



KEMENTERIAN EKONOMI
JABATAN PERANGKAAN MALAYSIA

SURVEI PELANCONGAN DOMESTIK

DOMESTIC TOURISM SURVEY

NEGERI SEMBILAN

2022

Pemakluman

Jabatan Perangkaan Malaysia (DOSM) sedang menjalankan Banci Ekonomi pada tahun 2023. DOSM amat menghargai kerjasama daripada responden dalam memberikan maklumat kepada DOSM serta menjayakan banci ini. Sila layari www.dosm.gov.my untuk maklumat lanjut.

DOSM telah melancarkan OpenDOSM NextGen sebagai medium yang menyediakan katalog data dan visualisasi bagi memudahkan pengguna menganalisis pelbagai data. OpenDOSM NextGen ialah platform perkongsian data sumber terbuka dan boleh diakses melalui portal <https://open.dosm.gov.my>.

Kerajaan Malaysia telah mengisytiharkan Hari Statistik Negara (MyStats Day) pada 20 Oktober setiap tahun. Tema sambutan MyStats Day adalah “Statistik Nadi Kehidupan”.

Announcement

The Department of Statistics Malaysia (DOSM) is conducting the Economic Census in 2023. DOSM greatly appreciates the cooperation of respondents in providing information and ensuring the success of this census. Please visit www.dosm.gov.my for more information.

DOSM has launched OpenDOSM NextGen as a medium that provides a catalogue of data and visualisation to facilitate users in analysing various data. OpenDOSM NextGen is an open source data sharing platform and accessible through <https://open.dosm.gov.my> portal.

The Government of Malaysia has declared National Statistics Day (MyStats Day) on October 20 each year. MyStats Day theme is “Statistics is the Essence of Life”.

JABATAN PERANGKAAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA

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

Jabatan Perangkaan Malaysia

Department of Statistics Malaysia

Blok C6 & C7, Kompleks C,

Pusat Pentadbiran Kerajaan Persekutuan

62514 Putrajaya,

MALAYSIA

Tel.	:	03-8885 7000
Faks	:	03-8888 9248
Portal	:	https://www.dosm.gov.my
Facebook/ Twitter/ Instagram/ YouTube	:	StatsMalaysia
Emel/ <i>Email</i>	:	info@dosm.gov.my (pertanyaan umum/ <i>general enquiries</i>) data@dosm.gov.my (pertanyaan & permintaan data/ <i>data request & enquiries</i>)

Harga/ *Price* : RM25.00

Diterbitkan pada September 2023/ *Published in September 2023*

Hakcipta terpelihara/ *All rights reserved.*

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

“Sumber: Jabatan Perangkaan Malaysia”

No part of this publication may be reproduced or distributed in any form or by any means or stored in database without the prior written permission from Department of Statistics Malaysia. Users reproducing content of this publication with or without adaptation should quote the following:

“Source: Department of Statistics Malaysia”

ISSN 2710-5490



Laporan Survei Pelancongan Domestik 2022 memaparkan statistik berkaitan pelancongan domestik di Negeri Sembilan. Statistik yang dilaporkan dalam laporan ini diperoleh daripada Survei Pelancongan Domestik (DTS) 2022. Statistik utama yang dilaporkan adalah pelawat domestik, jenis perjalanan, jumlah terimaan dan profil sosial & demografi. Pelaksanaan DTS adalah mengikut garis panduan dan syor *United Nations World Tourism Organization* (UNWTO) dengan merujuk kepada *International Recommendations for Tourism Statistics 2008* (IRTS 2008).

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

Penerbitan ini terbahagi kepada tiga bahagian. Bahagian pertama laporan memfokuskan kepada ringkasan penemuan daripada survei ini. Bahagian kedua pula membentangkan jadual terperinci serta jadual siri masa bagi menerangkan prestasi pelancongan domestik Negeri Sembilan. Bahagian ketiga pula 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, agensi kerajaan dan semua pihak yang telah menyumbang dalam menjayakan survei ini. Setiap maklum balas dan cadangan untuk penambahbaikan laporan ini pada masa akan datang amat dihargai.

DATO' SRI DR. MOHD UZIR MAHIDIN
Ketua Perangkawan Malaysia

September 2023



PREFACE

The report of Domestic Tourism Survey 2022 presents the statistics related to domestic tourism in Negeri Sembilan. The statistics reported in this publication were obtained from Domestic Tourism Survey (DTS) 2022. The principal statistics reported are domestic visitors, type of trips, total receipts and social & demographic profiles. Implementation of DTS follows the guidelines and recommendations of the United Nations World Tourism Organization (UNWTO) with reference to the International Recommendations for Tourism Statistics 2008 (IRTS 2008).

Domestic tourism statistics are important information which is used as inputs for domestic tourism potential market analysis, policy formulation as well as for planning, implementing and monitoring programmes related to domestic tourism in Negeri Sembilan. 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 explain the performance of domestic tourism in Negeri Sembilan. 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, government agencies, and all parties who had contributed to the success of this survey. Every feedback and suggestion towards improving future reports is highly appreciated.

DATO' SRI DR. MOHD UZIR MAHIDIN
Chief Statistician Malaysia

September 2023



Kata Pengantar <i>Preface</i>		i
Kandungan <i>Contents</i>		iii
Prestasi Pelancongan Domestik Malaysia Suku Tahun Pertama 2023 <i>Performance of Domestic Tourism in Malaysia for First Quarter 2023</i>		v
Prestasi Pelancongan Domestik Malaysia Suku Tahun Kedua 2023 <i>Performance of Domestic Tourism in Malaysia for Second Quarter 2023</i>		xvii
Bahagian <i>Part</i>	1	Statistik Utama Pelancongan Domestik & Ringkasan Penemuan <i>Key Statistics of Domestic Tourism & Summary of Findings</i>
Bahagian <i>Part</i>	2	Jadual Statistik <i>Statistical Tables</i>
1. Statistik Penting Pelancongan Domestik, Negeri Sembilan, 2017 - 2022 <i>Key Statistics of Domestic Tourism, Negeri Sembilan, 2017 - 2022</i>		29
2. Bilangan Pelawat Domestik mengikut Jenis Pelawat ke Negeri Sembilan, 2021 dan 2022 <i>Number of Domestic Visitors by Type of Visitors to Negeri Sembilan, 2021 and 2022</i>		30
3. Bilangan Perjalanan Pelancongan Domestik ke Negeri Sembilan, 2021 dan 2022 <i>Number of Domestic Tourism Trips to Negeri Sembilan, 2021 and 2022</i>		30
4. Terimaan Pelancongan Domestik mengikut Jenis Perjalanan, Negeri Sembilan, 2021 dan 2022 <i>Receipts of Domestic Tourism by Type of Trip, Negeri Sembilan, 2021 and 2022</i>		31
5. Bilangan Perjalanan Pelancongan Domestik mengikut Jenis Perjalanan ke Negeri Sembilan, 2021 dan 2022 <i>Number of Domestic Tourism Trips by Type of Trip to Negeri Sembilan, 2021 and 2022</i>		31
6. Purata Bilangan Hari Menginap bagi Pelancong ke Negeri Sembilan, 2021 dan 2022 <i>Average Length of Stay of Tourists to Negeri Sembilan, 2021 and 2022</i>		31
7. Jumlah Terimaan daripada Pelawat Domestik ke Negeri Sembilan mengikut Komponen, 2021 dan 2022 <i>Total Receipts from Domestic Visitors to Negeri Sembilan by Component, 2021 and 2022</i>		32



8.	Perjalanan Pelancongan Domestik ke Negeri Sembilan mengikut Tujuan Utama, 2022	33	
	<i>Domestic Tourism Trips to Negeri Sembilan by Main Purposes of Visit, 2022</i>		
9.	Lima Destinasi Utama yang dilawati oleh Pelawat Domestik dan Pelancong ke Negeri Sembilan, 2021 dan 2022	34	
	<i>Top Five Main Destinations Visited by Domestic Visitors and Tourists to Negeri Sembilan, 2021 and 2022</i>		
10.	Bilangan Pelancong mengikut Negeri Dikunjungi, 2022	35	
	<i>Number of Tourists by State Visited, 2022</i>		
11.	Taburan Peratus Pelawat Domestik Berkunjung ke Negeri Sembilan mengikut Mod Pengangkutan, 2021 dan 2022	36	
	<i>Percentage Distribution of Domestic Visitors Arrivals to Negeri Sembilan by Mode of Transport, 2021 and 2022</i>		
12.	Taburan Peratus Pelancong Berkunjung ke Negeri Sembilan mengikut Jenis Penginapan, 2021 dan 2022	36	
	<i>Percentage Distribution of Tourists Arrivals to Negeri Sembilan by Types of Accommodation, 2021 and 2022</i>		
13.	Profil Sosial & Demografi Pelawat Domestik ke Negeri Sembilan, 2021 dan 2022	37	
	<i>Social & Demographic Profiles of Domestic Visitors to Negeri Sembilan, 2021 and 2022</i>		
14.	Bilangan Hotel dan Bilik mengikut Penarafan Bintang, Negeri Sembilan, 2022	39	
	<i>Number of Hotel and Room by Star Rating, Negeri Sembilan, 2022</i>		
15.	Bilangan Hotel dan Bilik mengikut Lokasi, Negeri Sembilan, 2022	39	
	<i>Number of Hotel and Room by Location, Negeri Sembilan, 2022</i>		
Bahagian <i>Part</i>	3	Nota Teknikal <i>Technical Notes</i>	43
Lampiran <i>Appendix</i>			71

PRESTASI PELANCONGAN DOMESTIK MALAYSIA



SUKU TAHUN PERTAMA 2023

Bilangan Pelawat Domestik

- Bilangan pelawat domestik pada suku tahun pertama 2023 ialah **48.6 juta orang** berbanding **46.8 juta orang** pada suku tahun keempat 2022, meningkat **3.9%**.

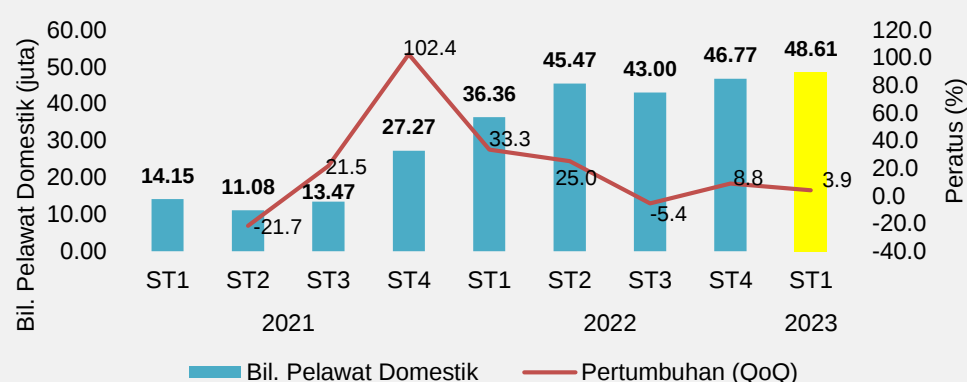


Jan - Mac 2023: 48.6 juta pelawat (QoQ: 3.9%)
Jan - Mac 2022: 36.4 juta pelawat (YoY: 33.7%)



PELAWAT DOMESTIK

Bilangan Pelawat Domestik mengikut Suku Tahun, 2021 - 2023



YoY **2023/2022**
33.7%

YoY **2023/2019**
-11.6%

Jumlah Perbelanjaan Pelawat Domestik

- Jumlah perbelanjaan pada suku tahun pertama 2023 ialah **RM19.2 bilion** berbanding pada ST4 2022 iaitu **RM18.4 bilion**, meningkat **4.6%**.

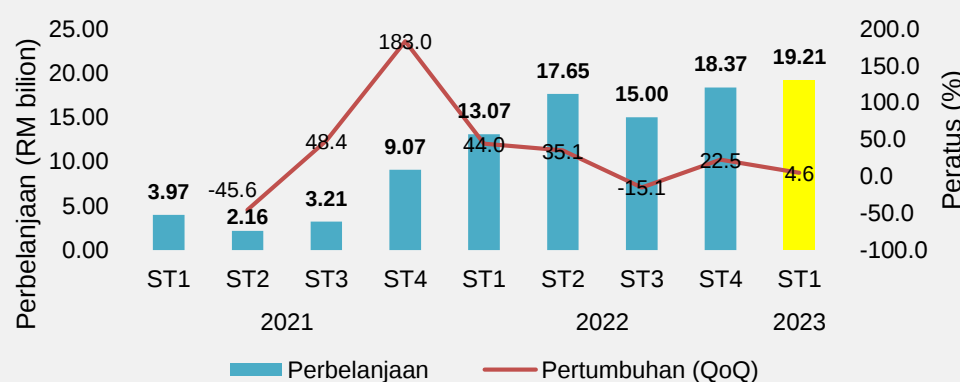


Jan - Mac 2023: RM19.2 bilion (QoQ: 4.6%)
Jan - Mac 2022: RM13.1 bilion (YoY: 47.0%)



JUMLAH PERBELANJAAN

Jumlah Perbelanjaan Pelancongan Domestik mengikut Suku Tahun, 2021 - 2022



YoY **2023/2022**
47.0%

YoY **2023/2019**
-21.7%

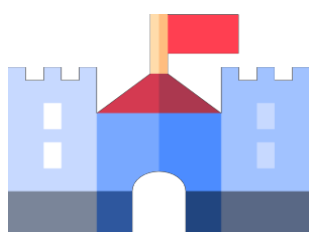
Nota. QoQ: Suku Tahun ke Suku Tahun
YoY: Tahun ke Tahun



Suku Tahun Pertama 2023

Indikator Pelancongan Terpilih (Taman Tema, Zoo dan Penginapan)

TAMAN TEMA



Suku
Pertama

QoQ

14.0%



YoY

59.5%



Indeks Hasil TamanTema



ZOO



Suku
Pertama

QoQ

4.3%

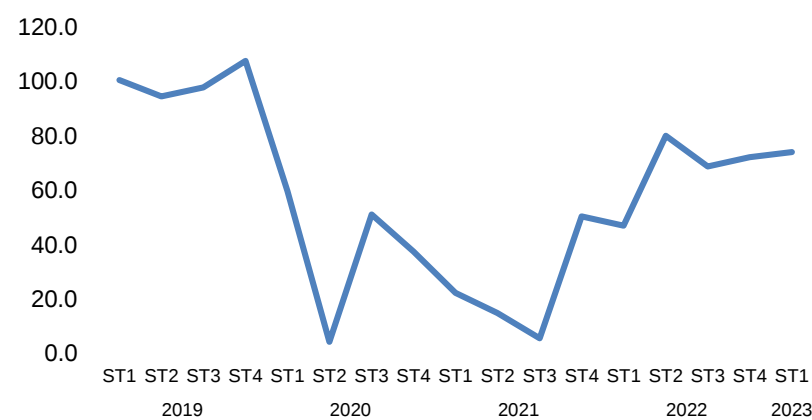


YoY

13.2%



Indeks Hasil Zoo



PENGINAPAN



Suku
Pertama

QoQ

1.9%

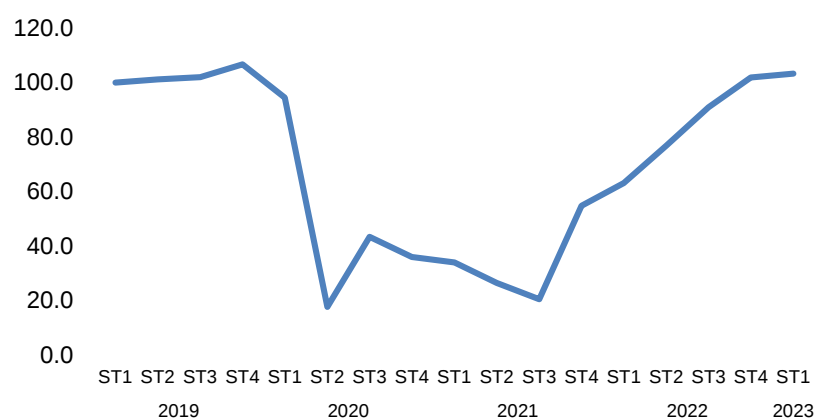


YoY

0.5%



Indeks Hasil Penginapan



@StatsMalaysia



**BANCI 2024
PERTANIAN**
KUNCI KEMAJUAN PERTANIAN

B/23
BANCI EKONOMI 2023
DATA PEMANGKIN EKONOMI NEGARA



**MALAYSIA
MADANI**



Suku Tahun Pertama 2023

Indikator Pelancongan Terpilih (Hotel dan Penginapan Lain mengikut Penarafan Bintang)

5



Suku
Pertama

QoQ

-1.4%



YoY

39.2%



Kadar Penghunian
Hotel 5 Bintang



3



Suku
Pertama

QoQ

-11.3%



YoY

36.4%



Kadar Penghunian
Hotel 3 Bintang



4



Suku
Pertama

QoQ

0.6%



YoY

32.3%



Kadar Penghunian
Hotel 4 Bintang



LAIN-LAIN*



Suku
Pertama

QoQ

2.1%

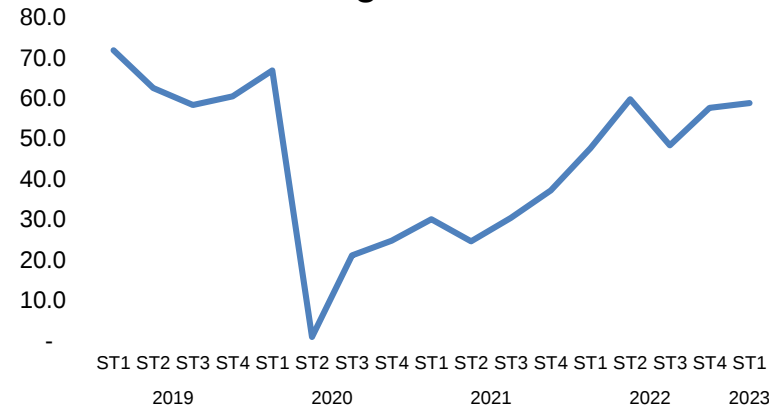


YoY

23.5%



Kadar Penghunian
Hotel 2 Bintang/ Chalet/ Motel



*Nota. Termasuk Hotel 2 bintang ke bawah, Chalet/ Motel dan tiada bintang



@StatsMalaysia



BANI 2024
PERTANIAN
KUNCI KEMAJUAN PERTANIAN



MALAYSIA
MADANI



Suku Tahun Pertama 2023

Indikator Pelancongan Terpilih (Hotel dan Penginapan Lain mengikut Lokasi)

BUKIT



Suku
Pertama

QoQ

-1.9%

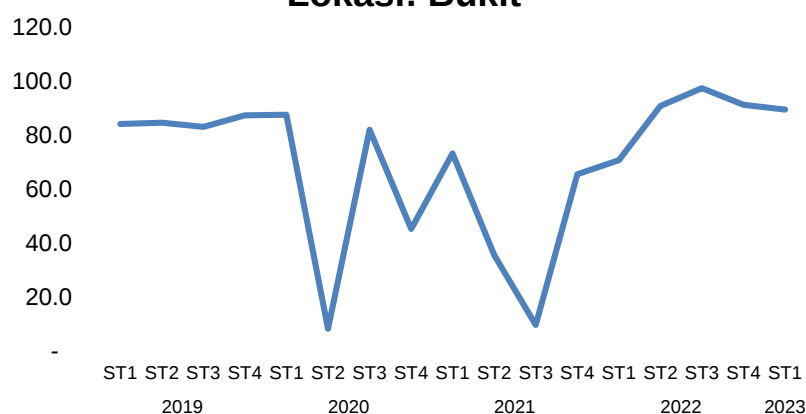


YoY

26.6%



Kadar Penghunian
Lokasi: Bukit



BANDAR



Suku
Pertama

QoQ

-8.9%

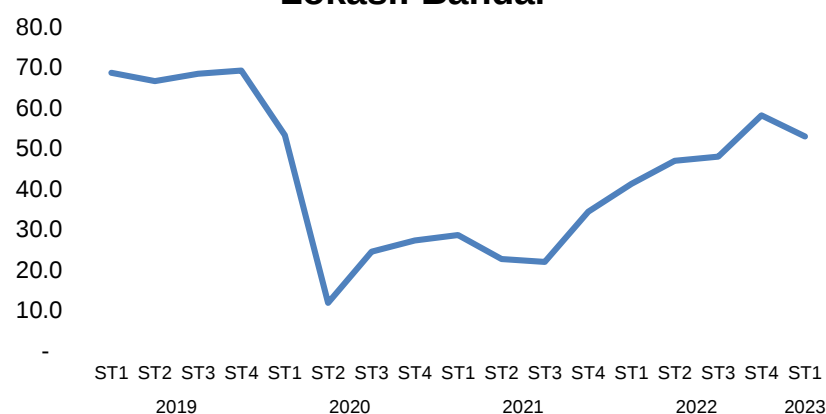


YoY

28.3%



Kadar Penghunian
Lokasi: Bandar



PANTAI



Suku
Pertama

QoQ

4.3%



YoY

19.2%



Kadar Penghunian
Lokasi: Pantai



@StitsMalaysia



**BANCI 2024
PERTANIAN**
KUNCI KEMAJUAN PERTANIAN

B/23
BANCI EKONOMI 2023
DATA PEMANGKIN EKONOMI NEGARA



**MALAYSIA
MADANI**



Suku Tahun Pertama 2023

Indikator Pelancongan Terpilih (Ketibaan di Lapangan Terbang, Ketibaan Pelancong, Trafik Lebuhraya dan Jualan Petrol)

