>0.0</i>	<i>Less than half the smallest unit shown. For example, less than 0.05 per cent</i>
<i>-</i>	<i>Not applicable</i>
<i>&</i>	<i>and</i>
<i>%</i>	<i>per cent</i>
<i>RM</i>	<i>Ringgit Malaysia</i>
<i>≥</i>	<i>more than or equal to</i>
<i>≤</i>	<i>less than or equal to</i>
<i>W.P.</i>	<i>Wilayah Persekutuan</i>

LAMPIRAN

APPENDIX



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Lampiran 1: Senarai Cuti Umum dan Cuti Sekolah Malaysia, 2025
Appendix 1: List of Malaysia's Public Holidays and School Holidays, 2025

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>
	27	Israk dan Mikraj
	29	Tahun Baru Cina/ <i>Chinese New Year</i>
Februari <i>February</i>	1	Hari Wilayah Persekutuan/ <i>Federal Territory Day</i>
	11	Thaipusam
Mac <i>March</i>	2	Awal Ramadan
	4	Hari Ulang Tahun Pertabalan D.Y.M.M Sultan Terengganu <i>Installation Anniversary of D.Y.M.M Sultan of Terengganu</i>
	18	Hari Nuzul Al-Quran
	23	Hari Keputeraan D.Y.M.M Sultan Johor <i>Birthday of D.Y.M.M Sultan of Johor</i>
	30	Hari Jadi T.Y.T Yang di-Pertua Negeri Sabah <i>Birthday of T.Y.T Yang di-Pertua Negeri Sabah</i>
	31	Hari Raya Aidilfitri
April <i>April</i>	18	Good Friday
	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>
	12	Hari Wesak
	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>
	30 - 31	Tadau Ka'amatan/ <i>Harvest festival</i>
Jun <i>June</i>	1 - 2	Hari Gawai/ <i>Harvest Festival</i>
	2	Hari Keputeraan Yang di-Pertuan Agong <i>Birthday of Yang di-Pertuan Agong</i>
	7	Hari Raya Haji

Lampiran 1: Senarai Cuti Umum dan Cuti Sekolah Malaysia, 2025
Appendix 1: List of Malaysia's Public Holidays and School Holidays, 2025 (cont.)

Bulan <i>Month</i>	Tarikh <i>Date</i>	Cuti <i>Holiday</i>
Jun <i>June</i>	22	Hari Keputeraan D.Y.M.M Sultan Kedah <i>Birthday of D.Y.M.M Sultan of Kedah</i>
	27	Awal Muharram
Julai <i>July</i>	7	Hari Bandar Warisan Dunia Georgetown
	12	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>
	25	Hari Keputeraan D.Y.M.M Sultan Pahang <i>Birthday of D.Y.M.M Sultan of Pahang</i>
	31	Hari Hol Almarhum Sultan Iskandar
Ogos <i>August</i>	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>	5	Maulidur Rasul
	16	Hari Malaysia/ Malaysia Day
	29	Hari Keputeraan D.Y.M.M Sultan Kelantan <i>Birthday of D.Y.M.M Sultan of Kelantan</i>
Oktober <i>October</i>	11	Hari Jadi T.Y.T Yang di-Pertua Negeri Sarawak <i>Birthday of T.Y.T Yang di-Pertua Negeri Sarawak</i>
	20	Hari Deepavali
November <i>November</i>	7	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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