KETIBAAN DI LAPANGAN TERBANG



Suku
Pertama

QoQ

7.3%

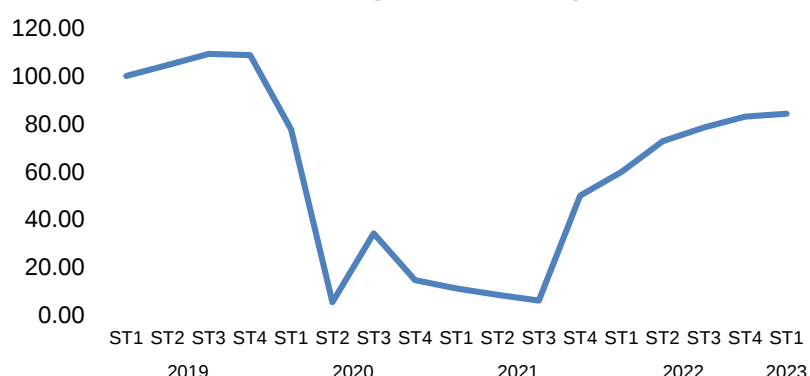


YoY

68.5%



Indeks Ketibaan Pelawat Domestik di Lapangan Terbang



KETIBAAN PELANCONG (INBOUND)



Suku
Pertama

QoQ

-2.9%

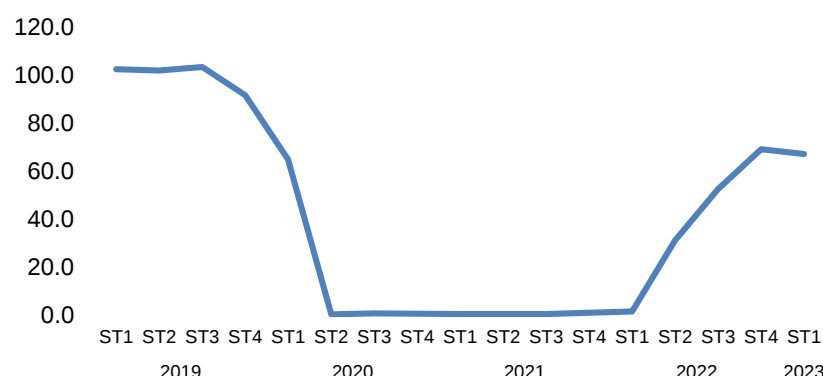


YoY

4371.6%



Indeks Ketibaan Pelancong (Inbound)



TRAFIK LEBUHRAYA



Suku
Pertama

QoQ

0.8%

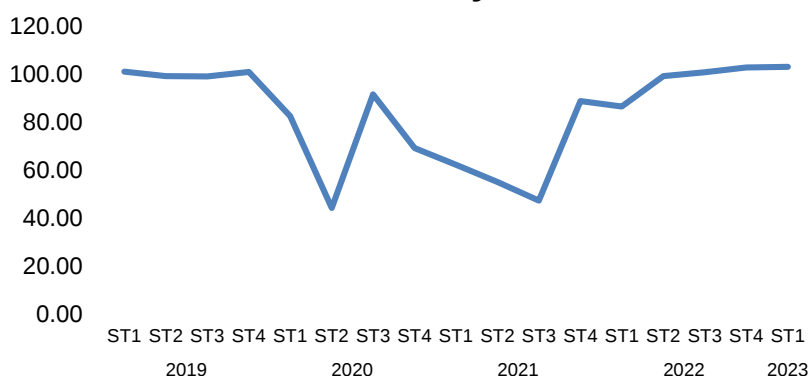


YoY

19.8%



Indeks Kenderaan Melalui Lebuhraya



JUALAN PETROL



Suku
Pertama

QoQ

1.7%

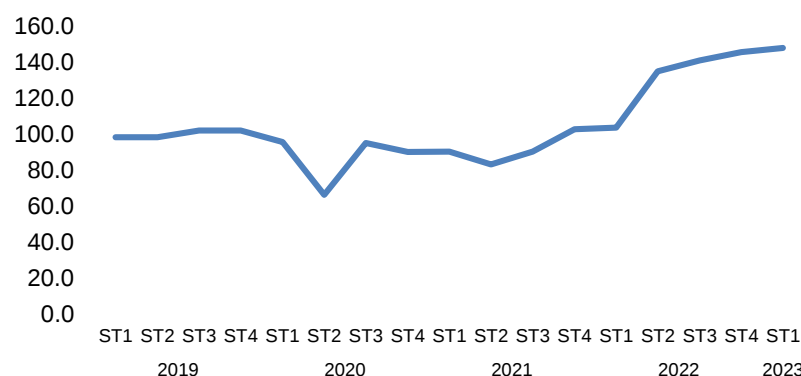


YoY

42.9%



Indeks Jualan Runcit Bahan Api Kenderaan



@StatsMalaysia



BANI 2024
PERTANIAN
KUNCI KEMAJUAN PERTANIAN

BANI 23
BANI EKONOMI 2023
DATA PEMANGKIN EKONOMI NEGARA



MALAYSIA
MADANI



Muka surat ini sengaja dibiarkan kosong
This page is deliberately left blank

PERFORMANCE OF DOMESTIC TOURISM IN MALAYSIA



FIRST QUARTER 2023

Number of Domestic Visitors

- The number of domestic visitors in first quarter 2023 is **48.6 million visitors** compared to **46.8 million visitors** in fourth quarter 2022, an increase of **3.9%**.

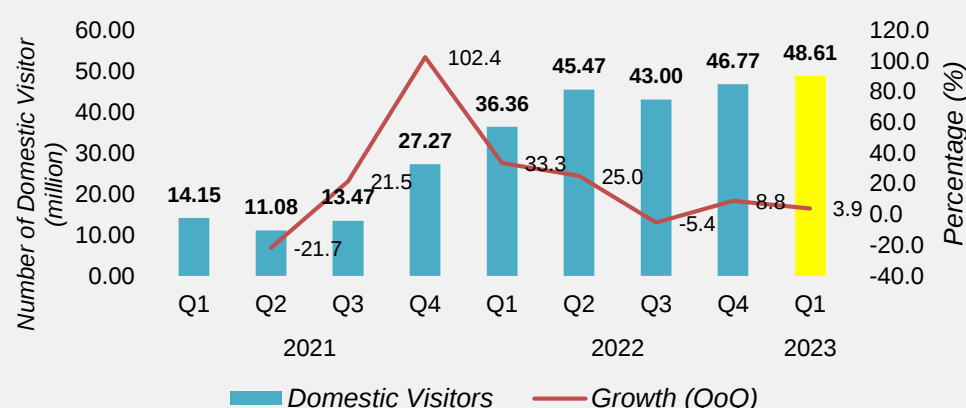


(Jan - Mac 2023: 48.6 million visitors; QoQ: 3.9%)
(Jan - Mac 2022: 36.4 million visitors; YoY: 33.7%)

DOMESTIC VISITORS



Number of Domestic Visitors by Quarter, 2021 - 2023



YoY **2023/2022**
33.7%

YoY **2023/2019**
-11.6%

Total Expenditure of Domestic Visitors

- Total expenditure in first quarter 2023 is **RM19.2 billion** compared to fourth quarter 2022 **RM18.4 billion**, an increase of **4.6%**.

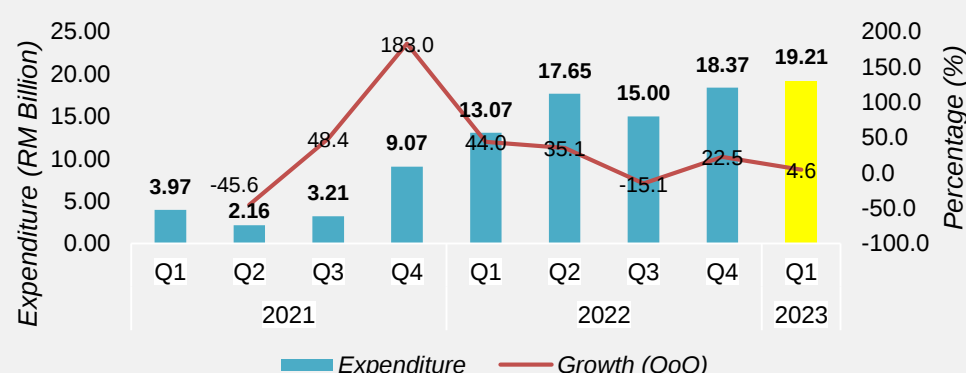


(Jan - Mac 2023: RM19.2 billion; QoQ: 4.6%)
(Jan - Mac 2022: RM13.1 billion; YoY: 47.0%)

TOTAL EXPENDITURE



Total Domestic Tourism Expenditure by Quarter, 2021 - 2023



YoY **2023/2022**
47.0%

YoY **2023/2019**
-21.7%

Note. QoQ: Quarter-on-Quarter
YoY: Year-on-Year



@StatsMalaysia



AGRICULTURE CENSUS 2024
KEY TO AGRICULTURAL DEVELOPMENT

BANI 23
BANCI EKONOMI 2023
DATA PEMANGKIN EKONOMI NEGARA



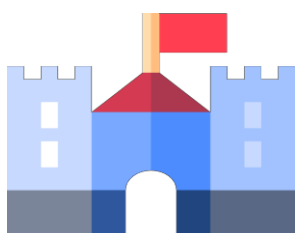
MALAYSIA MADANI



First Quarter 2023

Selected Tourism Indicators (Theme Park, Zoo and Accommodation)

THEME PARK



First
Quarter

QoQ

14.0%



YoY

59.5%



ZOO



First
Quarter

QoQ

4.3%

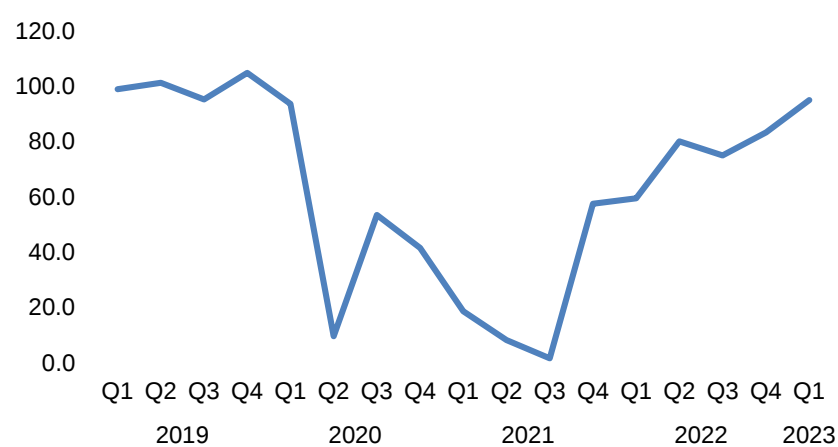


YoY

13.2%



Theme Park Revenue Index



Zoo Revenue Index



ACCOMMODATION



First
Quarter

QoQ

1.9%

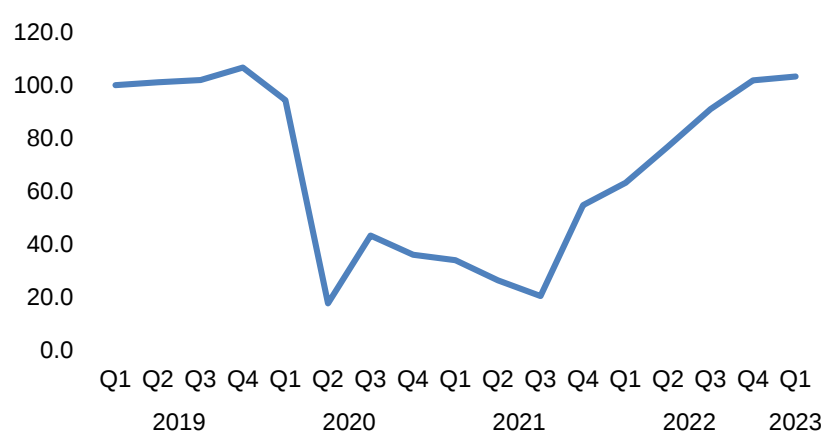


YoY

0.5%



Accommodation Revenue Index



@StatsMalaysia



**AGRICULTURE
CENSUS 2024**
 KEY TO AGRICULTURAL DEVELOPMENT

B/23
 BANCI EKONOMI 2023
 DATA PEMANGKIN EKONOMI NEGARA



**MALAYSIA
MADANI**



First Quarter 2023

Selected Tourism Indicators (Hotel and Other Accommodation by Star Rating)

5



First
Quarter

QoQ

-1.4%

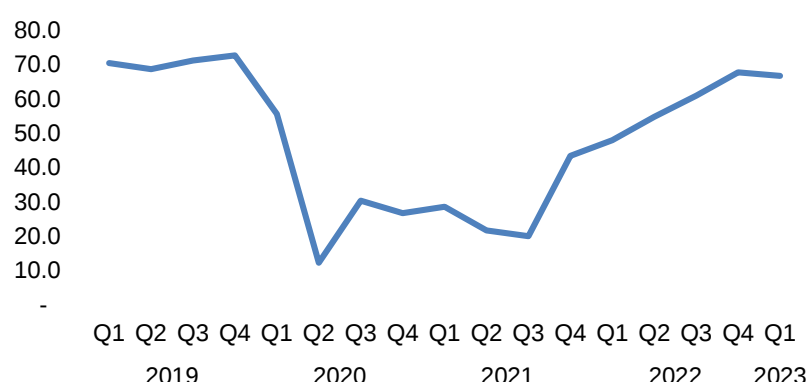


YoY

39.2%



Occupancy Rate
5-Star Hotel



3



First
Quarter

QoQ

-11.3%

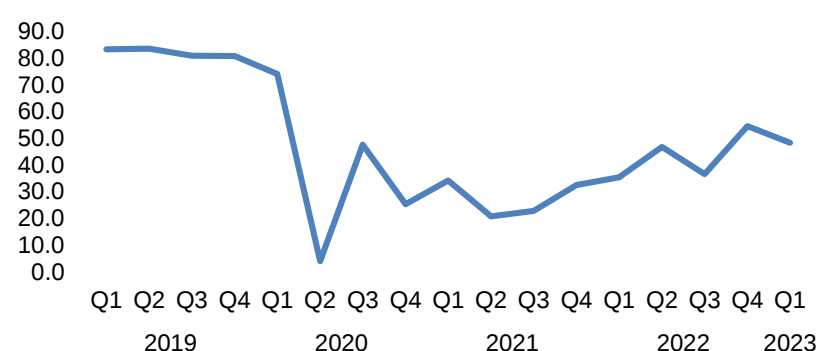


YoY

36.4%



Occupancy Rate
3-Star Hotel



4



First
Quarter

QoQ

0.6%

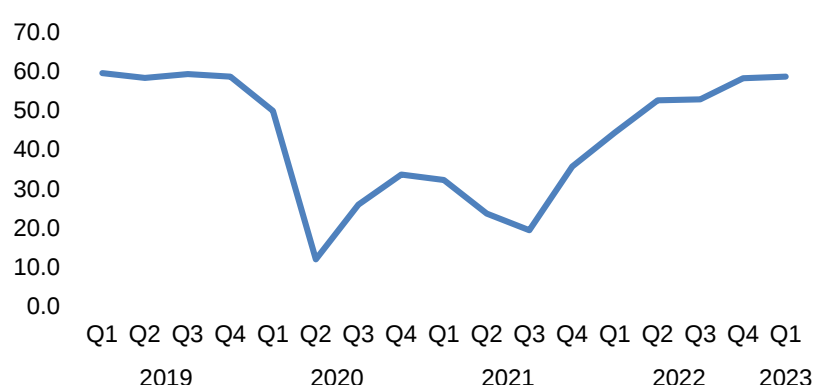


YoY

32.3%



Occupancy Rate
4-Star Hotel



OTHERS*



First
Quarter

QoQ

2.1%

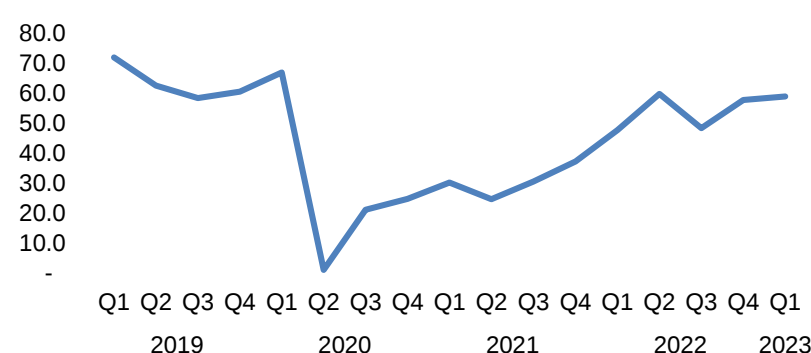


YoY

23.5%



Occupancy Rate
2-Star Hotel/ Chalet/ Motel



*Note: This includes hotels with 2 stars and below, chalets/ motels, and no stars.



@StatsMalaysia



AGRICULTURE
CENSUS 2024
KEY TO AGRICULTURAL DEVELOPMENT

BANI 23
BANKI EKONOMI 2023
DATA PEMANGKIN EKONOMI NEGARA



MALAYSIA
MADANI



First Quarter 2023

Selected Tourism Indicators (Hotel and Other Accommodation by Location)

HILLS



First
Quarter

QoQ

-1.9%

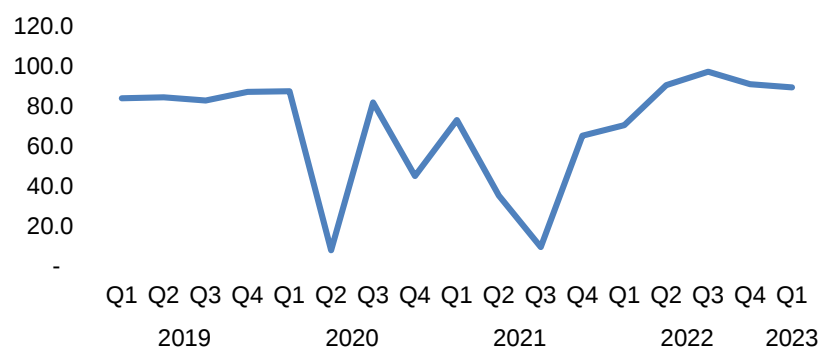


YoY

26.6%



Occupancy Rate
Location: Hills



TOWN



First
Quarter

QoQ

-8.9%

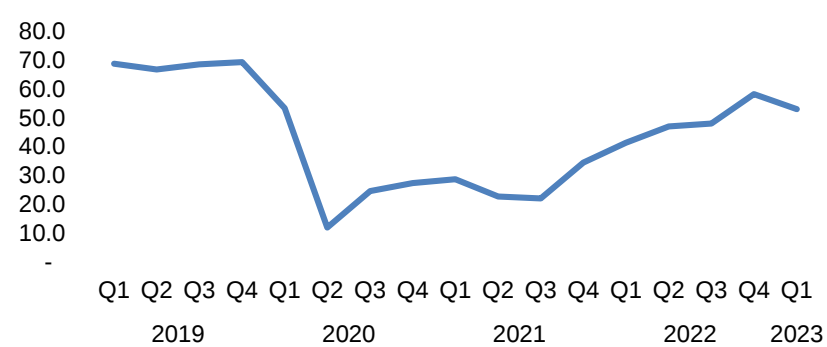


YoY

28.3%



Occupancy Rate
Location: Town



BEACH



First
Quarter

QoQ

4.3%

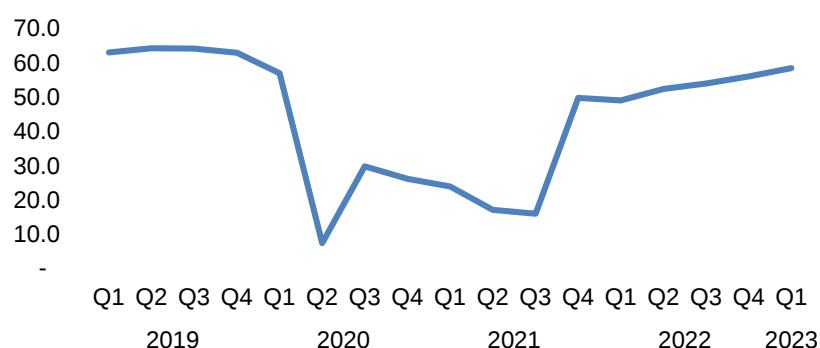


YoY

19.2%



Occupancy Rate
Location: Beach



@StatsMalaysia



**AGRICULTURE
CENSUS 2024**
 KEY TO AGRICULTURAL DEVELOPMENT

B/23
 BANCI EKONOMI 2023
 DATA PEMANGKIN EKONOMI NEGARA



**MALAYSIA
MADANI**



First Quarter 2023

Selected Tourism Indicators (Airport Arrivals, Tourist Arrivals, Highway Traffic, and Fuel Sales)

AIRPORT ARRIVALS



First
Quarter

QoQ

7.3%

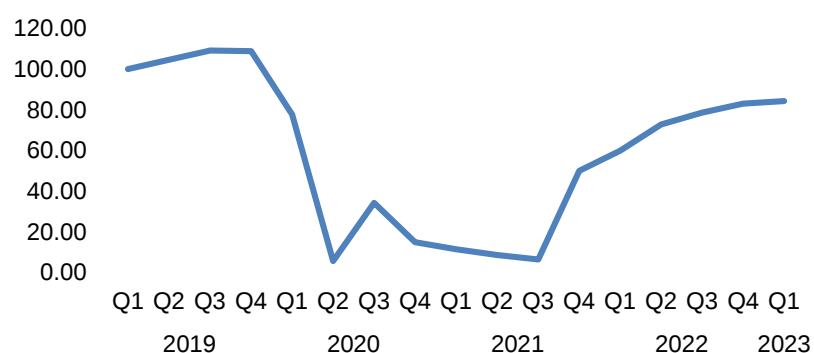


YoY

68.5%



Airport Domestic Visitor Arrivals Index



TOURIST ARRIVALS (INBOUND)



First
Quarter

QoQ

-2.9%

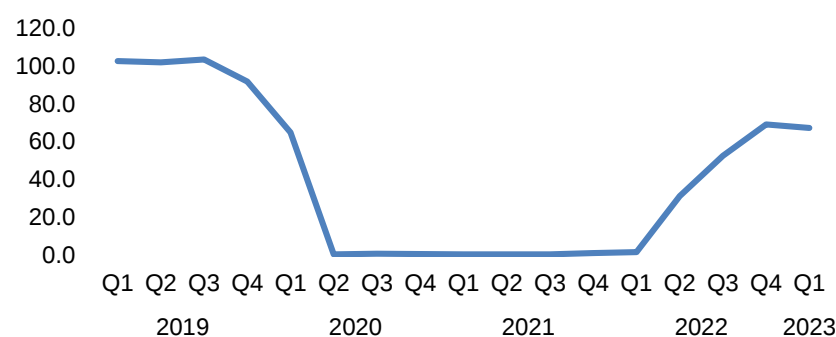


YoY

4371.6%



Tourist Arrivals Index (Inbound)



HIGHWAY TRAFFIC



First
Quarter

QoQ

0.8%

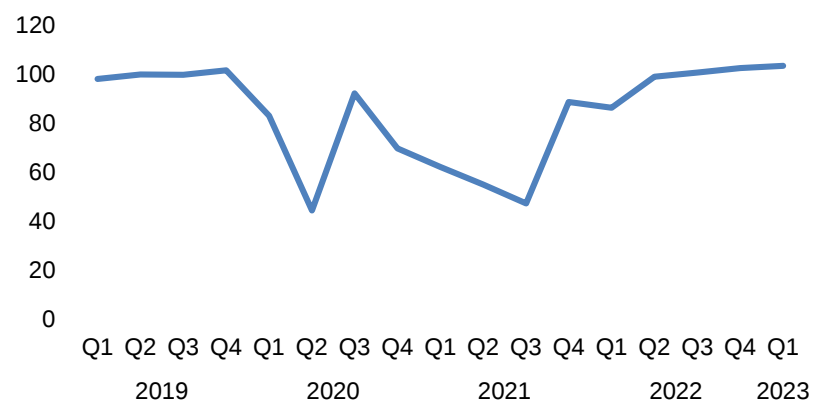


YoY

19.8%



Highway Traffic Index



FUEL SALES



First
Quarter

QoQ

1.7%

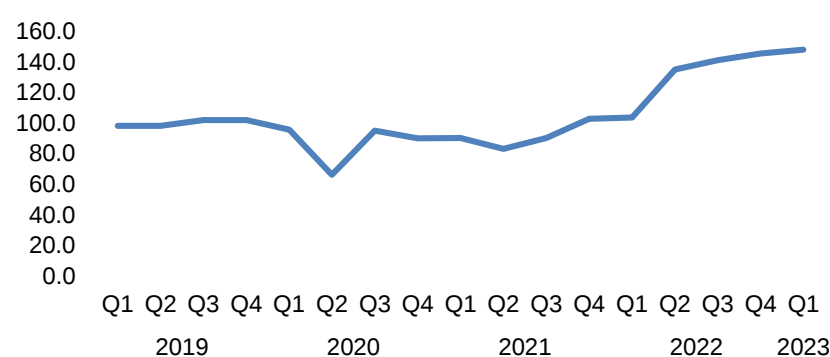


YoY

42.9%



Automotive Fuel Retail Sales Index



@SatsMalaysia



AGRICULTURE CENSUS 2024
 KEY TO AGRICULTURAL DEVELOPMENT

B/23
 BANCI EKONOMI 2023
 DATA PEMANGKIN EKONOMI NEGARA



MALAYSIA MADANI



Muka surat ini sengaja dibiarkan kosong
This page is deliberately left blank

PRESTASI PELANCONGAN DOMESTIK MALAYSIA



SUKU TAHUN KEDUA 2023



Bilangan Pelawat Domestik

- Bilangan pelawat domestik pada suku tahun kedua 2023 ialah **54.5 juta orang** berbanding **48.6 juta orang** pada suku tahun pertama 2023, meningkat **12.2%**.

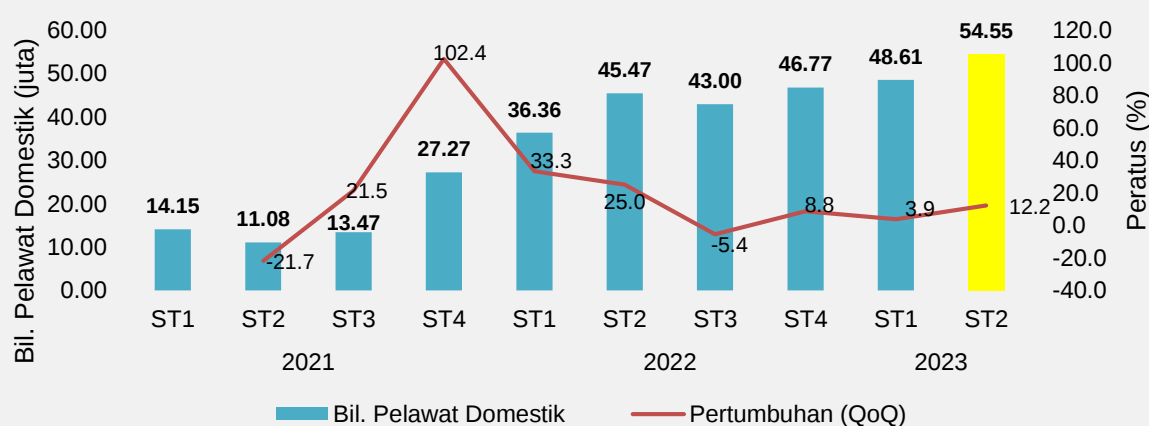
(April – Jun 2023: 54.5 juta pelawat; QoQ: 12.2%)

(April – Jun 2022: 45.5 juta pelawat; YoY: 20.0%)



PELAWAT DOMESTIK

Bilangan Pelawat Domestik mengikut Suku Tahun, 2021 - 2023



YoY

2023/2022



20.0%

YoY

2023/2019



-15.8%

Jumlah Perbelanjaan Pelawat Domestik



- Jumlah perbelanjaan pada suku tahun kedua 2023 ialah **RM21.9 bilion** berbanding pada suku tahun pertama 2023 iaitu **RM19.2 bilion**, meningkat **13.9%**.

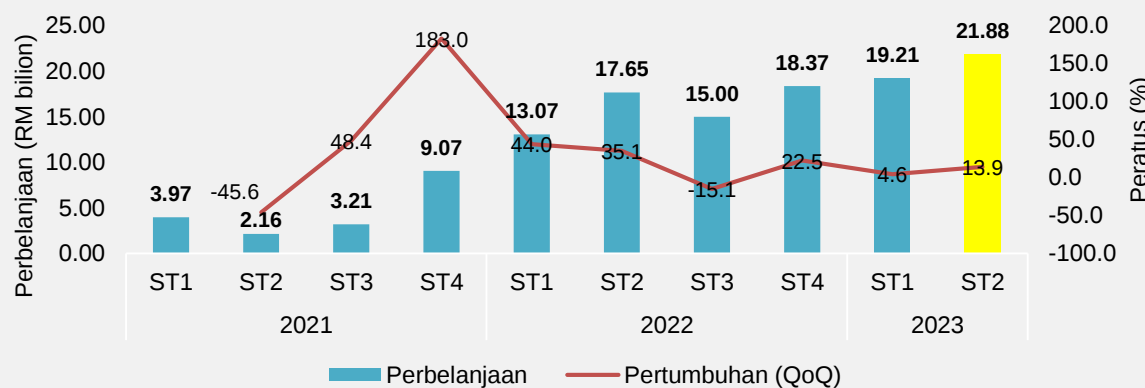
(April – Jun 2023: RM19.2 bilion; QoQ: 13.9%)

(April – Jun 2022: RM13.1 bilion; YoY: 23.9%)



JUMLAH PERBELANJAAN

Jumlah Perbelanjaan Pelancongan Domestik mengikut Suku Tahun, 2021 - 2023



YoY

2023/2022



23.9%

YoY

2023/2019



-18.8%

Nota. QoQ: Suku Tahun Ke Suku Tahun
YoY: Tahun Ke Tahun



@StatsMalaysia



BANI 2024
KUNCI KEMAJUAN PERTANIAN

BANI 23
BANI EKONOMI 2023
DATA PEMANGKIN EKONOMI NEGARA



MALAYSIA MADANI



Suku Tahun Kedua 2023

Indikator Pelancongan Terpilih (Taman Tema, Zoo dan Penginapan)

TAMAN TEMA

Suku
Kedua

QoQ

11.4%

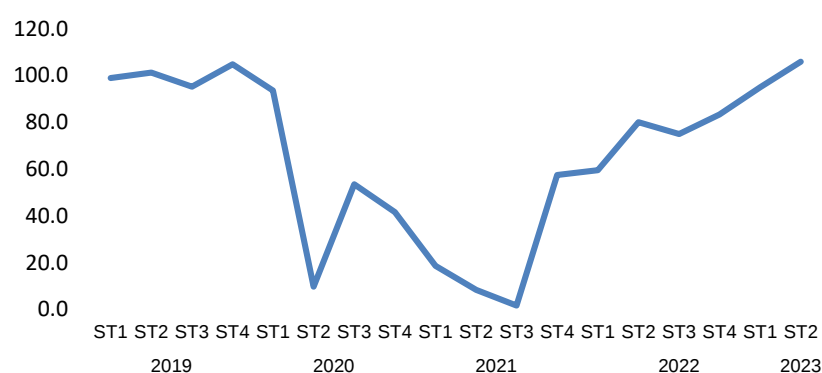


YoY

45.3%



Indeks Hasil Taman Tema



ZOO

Suku
Kedua

QoQ

-1.1%

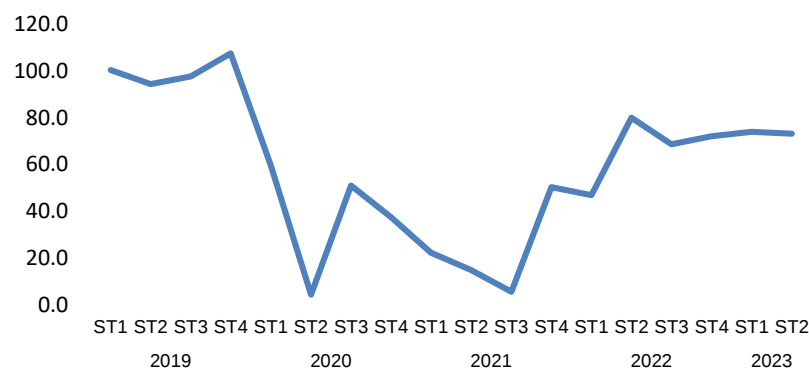


YoY

20.3%



Indeks Hasil Zoo



PENGINAPAN

Suku
Kedua

QoQ

1.5%

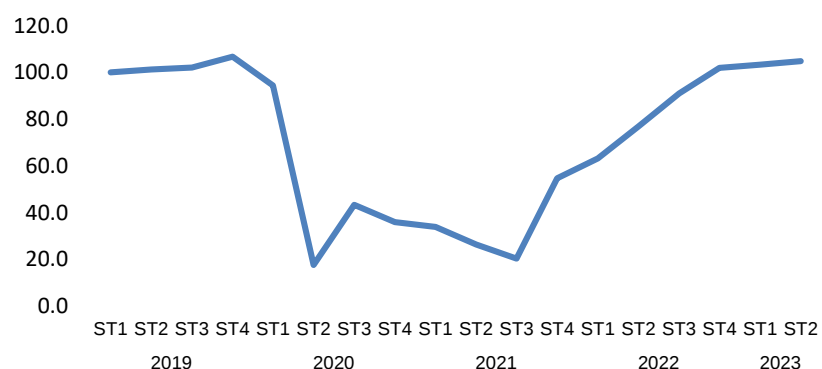


YoY

36.4%



Indeks Hasil Penginapan



@StitsMalaysia



**BANCI 2024
PERTANIAN**
KUNCI KEMAJUAN PERTANIAN

B/23
BANCI EKONOMI 2023
DATA PEMANGKIN EKONOMI NEGARA



**MALAYSIA
MADANI**



Suku Tahun Kedua 2023

Indikator Pelancongan Terpilih (Hotel dan Penginapan Lain Mengikut Penarafan Bintang)

5



Suku
Kedua

QoQ

-0.8%

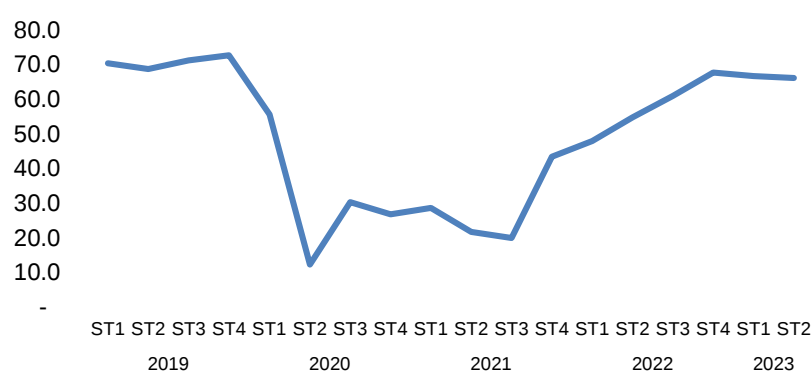


YoY

20.7%



Kadar Penghunian
Hotel 5 Bintang



3



Suku
Kedua

QoQ

41.7%

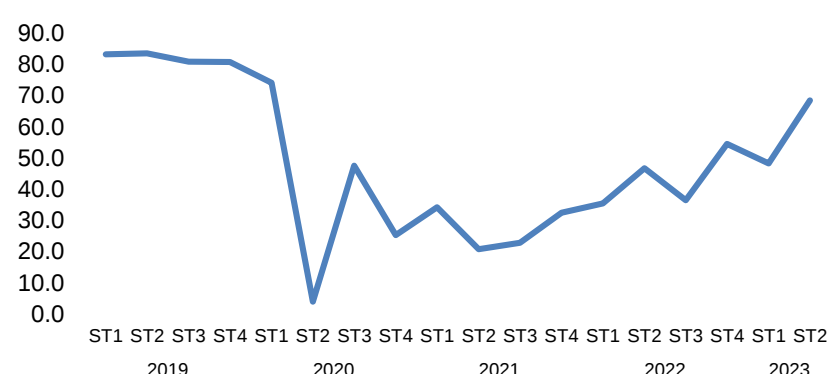


YoY

46.6%



Kadar Penghunian
Hotel 3 Bintang



4



Suku
Kedua

QoQ

2.2%

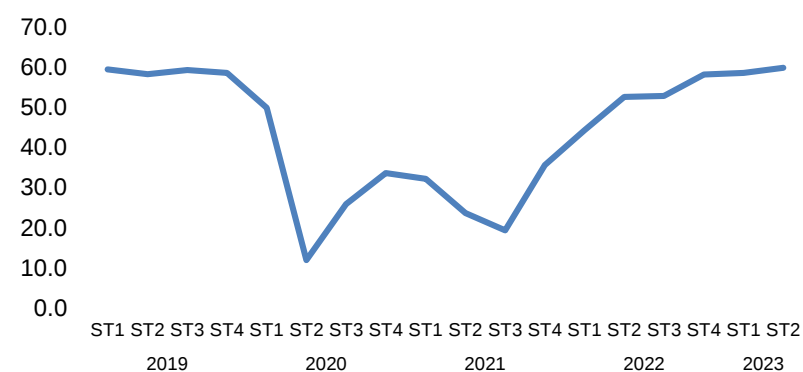


YoY

13.8%



Kadar Penghunian
Hotel 4 Bintang



LAIN-LAIN*



Suku
Kedua

QoQ

0.9%

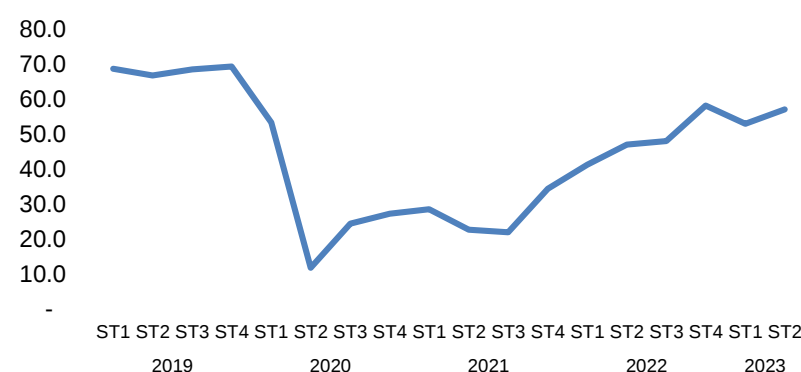


YoY

-0.6%



Kadar Penghunian
Hotel 2 Bintang/ Chalet/ Motel



*Nota. Termasuk Hotel 2 bintang ke bawah, Chalet/ Motel dan tiada bintang

Suku Tahun Kedua 2023

Indikator Pelancongan Terpilih (Hotel dan Penginapan Lain Mengikut Lokasi)

BUKIT



Suku
Kedua

QoQ

1.8%

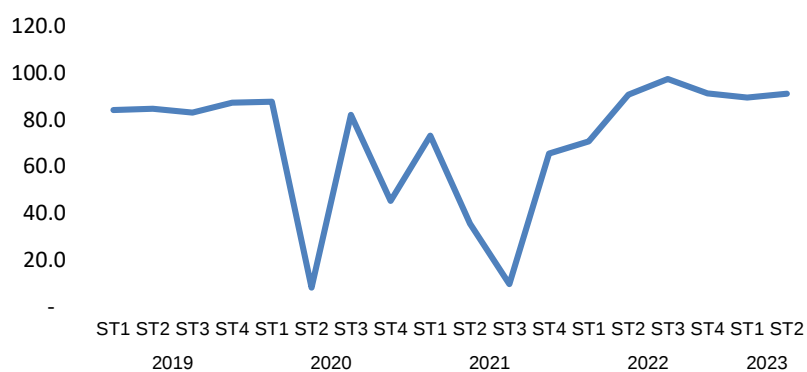


YoY

0.4%



Kadar Penghunian
Lokasi: Bukit



BANDAR



Suku
Kedua

QoQ

7.7%

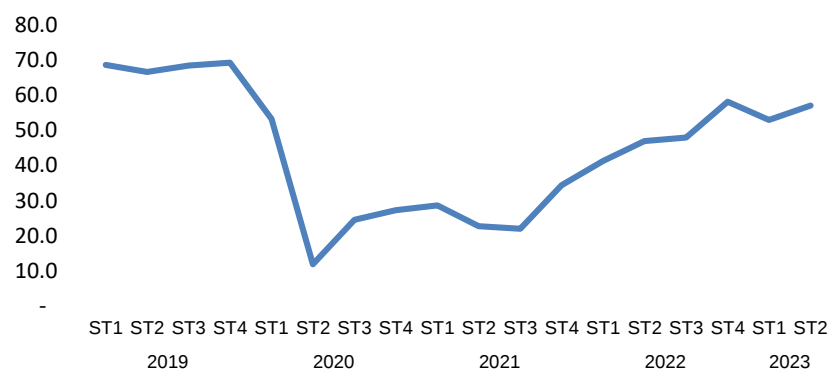


YoY

21.5%



Kadar Penghunian
Lokasi: Bandar



PANTAI



Suku
Kedua

QoQ

2.9%

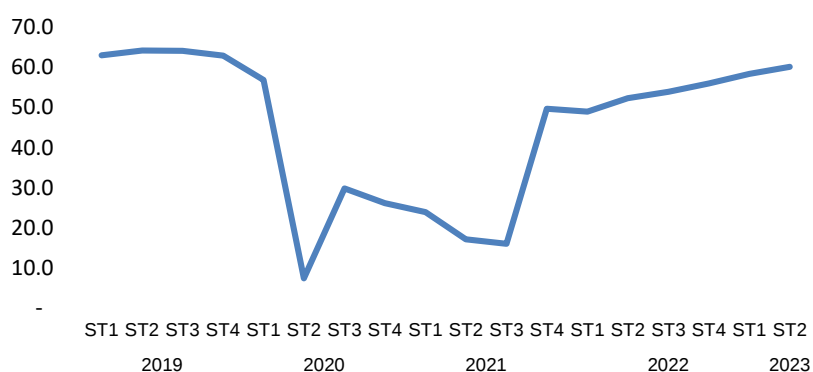


YoY

14.9%



Kadar Penghunian
Lokasi: Pantai



@StitsMalaysia



**BANCI 2024
PERTANIAN**
KUNCI KEMAJUAN PERTANIAN

B/23
BANCI EKONOMI 2023
DATA PEMANGKIN EKONOMI NEGARA



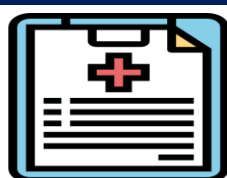
**MALAYSIA
MADANI**



Suku Tahun Kedua 2023

Indikator Pelancongan Terpilih (Ketibaan di Lapangan Terbang, Ketibaan Pelancong, Trafik Lebuhraya dan Jualan Petrol)

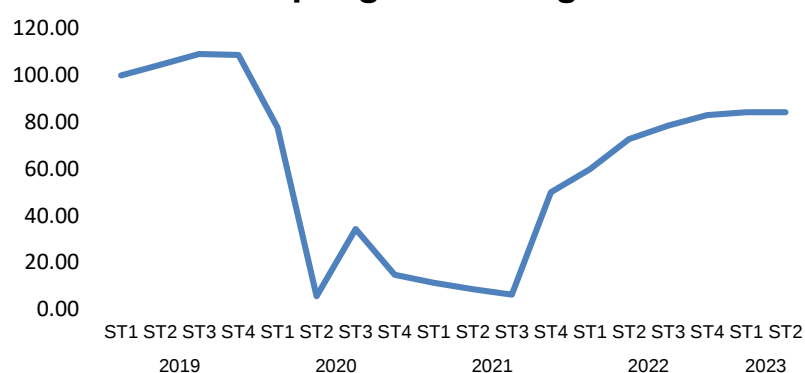
KETIBAAN DI LAPANGAN TERBANG



Suku Kedua

QoQ	7.3%	↑
YoY	68.5%	↑

Indeks Ketibaan Pelawat Domestik di Lapangan Terbang



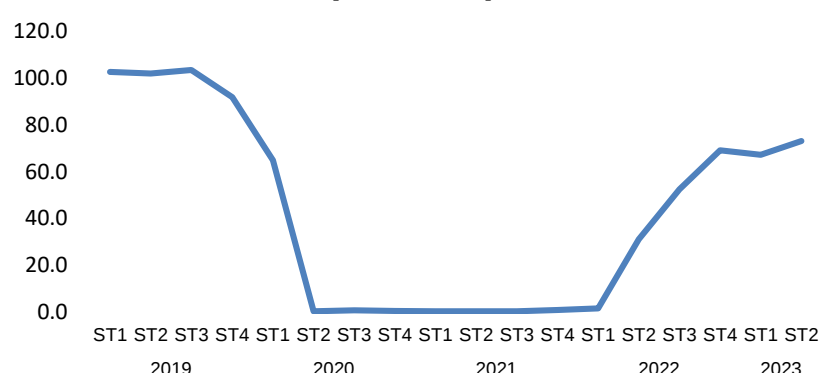
KETIBAAN PELANCONG (INBOUND)



Suku Kedua

QoQ	8.8%	↑
YoY	134.6%	↑

Indeks Ketibaan Pelancong (Inbound)



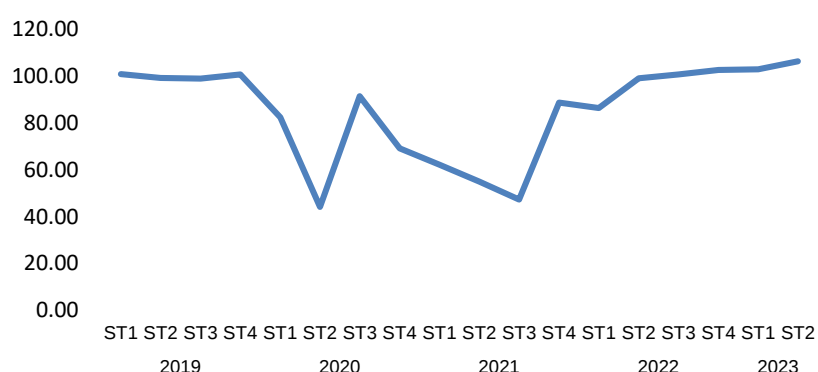
TRAFIK LEBUHRAYA



Suku Kedua

QoQ	3.3%	↑
YoY	7.3%	↑

Indeks Kenderaan Melalui Lebuhraya



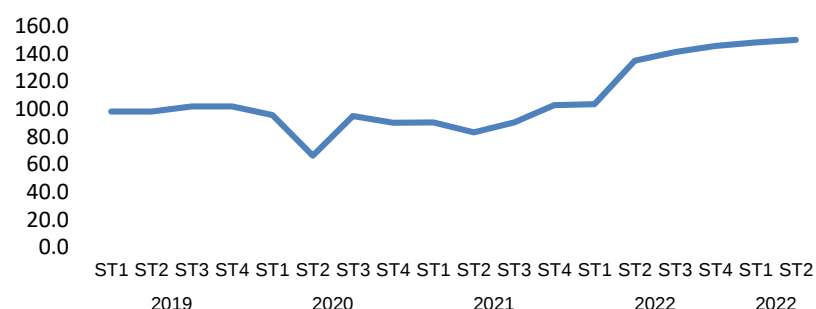
JUALAN PETROL



Suku Kedua

QoQ	1.3%	↑
YoY	11.1%	↑

Indeks Jualan Runcit Bahan Api Kenderaan



@StatsMalaysia



**BANCI 2024
PERTANIAN**
KUNCI KEMAJUAN PERTANIAN

B/23
BANCI EKONOMI 2023
DATA PEMANGKIN EKONOMI NEGARA



**MALAYSIA
MADANI**



Muka surat ini sengaja dibiarkan kosong
This page is deliberately left blank

PERFORMANCE OF DOMESTIC TOURISM IN MALAYSIA



SECOND QUARTER 2023

Number of Domestic Visitors



- The number of domestic visitors in Q2 2023 was **54.5 million visitors** compared to **48.6 million visitors** in Q1 2023, an increase of **12.2%**.

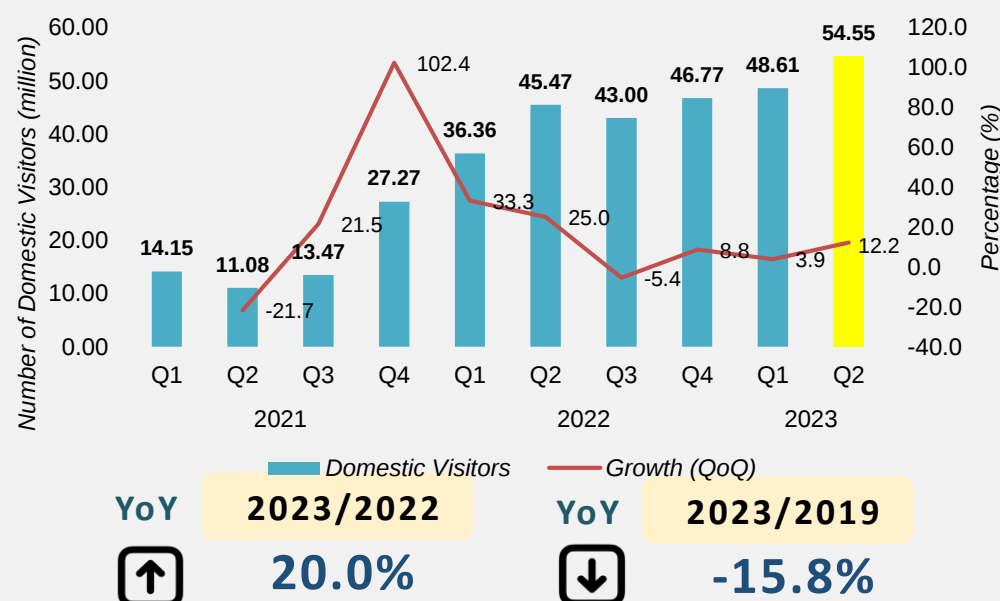
(April – June 2023: 54.5 million visitors; QoQ: 12.2%)

(April – June 2022: 45.5 million visitors; YoY: 20.0%)



DOMESTIC VISITORS

Number of Domestic Visitors by Quarter, 2021 - 2023



Total Expenditure of Domestic Visitors



- Total expenditure in Q2 2023 was **RM21.9 billion** compared to Q1 2023 **RM19.2 billion**, an increase of **13.9%**.

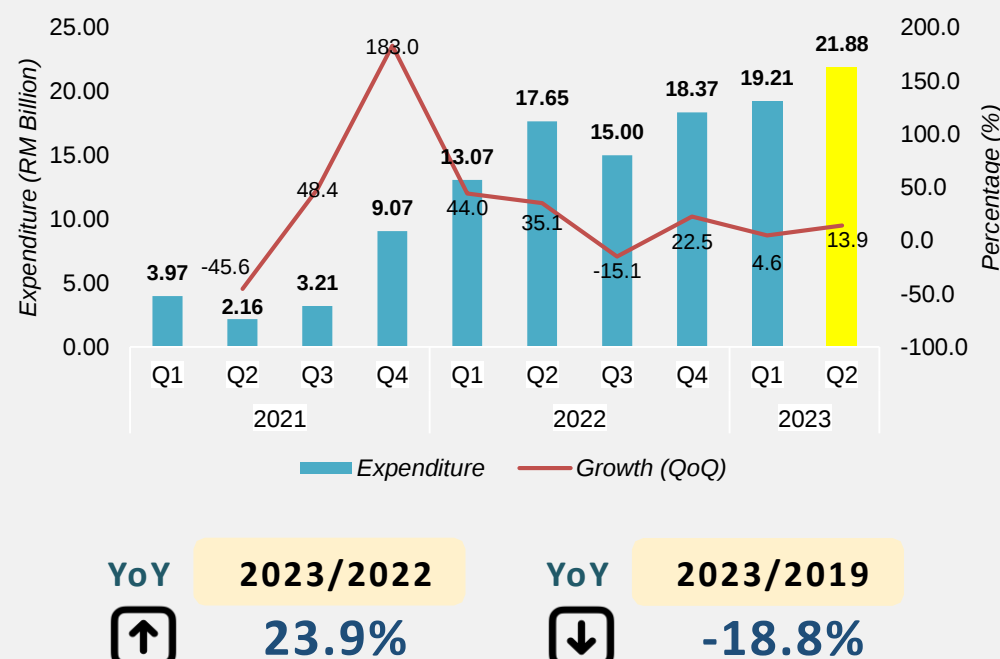
(April – June 2023: RM19.2 billion; QoQ: 13.9%)

(April – June 2022: RM13.1 billion; YoY: 23.9%)



TOTAL EXPENDITURE

Total Domestic Tourism Expenditure by Quarter, 2021 - 2023



Note. QoQ: Quarter-on-Quarter
YoY: Year-on-Year



@SatsMalaysia



AGRICULTURE CENSUS 2024
KEY TO AGRICULTURAL DEVELOPMENT

BANI 23
BANCI EKONOMI 2023
DATA PEMANGKIN EKONOMI NEGARA



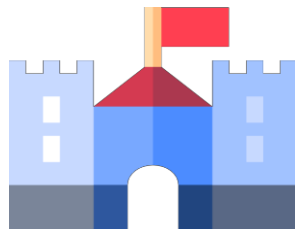
MALAYSIA MADANI



Second Quarter 2023

Selected Tourism Indicators (Theme Park, Zoo, and Accommodation)

THEME PARK



Second
Quarter

QoQ 11.4%
YoY 45.3%



ZOO

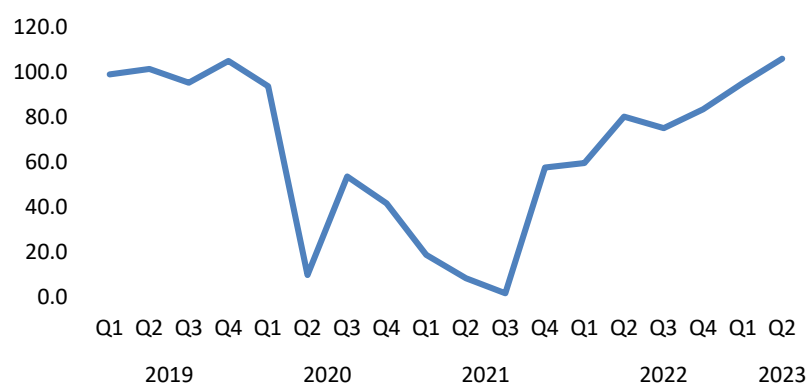


Second
Quarter

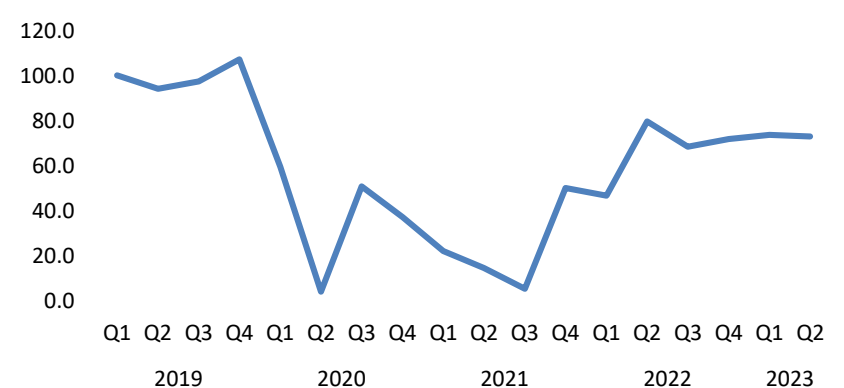
QoQ -1.1%
YoY 20.3%



Theme Park Revenue Index



Zoo Revenue Index



ACCOMMODATION

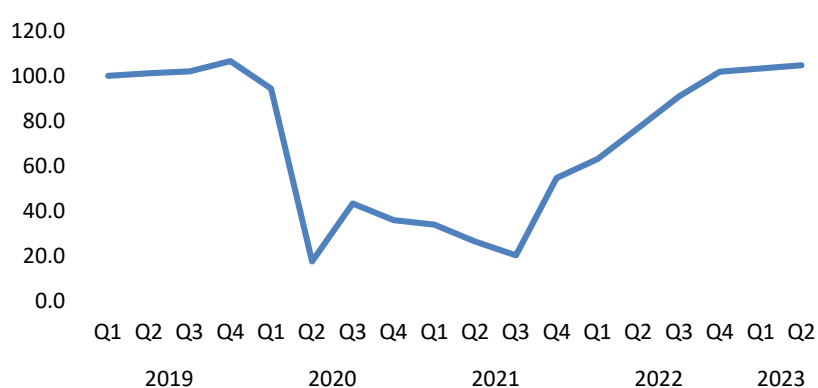


Second
Quarter

QoQ 1.5%
YoY 36.4%



Accommodation Revenue Index



@StatsMalaysia



**AGRICULTURE
CENSUS 2024**
 KEY TO AGRICULTURAL DEVELOPMENT



BANI EKONOMI 2023
 DATA PEMANGKIN EKONOMI NEGARA

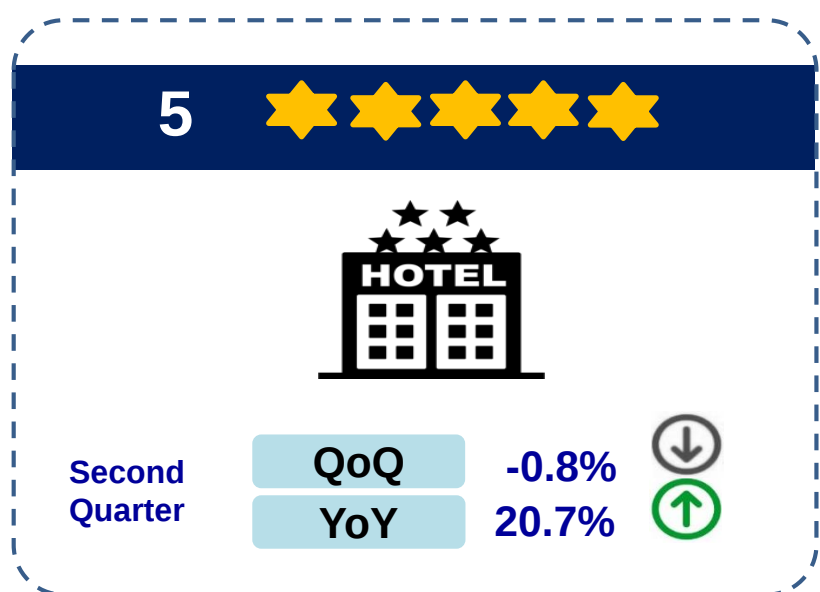


**MALAYSIA
MADANI**

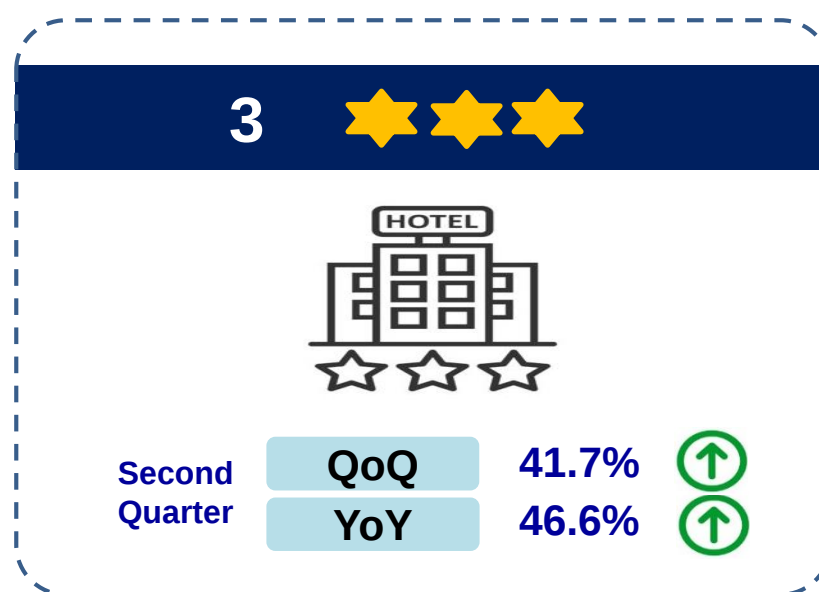
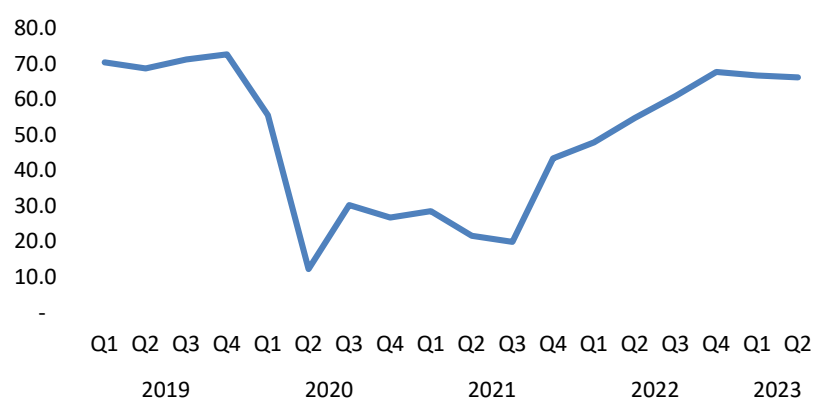


Second Quarter 2023

Selected Tourism Indicators (Hotel and Other Accommodations by Star Rating)



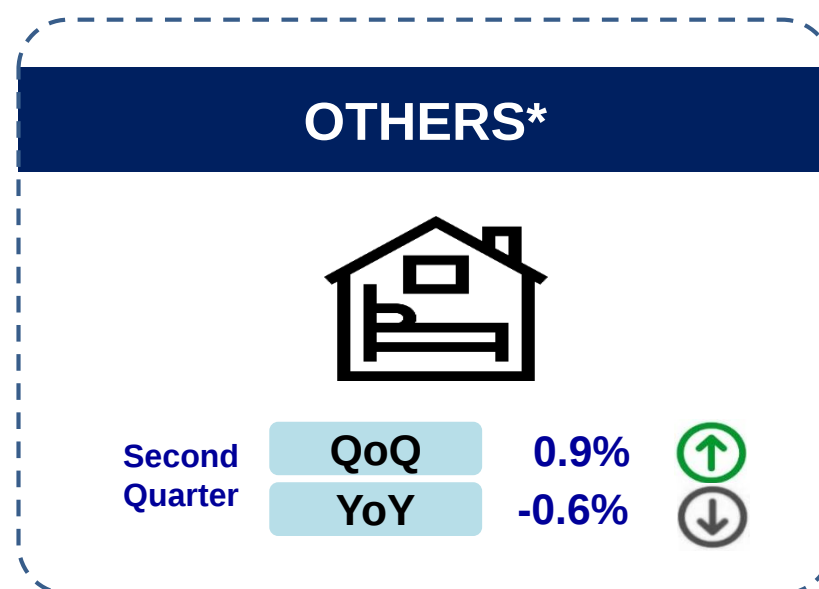
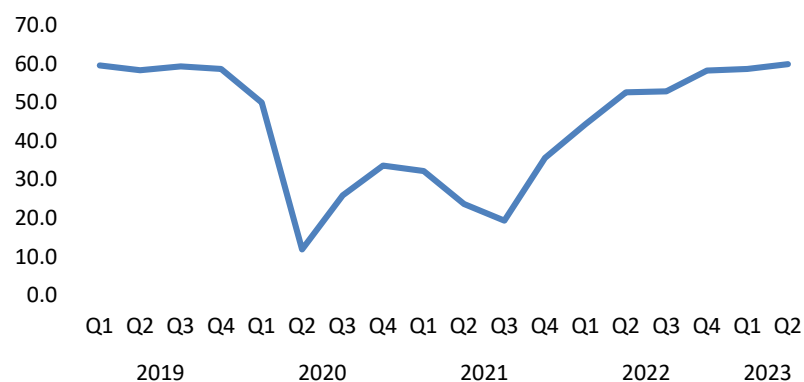
Occupancy Rate
5-Star Hotel



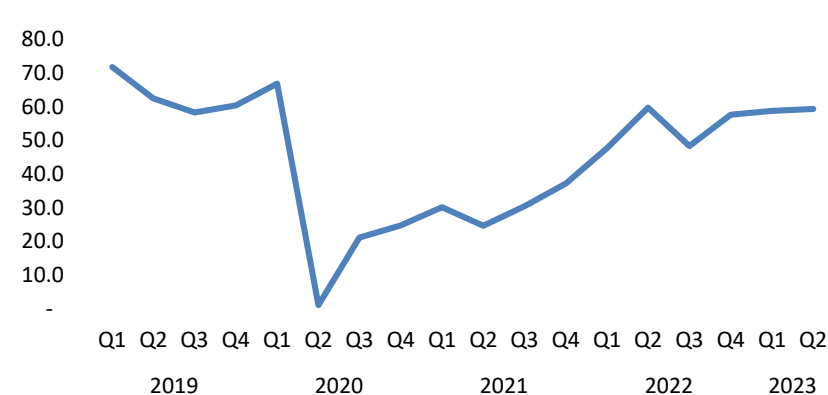
Occupancy Rate
3-Star Hotel



Occupancy Rate
4-Star Hotel



Occupancy Rate
2-Star Hotel/ Chalet/ Motel



*Note: This includes hotels with 2 stars and below, chalets/ motels, and no stars.



@SatsMalaysia



AGRICULTURE CENSUS 2024
KEY TO AGRICULTURAL DEVELOPMENT

B/23
BANCI EKONOMI 2023
DATA PEMANGKIN EKONOMI NEGARA



MALAYSIA MADANI



Second Quarter 2023 Selected Tourism Indicators (Hotel and Other Accommodations by Location)

HILLS



Second
Quarter

QoQ

1.8%

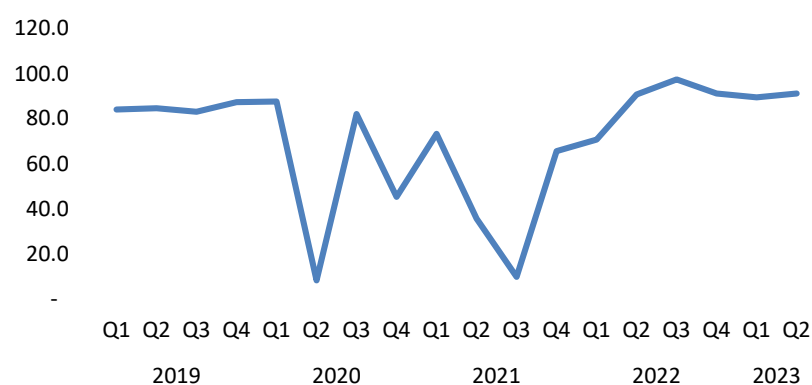


YoY

0.4%



Occupancy Rate
Location: Hills



TOWN



Second
Quarter

QoQ

7.7%

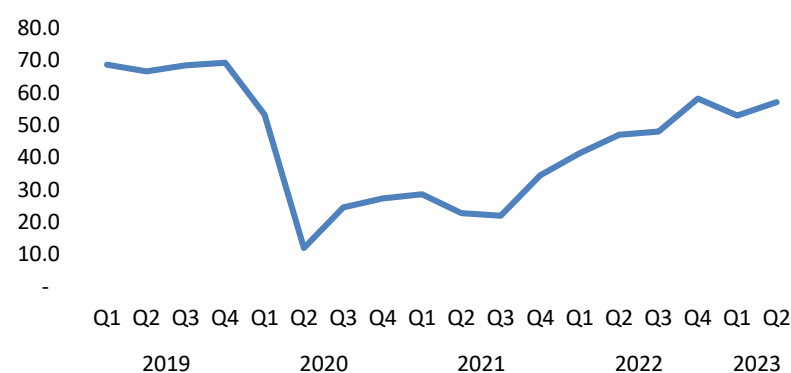


YoY

21.5%



Occupancy Rate
Location: Town



BEACH



Second
Quarter

QoQ

2.9%

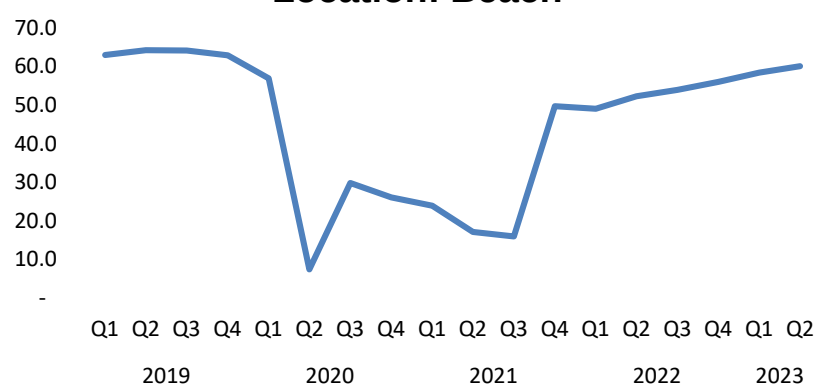


YoY

14.9%



Occupancy Rate
Location: Beach



@StatsMalaysia



**AGRICULTURE
CENSUS 2024**
 KEY TO AGRICULTURAL DEVELOPMENT

B/23
 BANCI EKONOMI 2023
 DATA PEMANGKIN EKONOMI NEGARA



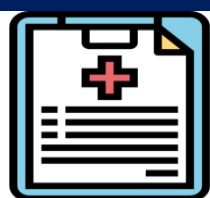
**MALAYSIA
MADANI**



Second Quarter 2023

Selected Tourism Indicators (Airport Arrivals, Tourist Arrivals, Highway Traffic, and Fuel Sales)

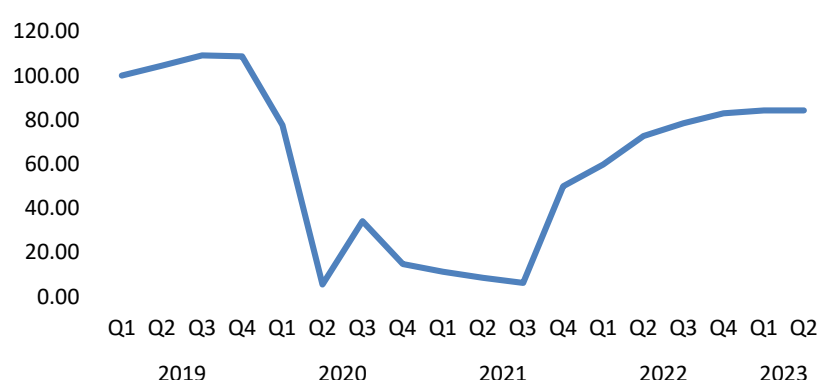
AIRPORT ARRIVALS



Second Quarter

QoQ	7.3%	↑
YoY	68.5%	↑

Airport Domestic Visitor Arrivals Index



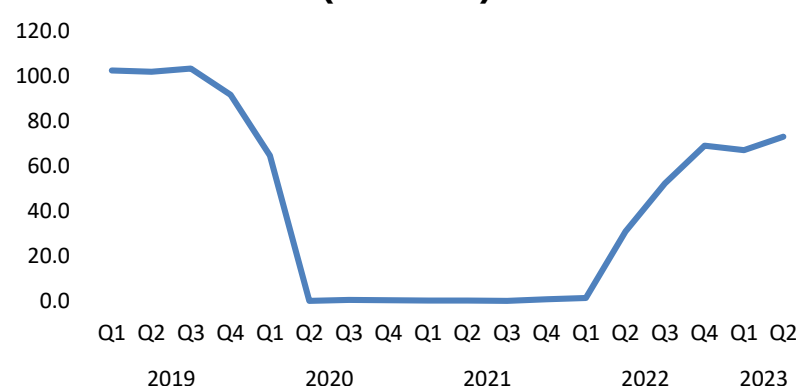
TOURIST ARRIVALS (INBOUND)



Second Quarter

QoQ	8.8%	↑
YoY	134.6%	↑

Tourist Arrivals Index (Inbound)



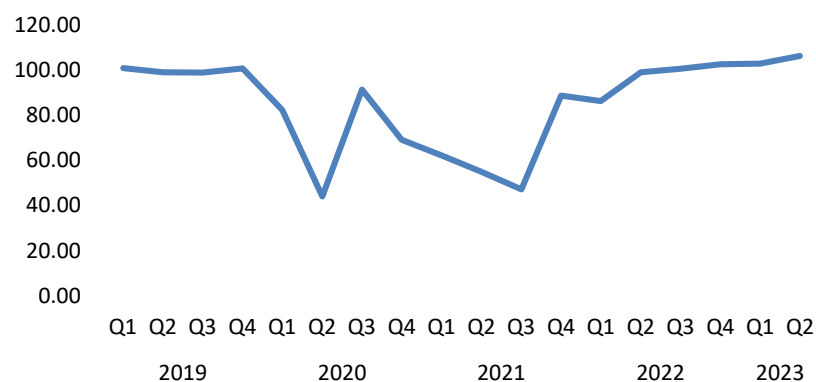
HIGHWAY TRAFFIC



Second Quarter

QoQ	3.3%	↑
YoY	7.3%	↑

Highway Traffic Index



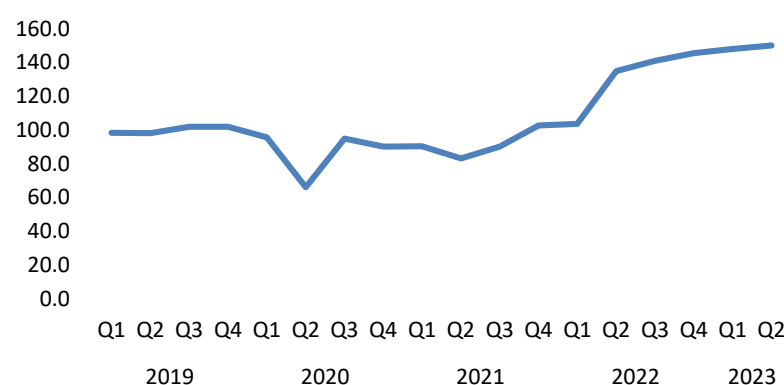
FUEL SALES



Second Quarter

QoQ	1.3%	↑
YoY	11.1%	↑

Automotive Fuel Retail Sales Index



@StatsMalaysia



AGRICULTURE CENSUS 2024
KEY TO AGRICULTURAL DEVELOPMENT

B/23
BANCI EKONOMI 2023
DATA PEMANGKIN EKONOMI NEGARA



MALAYSIA MADANI



Muka surat ini sengaja dibiarkan kosong
This page is deliberately left blank



BAHAGIAN

PART

1

INDIKATOR UTAMA & RINGKASAN PENEMUAN

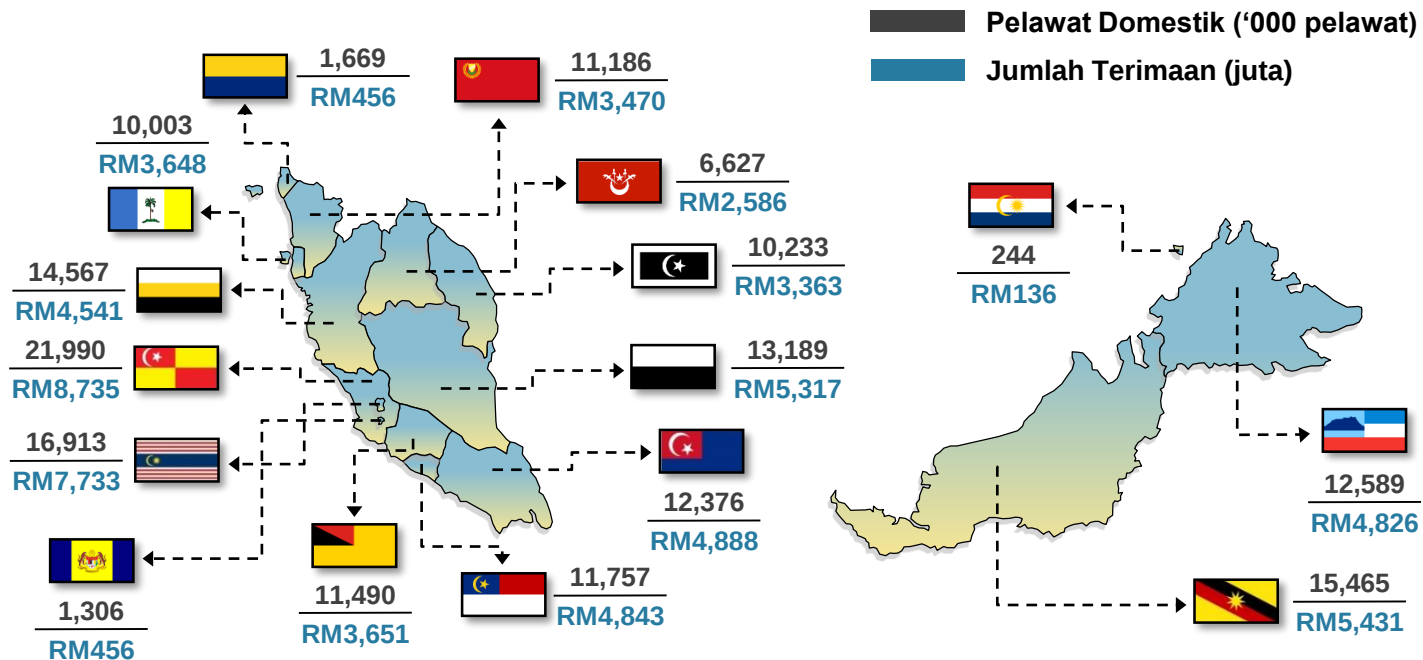
*MAIN INDICATORS & SUMMARY OF
FINDINGS*



Muka surat ini sengaja dibiarkan kosong
This page is deliberately left blank

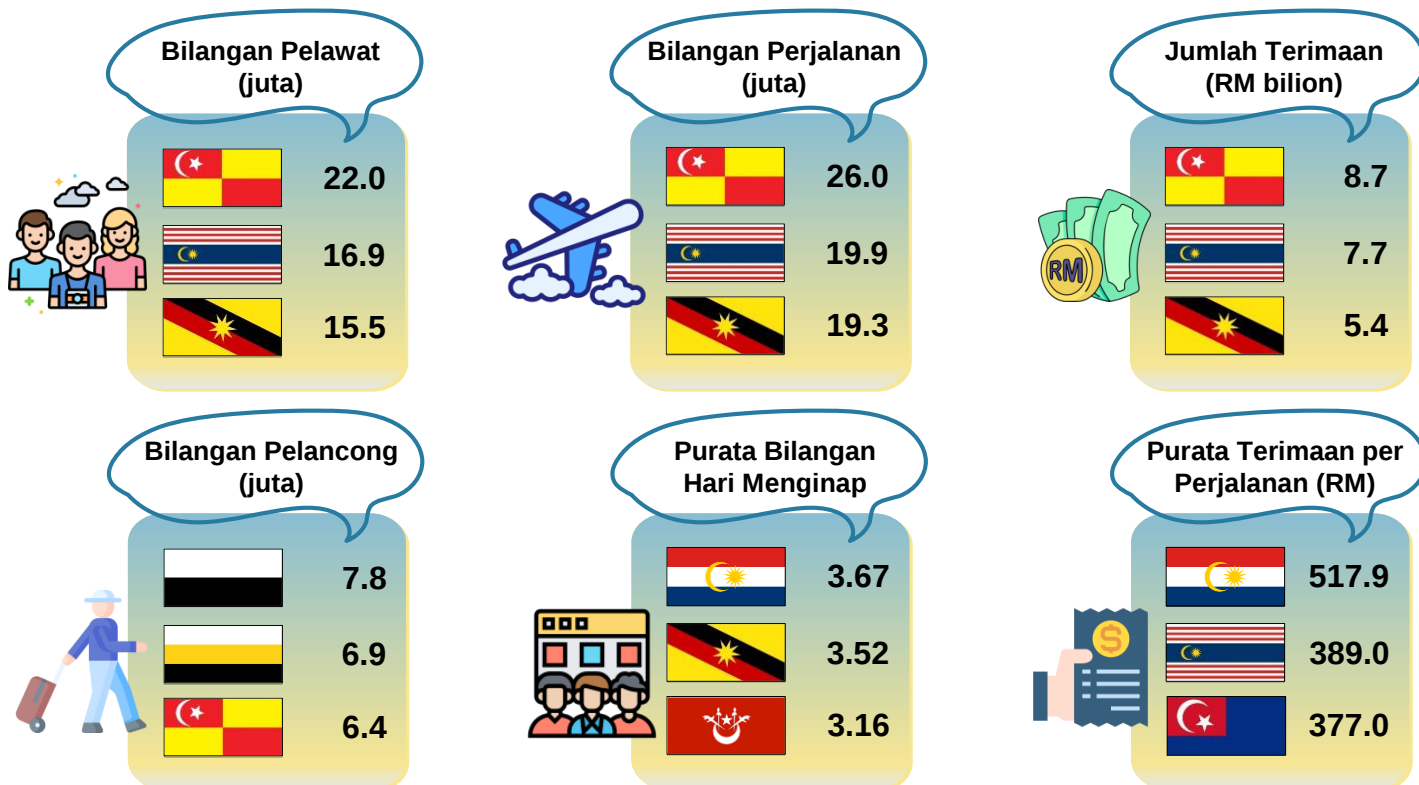


STATISTIK PELANCONGAN DOMESTIK MENGIKUT NEGERI, 2022



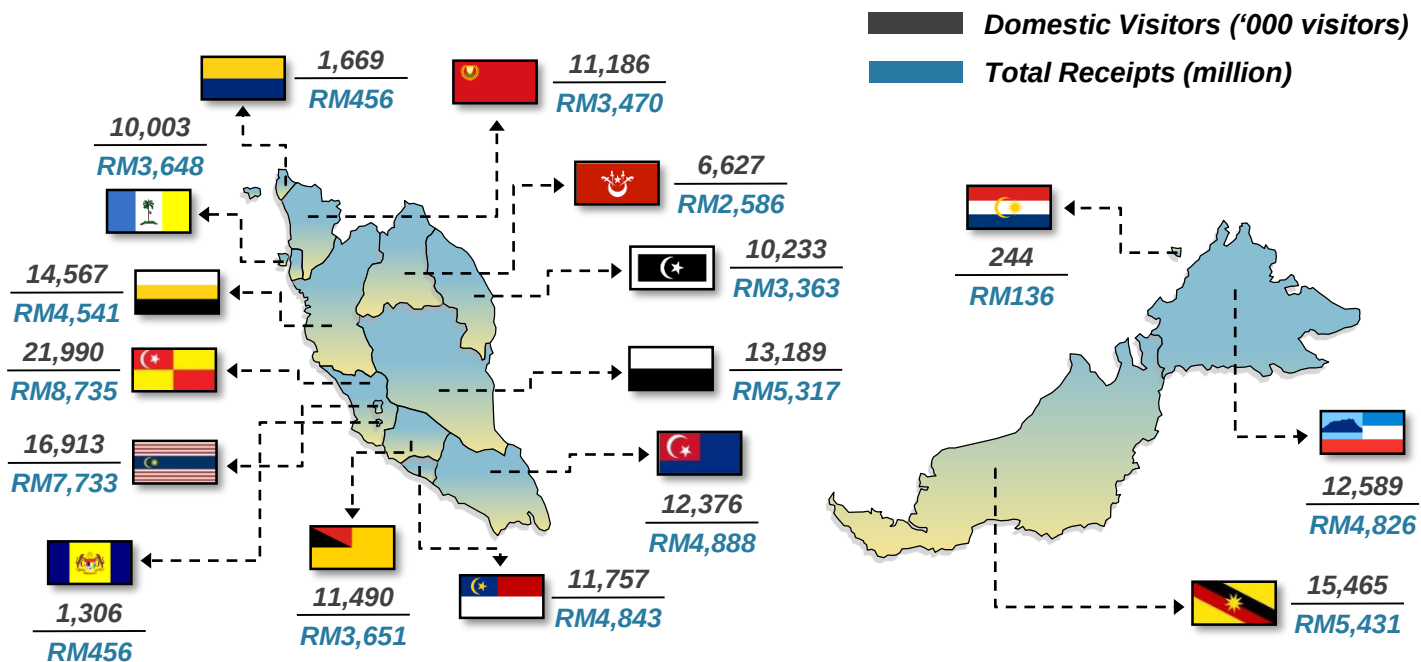
STATISTIK UTAMA PELANCONGAN DOMESTIK

3 NEGERI UTAMA



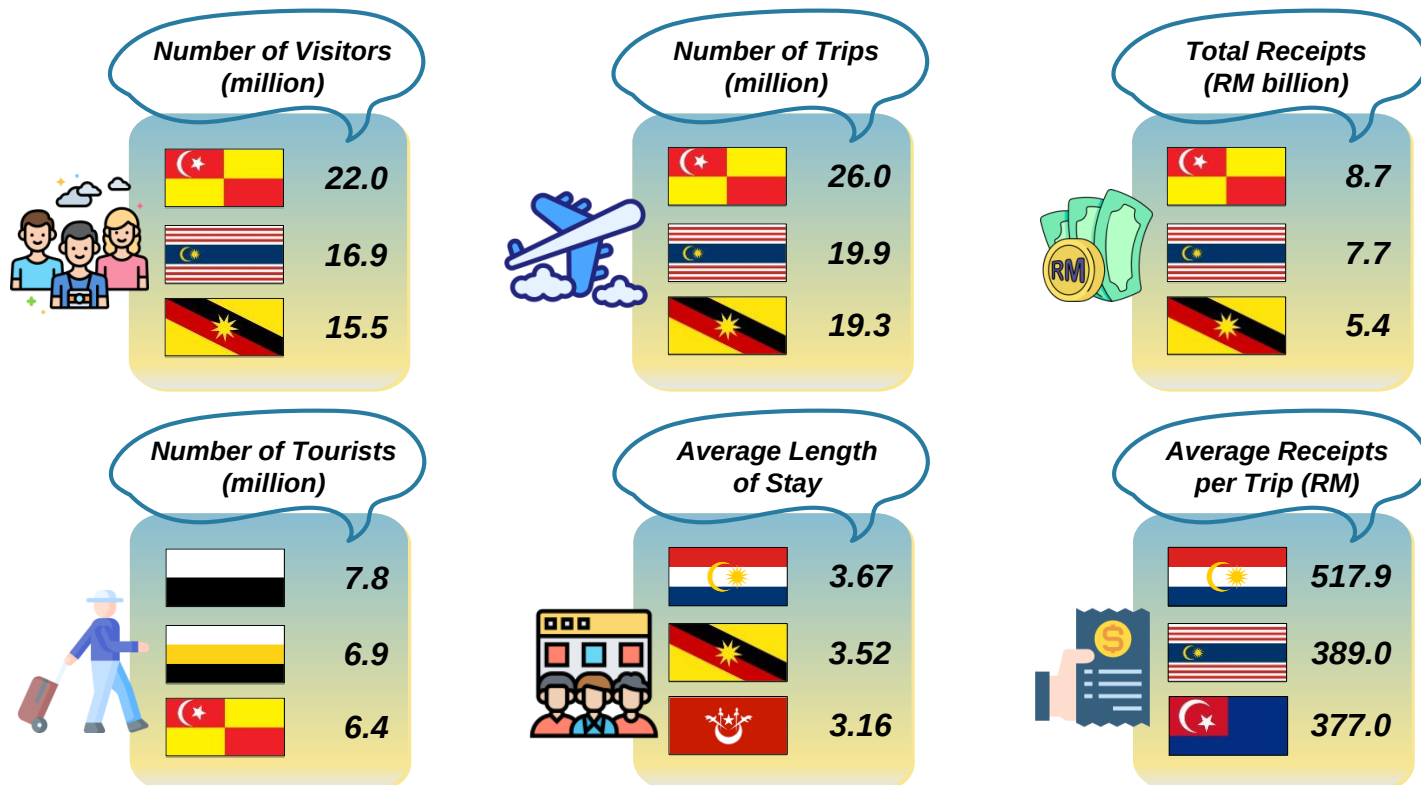


PERFORMANCE OF DOMESTIC TOURISM BY STATE, 2022



KEY STATISTICS OF DOMESTIC TOURISM

3 MAIN STATES





@StatsMalaysia



BANCING 2024
KUNCI KEMAJUAN PERTANIAN



BANCING 2023
DATA PEMANGKIN EKONOMI NEGARA



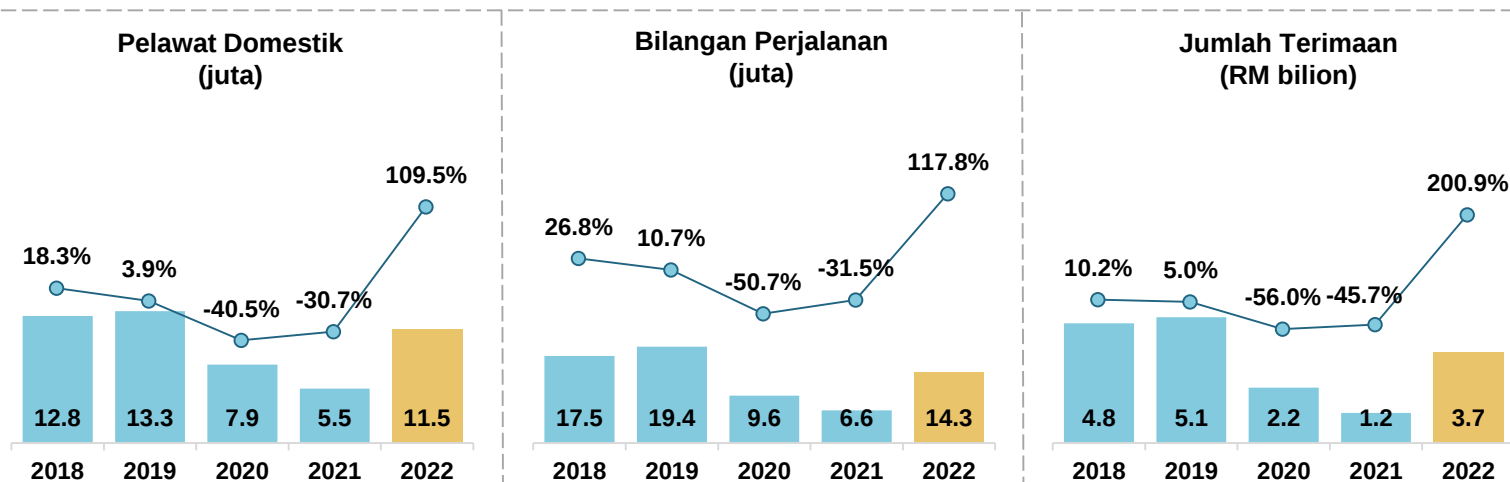
KEMENTERIAN EKONOMI
JABATAN PERANGKAAAN MALAYSIA

MALAYSIA
MADANI

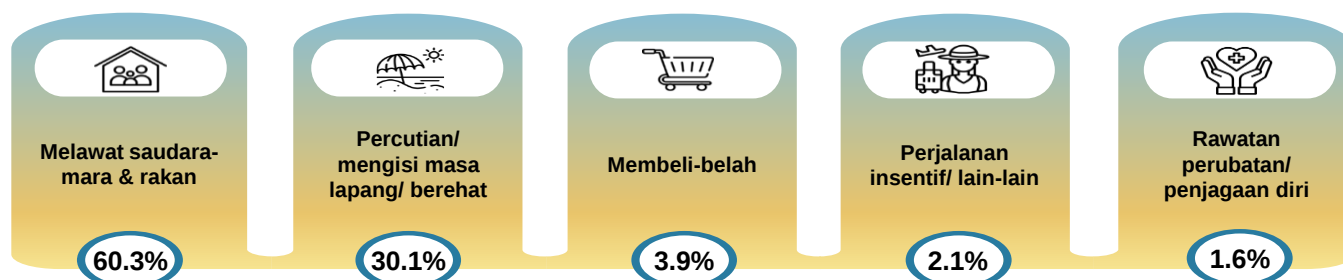


PELANCONGAN DOMESTIK NEGERI SEMBILAN 2022

STATISTIK UTAMA



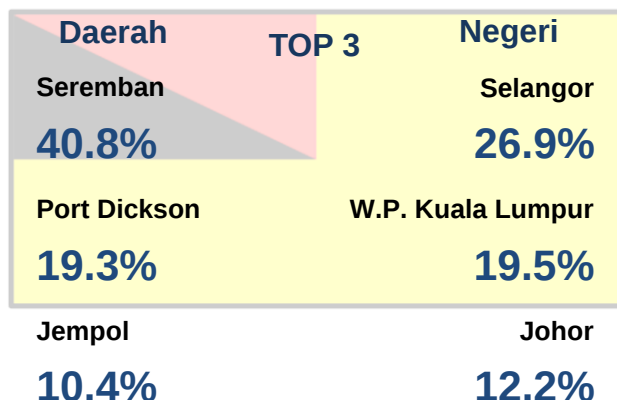
5 Tujuan Utama Perjalanan Pelancong



Negeri Asal Pelancong

Intrastate
23.8%

Interstate
76.2%



Komponen Terimaan Pelawat Domestik

	Membeli-belah	38.1%
	Makanan & minuman	16.4%
	Pembelian bahan api kenderaan	14.1%
	Penginapan	10.9%
	Perbelanjaan oleh isi rumah yang dilawati	7.9%
	Pengangkutan	6.2%
	Perbelanjaan sebelum perjalanan/ pakej/ bayaran masuk/ tiket	4.0%
	Aktiviti-aktiviti lain	2.5%



@StatsMalaysia



**AGRICULTURE
CENSUS 2024**
KEY TO AGRICULTURAL DEVELOPMENT



BANI 23
BANKI EKONOMI 2023
DATA PEMANGKIN EKONOMI NEGERA



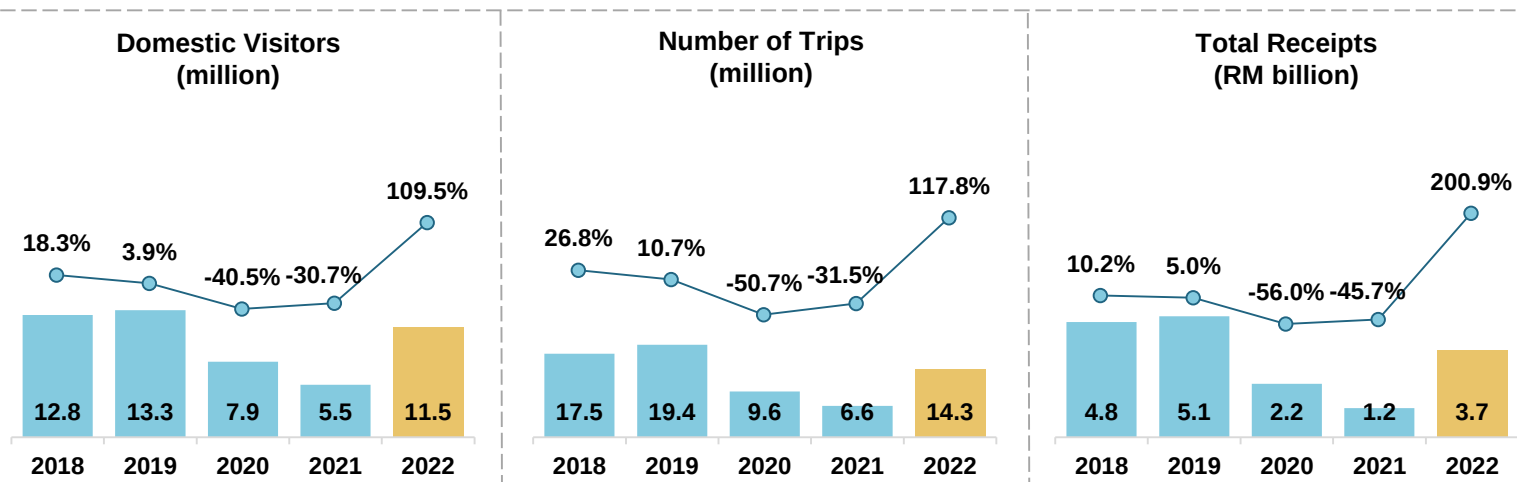
MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

**MALAYSIA
MADANI**



DOMESTIC TOURISM NEGERI SEMBILAN 2022

KEY STATISTICS



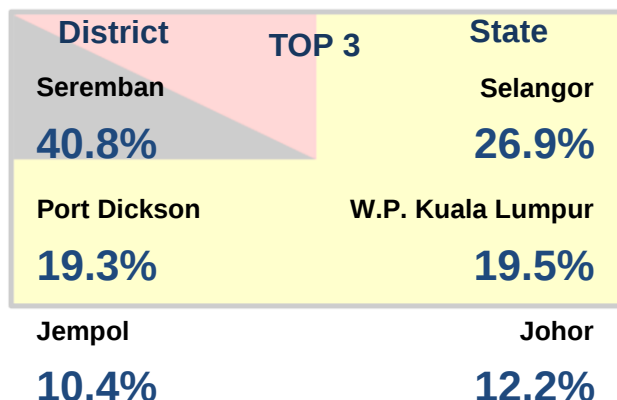
5 Main Purposes of Trips by Tourists



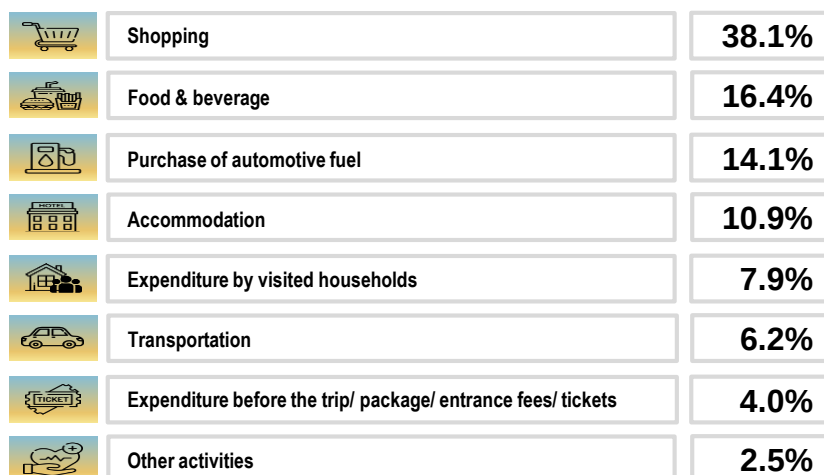
Origin State of Tourist

Intrastate
23.8%

Interstate
76.2%



Receipts Components of Domestic Visitors





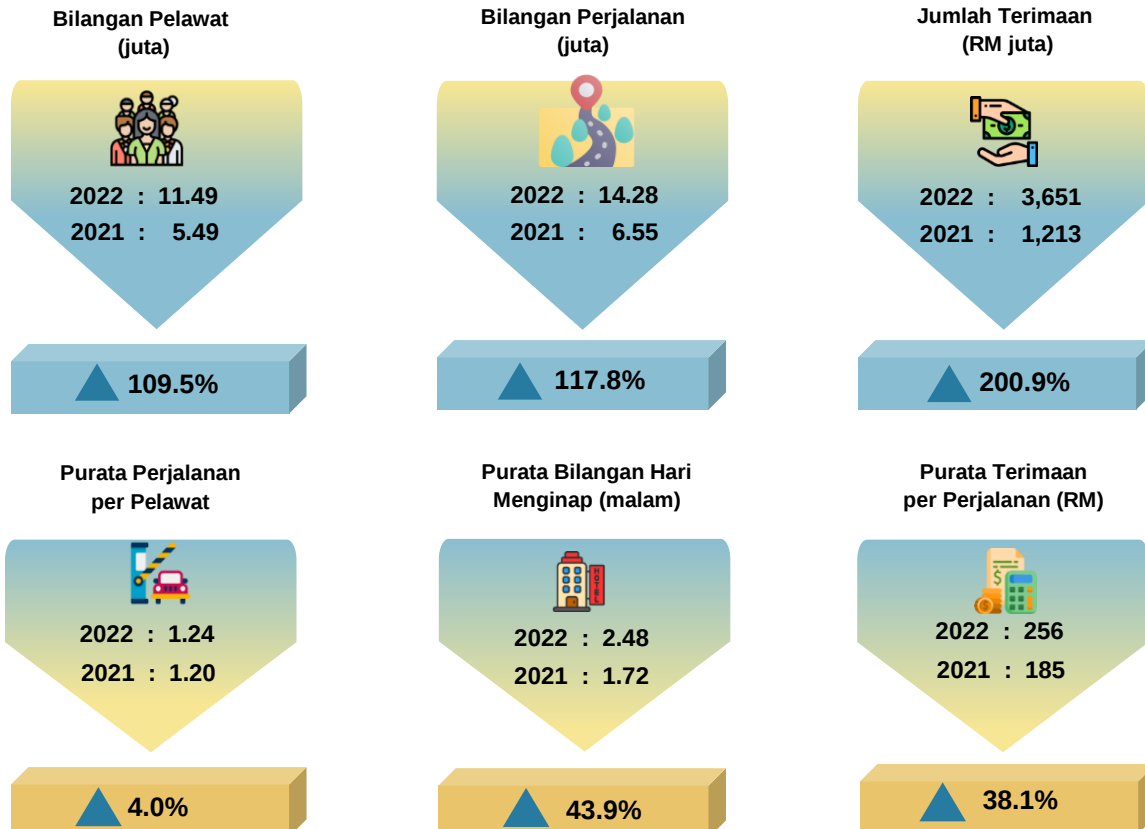
1.0 PENGENALAN

Penerbitan ini membentangkan statistik pelancongan domestik bagi Negeri Sembilan yang merangkumi ketibaan pelawat,¹ jumlah terimaan pelancongan domestik, trend perjalanan bermalam ke Negeri Sembilan dan profil sosial & demografi pelawat domestik. Statistik ini diperolehi daripada Survei Pelancongan Domestik (DTS) yang dijalankan pada 2022.

2.0 PELANCONGAN DOMESTIK DI NEGERI SEMBILAN, 2022

Pada 2022, pelancongan domestik di Negeri Sembilan mengalami kenaikan yang signifikan dari segi bilangan ketibaan pelawat domestik dan jumlah terimaan, seiring dengan peningkatan perjalanan residen Malaysia selepas bergelut dengan krisis pandemik COVID-19. Bilangan kedatangan pelawat domestik ke Negeri Sembilan meningkat 109.5 peratus berbanding 2021 untuk merekodkan 11.49 juta pelawat (2021: 5.49 juta pelawat). **Paparan 1** menunjukkan jumlah perjalanan pada 2022 meningkat kepada 14.28 juta perjalanan berbanding 6.55 juta perjalanan pada tahun 2021.

Paparan 1: Statistik Penting Pelancongan Domestik, Negeri Sembilan, 2021 dan 2022



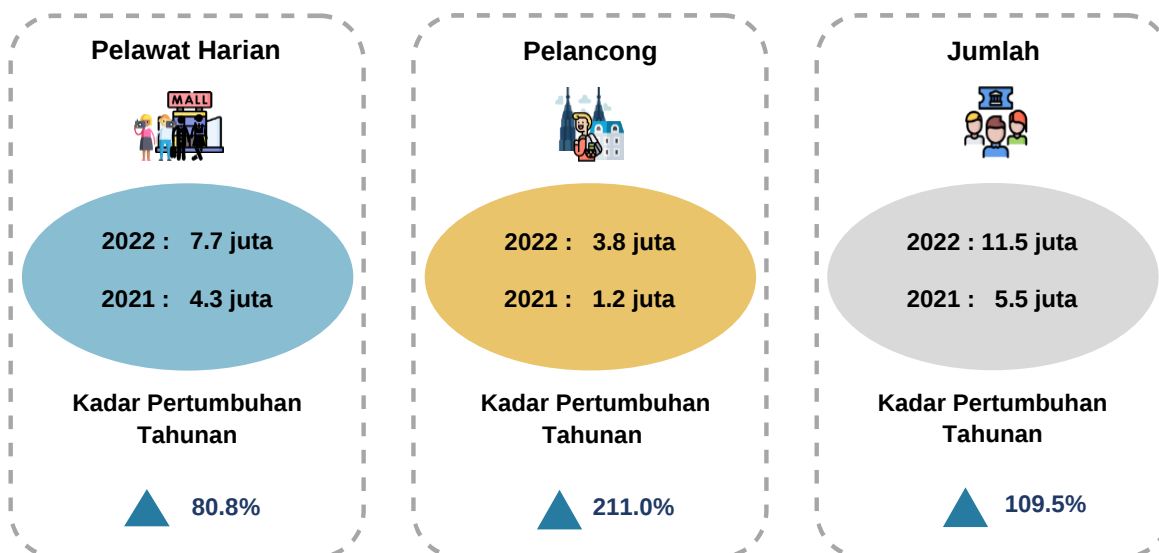
¹ Jumlah ini adalah termasuk pelawat yang sama yang melakukan satu atau lebih perjalanan pada tahun tersebut.

Pada 2022, jumlah terimaan pelancongan domestik Negeri Sembilan berjumlah RM3.7 bilion, meningkat sebanyak 200.9 peratus berbanding RM1.2 bilion pada tahun sebelumnya. Purata terimaan per perjalanan pada 2022 turut meningkat kepada RM256 berbanding RM185 seperti yang dicatatkan pada tahun sebelumnya. Sementara itu, purata bilangan hari menginap adalah 2.48 malam berbanding 1.72 malam yang telah direkodkan pada tahun 2021.

2.1 PELAWAT DOMESTIK

Pelawat domestik adalah terdiri daripada pelawat harian dan pelancong. Bilangan kedatangan pelawat domestik ke Negeri Sembilan pada 2022 disumbangkan oleh kenaikan jumlah kedatangan pelawat harian dan pelancong. Bilangan pelawat harian yang direkodkan adalah seramai 7.7 juta orang dengan kenaikan sebanyak 80.8 peratus berbanding tahun sebelumnya (2021: 4.3 juta orang). Sementara itu, bilangan pelancong ke Negeri Sembilan pula meningkat 211.0 peratus berbanding tahun 2021 (**Paparan 2**).

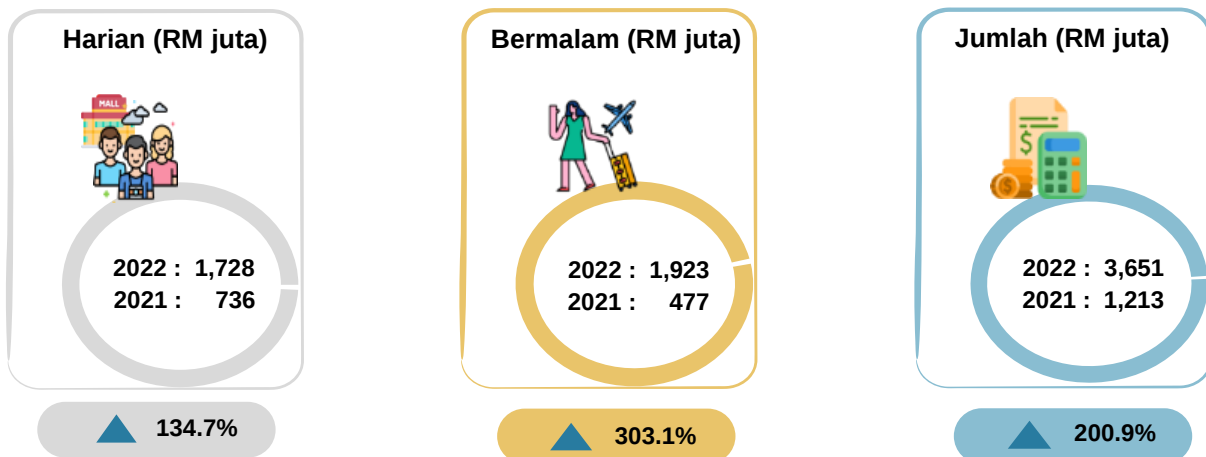
Paparan 2: Bilangan Pelawat Domestik ke Negeri Sembilan mengikut Jenis Pelawat, 2021 dan 2022



2.2 TERIMAAN PELANCONGAN DOMESTIK

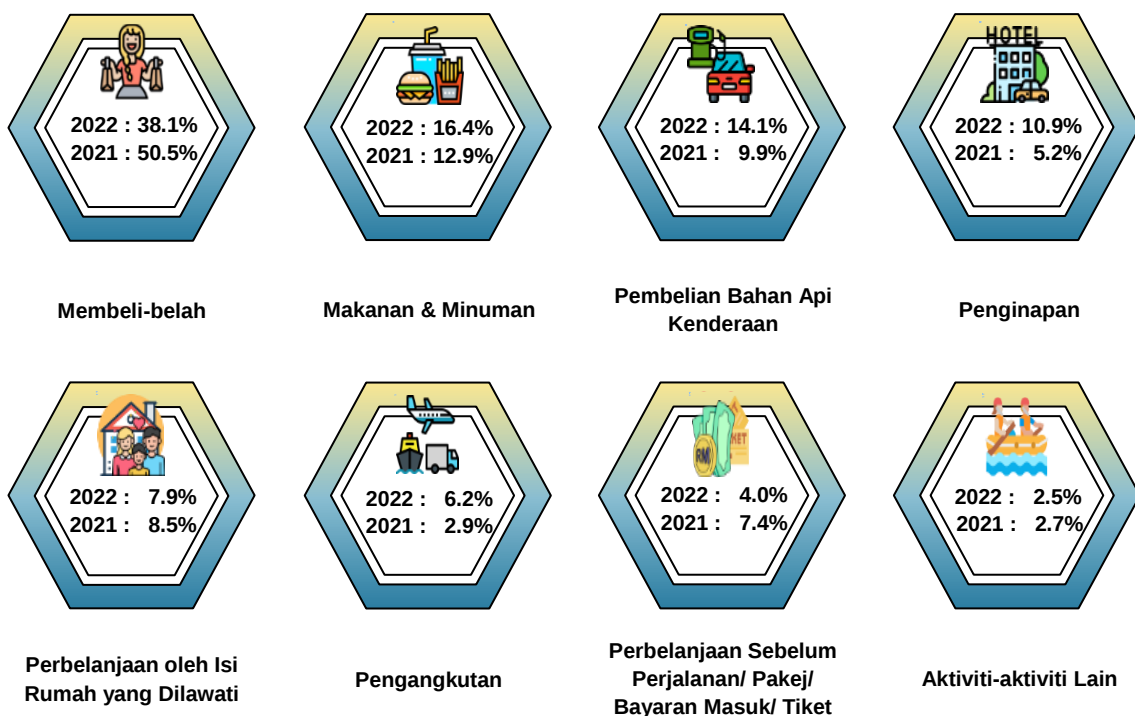
Jumlah terimaan pelancongan domestik bagi Negeri Sembilan pada tahun 2022 meningkat 200.9 peratus berbanding 45.7 peratus yang dicatatkan pada tahun sebelum. Pertumbuhan positif ini didorong oleh kenaikan jumlah terimaan bagi perjalanan bermalam dan harian masing-masing sebanyak 303.1 peratus dan 134.7 peratus (**Paparan 3**).

Paparan 3: Jumlah Terimaan mengikut Jenis Perjalanan, Negeri Sembilan, 2021 dan 2022



Bagi jumlah terimaan mengikut komponen pula, membeli-belah mencatatkan sumbangan tertinggi iaitu 38.1 peratus daripada jumlah terimaan (2021: 50.5%). Ini diikuti oleh makanan & minuman (16.4%), pembelian bahan api kenderaan (14.1%) dan penginapan (10.9%) seperti yang ditunjukkan di **Paparan 4**.

Paparan 4: Peratus Sumbangan Terimaan Pelancongan Domestik mengikut Komponen, Negeri Sembilan, 2021 dan 2022





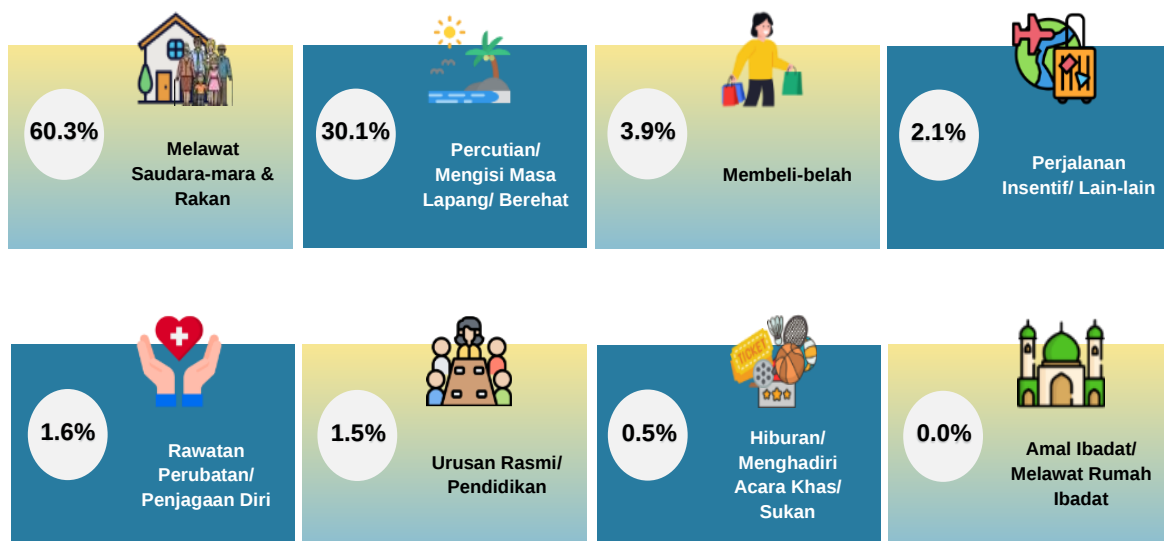
3.0 TREND PERJALANAN BERMALAM KE NEGERI SEMBILAN

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

3.1 TUJUAN UTAMA PERJALANAN

Paparan 5 menunjukkan tujuan utama pelancong melakukan perjalanan ke Negeri Sembilan pada tahun 2022. Melawat saudara-mara & rakan merupakan tujuan perjalanan yang utama dengan peratus sumbangan sebanyak 60.3 peratus daripada jumlah perjalanan bermalam (2021: 42.0%). Ini diikuti perjalanan bagi tujuan percutian/ mengisi masa lapang/ berehat (30.1%) dan membeli-belah (3.9%).

Paparan 5: Tujuan Utama Perjalanan Pelancong ke Negeri Sembilan, 2022

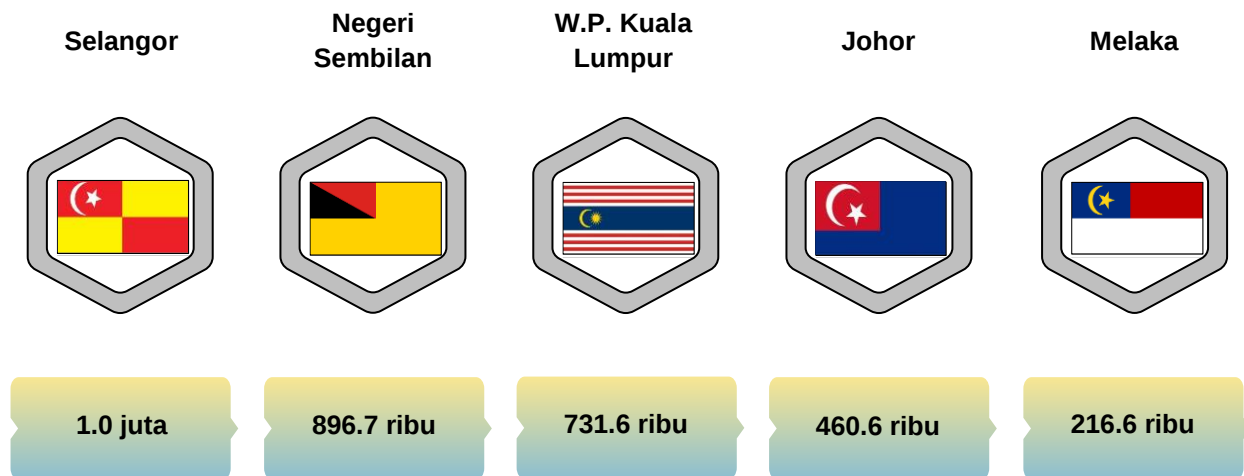


3.2 NEGERI ASAL PELANCONG

Paparan 6 memaparkan lima negeri asal pelancong tertinggi yang mengunjungi Negeri Sembilan pada 2022. Berdasarkan survei, pelancong berasal dari Selangor adalah yang tertinggi iaitu seramai 1.01 juta pelancong. Ini diikuti oleh pelancong dari Negeri Sembilan (0.90 juta pelancong), W.P. Kuala Lumpur (0.73 juta pelancong), Johor (0.46 juta pelancong) dan Melaka (0.22 juta pelancong).



Paparan 6: Lima Negeri Asal Pelancong Tertinggi yang Berkunjung ke Negeri Sembilan, 2022



3.3 DESTINASI UTAMA YANG DILAWATI PELANCONG DI NEGERI SEMBILAN

Paparan 7 menunjukkan lima destinasi utama pilihan pelancong di Negeri Sembilan pada 2022 iaitu Nilai 3 Wholesale Centre, Pantai Teluk Kemang, Pantai Cahaya Negeri, Pantai Saujana dan PD Ostrich Farm.

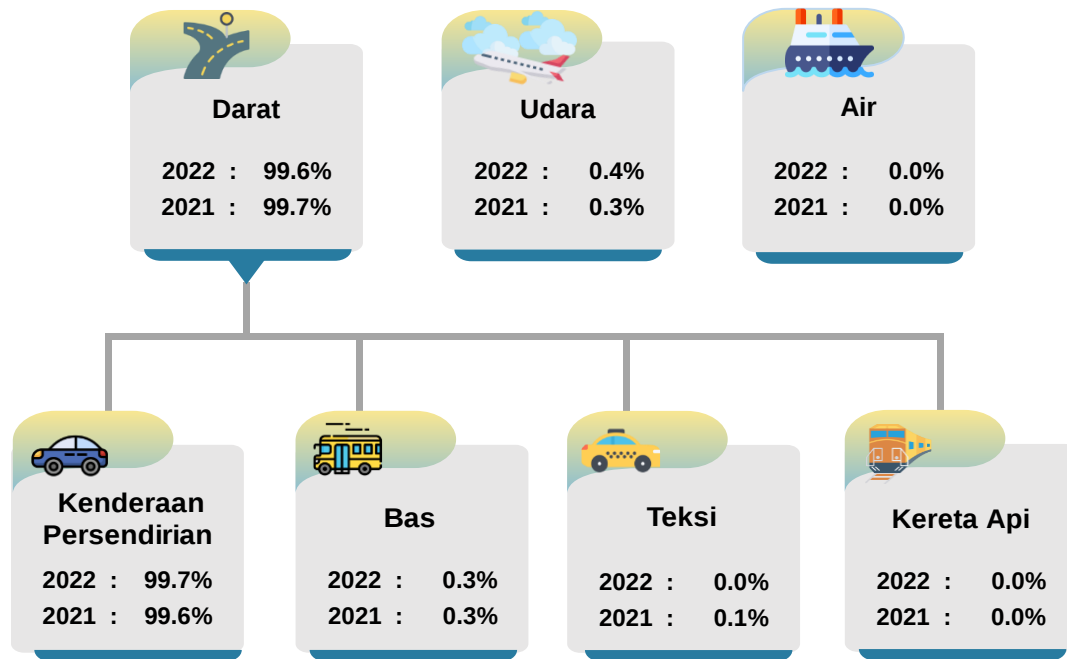
Paparan 7: Lima Destinasi Utama Dilawati oleh Pelancong di Negeri Sembilan, 2022



3.4 MOD PENGANGKUTAN

Pengangkutan darat merupakan mod pengangkutan utama yang digunakan oleh pelancong untuk melancong ke Negeri Sembilan iaitu sebanyak 99.6 peratus daripada jumlah perjalanan, diikuti oleh pengangkutan udara (0.4%). Kenderaan persendirian mendominasi mod pengangkutan darat dengan peratus sumbangan sebanyak 99.7 peratus. Ini diikuti oleh bas (0.3%) seperti di **Paparan 8**.

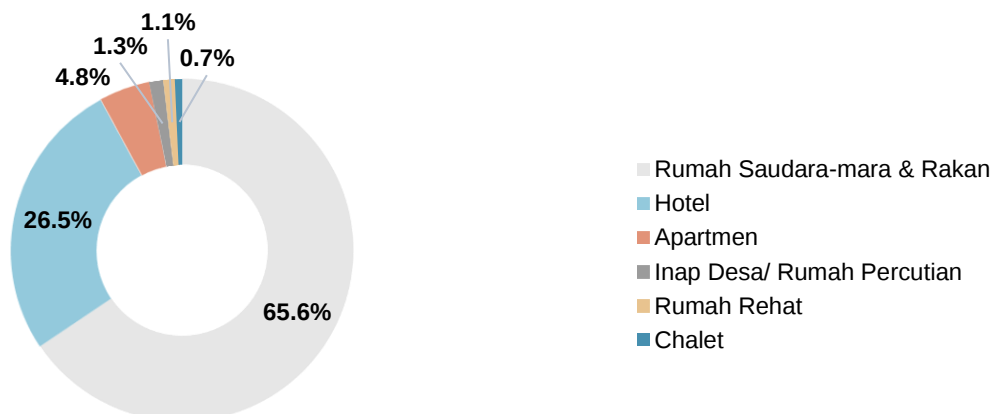
Paparan 8: Peratus Sumbangan Ketibaan Pelancong ke Negeri Sembilan mengikut Mod Pengangkutan, 2021 dan 2022



3.5 JENIS PENGINAPAN

Penginapan tidak berbayar (rumah saudara-mara & rakan) merupakan pilihan utama pelancong semasa mengunjungi Negeri Sembilan dengan peratus sumbangan 65.6 peratus dan selebihnya adalah penginapan berbayar (34.4%). Dalam segmen penginapan berbayar, penginapan di hotel adalah yang tertinggi (26.5%), diikuti oleh apartmen (4.8%), inap desa/ rumah percutian (1.3%), rumah rehat (1.1%) dan chalet (0.7%) seperti yang ditunjukkan di **Carta 1**.

Carta 1: Peratus Sumbangan Ketibaan Pelancong ke Negeri Sembilan mengikut Jenis Penginapan, 2022





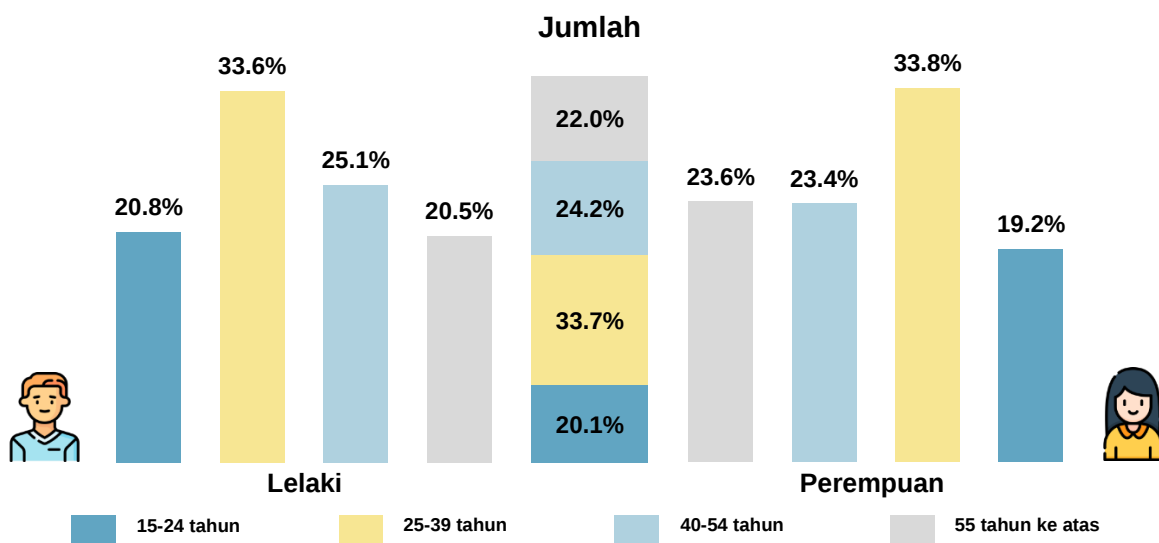
4.0 PROFIL SOSIAL & DEMOGRAFI PELAWAT DOMESTIK

Profil sosial & demografi merangkumi maklumat berkaitan pelawat domestik yang mengunjungi Negeri Sembilan mengikut jantina dan kumpulan umur, kumpulan etnik, tahap pendidikan, kelas pendapatan isi rumah dan status guna tenaga.

4.1 PELAWAT DOMESTIK MENGIKUT JANTINA DAN KUMPULAN UMUR

Pada tahun 2022, Negeri Sembilan menerima paling ramai pelawat domestik daripada kumpulan umur 25 hingga 39 tahun iaitu mewakili 33.7 peratus kepada jumlah keseluruhan pelawat domestik (**Carta 2**). Ini diikuti oleh pelawat domestik kumpulan umur 40 hingga 54 tahun (24.2%) dan 55 tahun ke atas (22.0%). Dari segi jantina, pelawat domestik perempuan berumur 25 hingga 39 tahun mencatatkan sumbangan tertinggi sebanyak 33.8 peratus berbanding lelaki dalam kumpulan umur yang sama (33.6%).

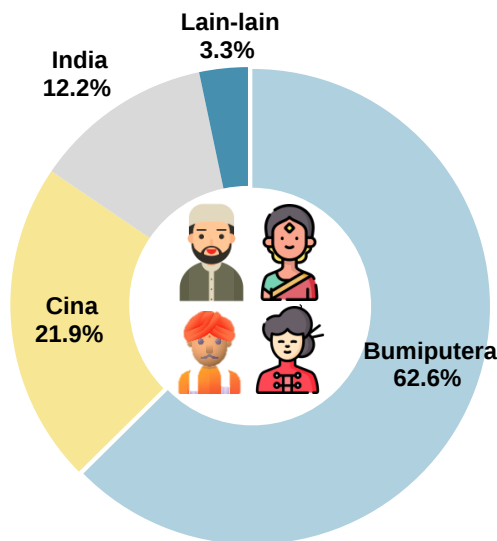
Carta 2: Peratus Sumbangan Pelawat Domestik ke Negeri Sembilan mengikut Jantina dan Kumpulan Umur, 2022



4.2 PELAWAT DOMESTIK MENGIKUT KUMPULAN ETNIK

Dari segi kumpulan etnik, pelawat domestik Bumiputera merekodkan peratus sumbangan tertinggi iaitu 62.6 peratus pada 2022. Ini diikuti oleh Cina (21.9%) dan India (12.2%) seperti yang dipaparkan di **Carta 3**.

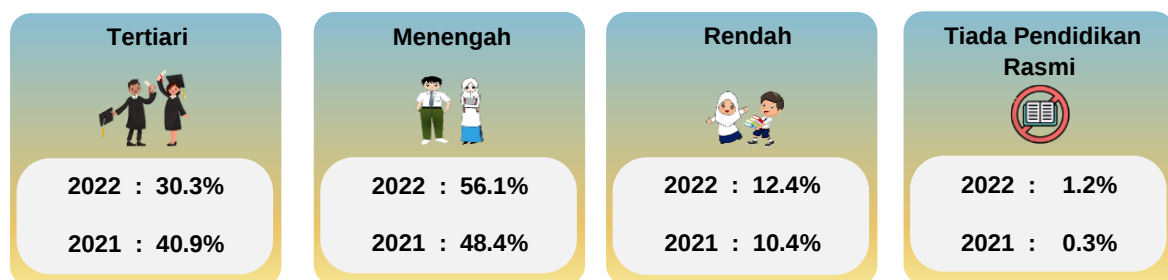
Carta 3: Peratus Sumbangan Pelawat Domestik ke Negeri Sembilan mengikut Kumpulan Etnik, 2022



4.3 PELAWAT DOMESTIK MENGIKUT TAHAP PENDIDIKAN

Sejumlah 56.1 peratus pelawat domestik yang berkunjung ke Negeri Sembilan pada tahun 2022 berpendidikan di peringkat menengah. Sementara itu, pelawat domestik yang berpendidikan tertiar mencatatkan 30.3 peratus seperti di **Paparan 9**.

Paparan 9: Peratus Sumbangan Pelawat Domestik ke Negeri Sembilan mengikut Tahap Pendidikan, 2022

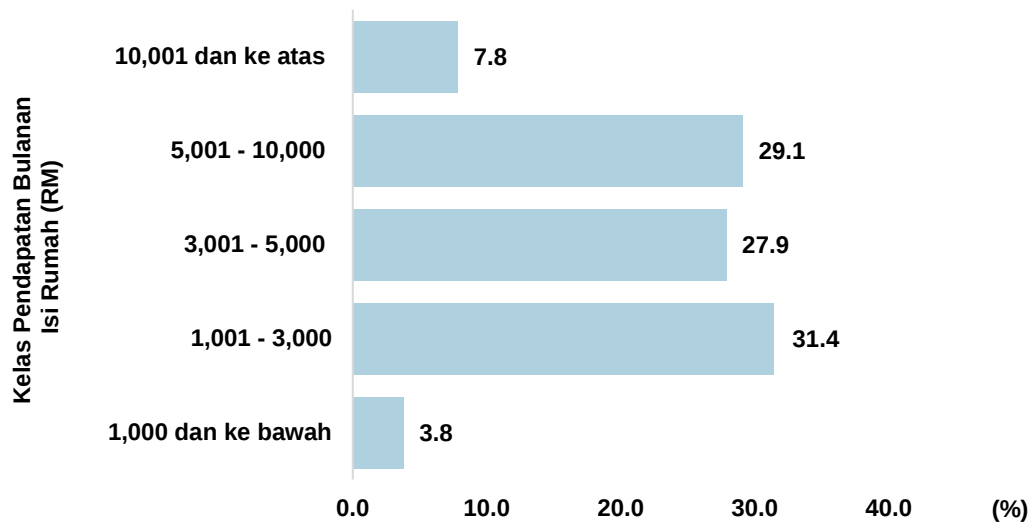


4.4 PELAWAT DOMESTIK MENGIKUT KELAS PENDAPATAN BULANAN ISI RUMAH

Carta 4 menunjukkan peratus sumbangan pelawat domestik yang berkunjung ke Negeri Sembilan mengikut kelas pendapatan isi rumah. Pada tahun 2022, pelawat domestik daripada isi rumah yang berpendapatan antara RM1,001 dan RM3,000 sebulan mencatatkan sumbangan tertinggi iaitu 31.4 peratus. Ini diikuti oleh pelawat daripada isi rumah yang berpendapatan RM5,001 hingga RM10,000 sebulan (29.1%) dan RM3,001 hingga RM5,000 sebulan (27.9%).



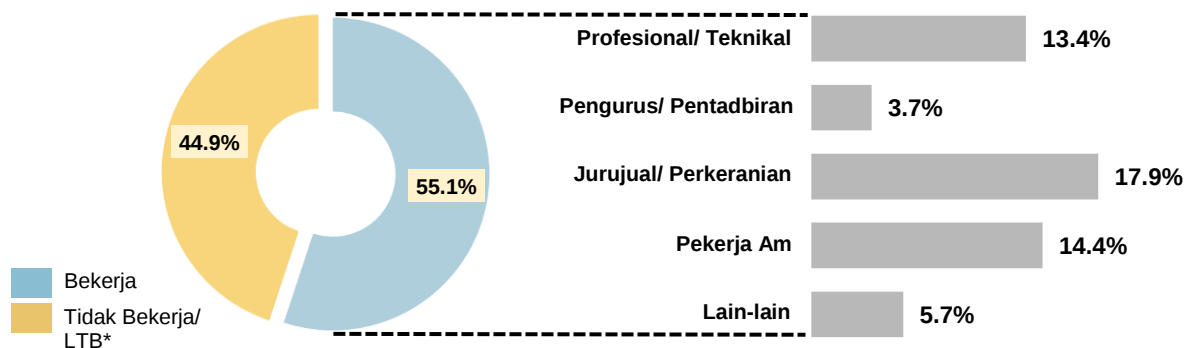
Carta 4: Peratus Sumbangan Pelawat Domestik ke Negeri Sembilan mengikut Kelas Pendapatan Bulanan Isi Rumah, 2022



4.5 PELAWAT DOMESTIK MENGIKUT STATUS GUNA TENAGA

Berdasarkan status guna tenaga, sebanyak 55.1 peratus pelawat domestik yang berkunjung ke Negeri Sembilan pada tahun 2022 terdiri daripada mereka yang bekerja, manakala selebihnya tidak bekerja/ luar tenaga buruh (44.9%). Pelawat domestik yang bekerja merangkumi profesional/ teknikal (13.4%), pengurus/ pentadbiran (3.7%), jurujual/ perkeranian (17.9%), pekerja am (14.4%) dan lain-lain (5.7%).

Carta 5: Peratus Sumbangan Pelawat Domestik ke Negeri Sembilan mengikut Status Guna Tenaga, 2022



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

Muka surat ini sengaja dibiarkan kosong
This page is deliberately left blank



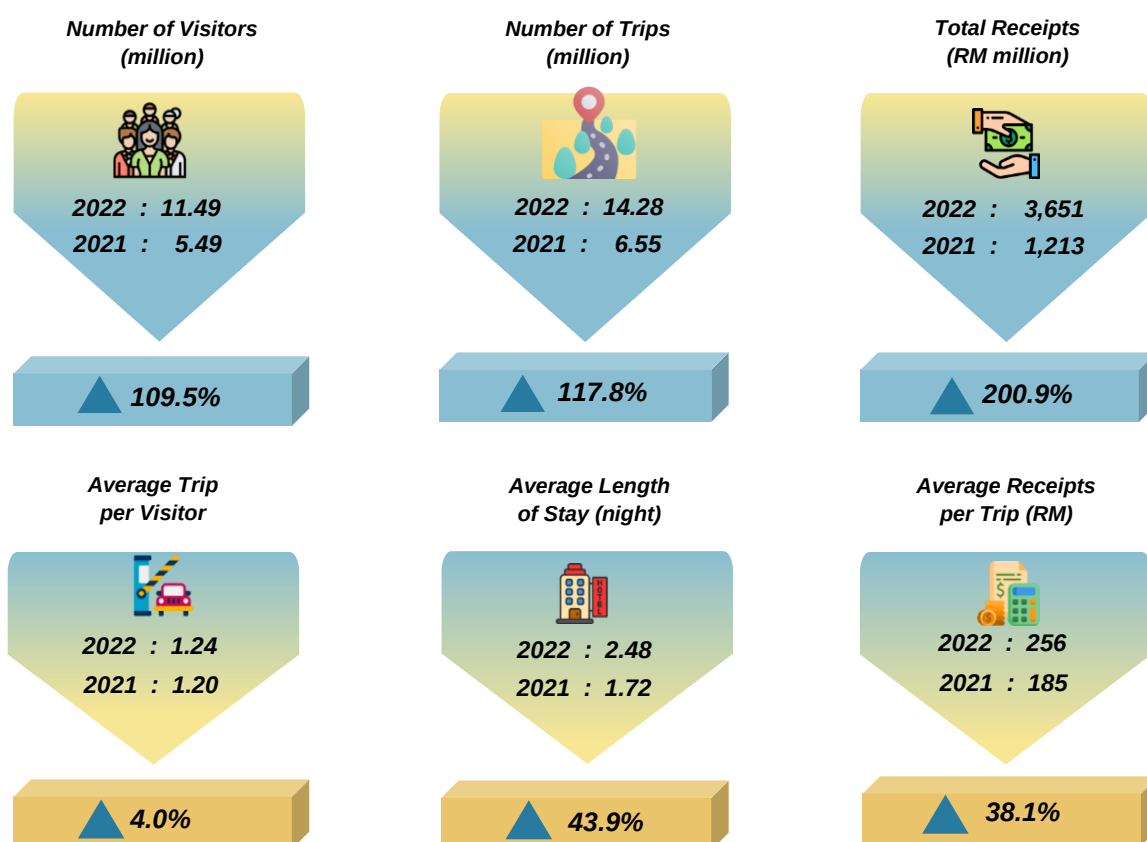
1.0 INTRODUCTION

This publication presents statistics on domestic tourism for Negeri Sembilan which consists of visitor¹ arrivals, total of domestic tourism receipts, trend of overnight trips to Negeri Sembilan and social & demographic profiles of domestic visitors. These statistics were findings from the Domestic Tourism Survey (DTS) conducted in 2022.

2.0 DOMESTIC TOURISM IN NEGERI SEMBILAN, 2022

In 2022, domestic tourism in Negeri Sembilan experienced a significant rise in the number of visitor arrivals and total receipts due to the increase in trips made by residents of Malaysia after struggling with the COVID-19 pandemic crisis. The number of domestic visitor arrivals in Negeri Sembilan increased 109.5 per cent as compared to 2021, which registered 11.49 million visitors (2021: 5.49 million visitors). **Exhibit 1** shows the number of trips recorded in 2022 increased to 14.28 million trips as compared to 6.55 million trips in 2021.

Exhibit 1: Key Statistics of Domestic Tourism, Negeri Sembilan, 2021 and 2022



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

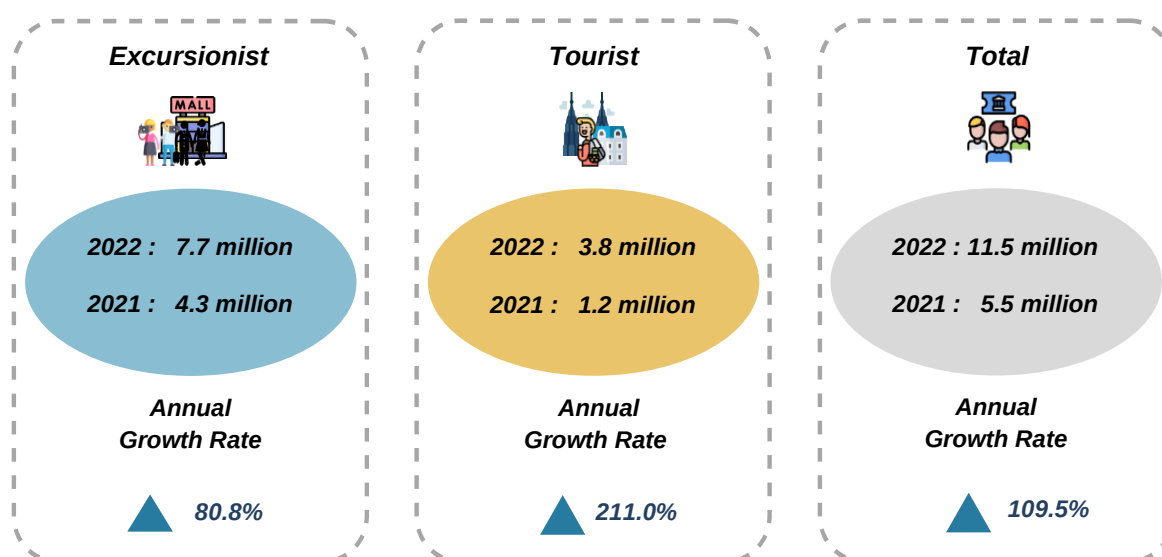
SUMMARY OF FINDINGS

In 2022, Negeri Sembilan's domestic tourism receipts was RM3.7 billion, increased of 200.9 per cent compared to RM1.2 billion in the preceding year. The average receipts per trip in 2022 increased to RM256 as compared to RM185 as recorded in the previous year. Meanwhile, the average length of stay was 2.48 nights compared to 1.72 nights as registered in 2021.

2.1 DOMESTIC VISITORS

Domestic visitors consist of excursionists and tourists. The number of domestic visitor arrivals to Negeri Sembilan in 2022 was attributed by the increase in the number of excursionist and tourist arrivals. The number of excursionists recorded was 7.7 million persons with an increase of 80.8 per cent as compared to the previous year (2021: 4.3 million persons). Meanwhile, the number of tourists to Negeri Sembilan increased by 211.0 per cent as compared to 2021 (Exhibit 2).

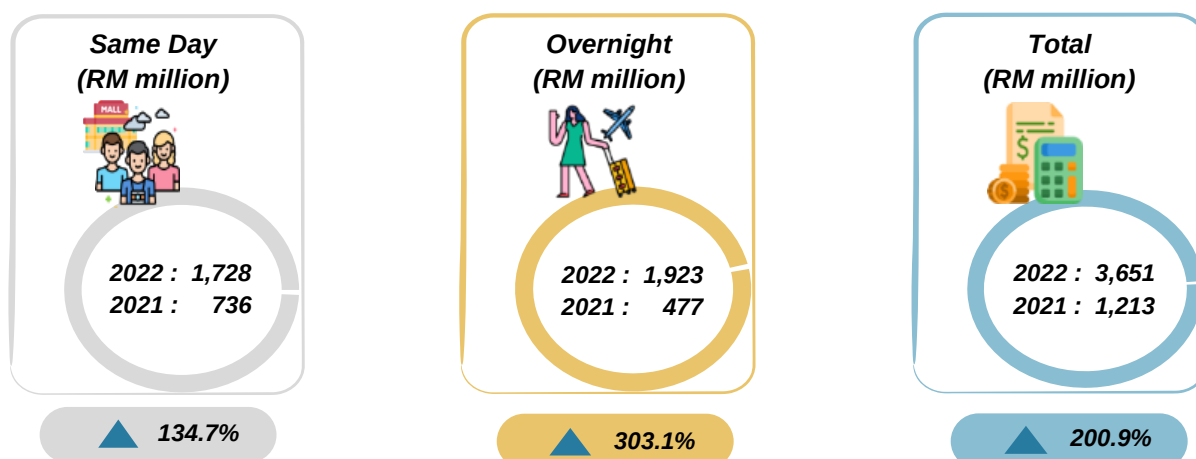
Exhibit 2: Number of Domestic Visitors to Negeri Sembilan by Type of Visitor, 2021 and 2022



2.2 DOMESTIC TOURISM RECEIPTS

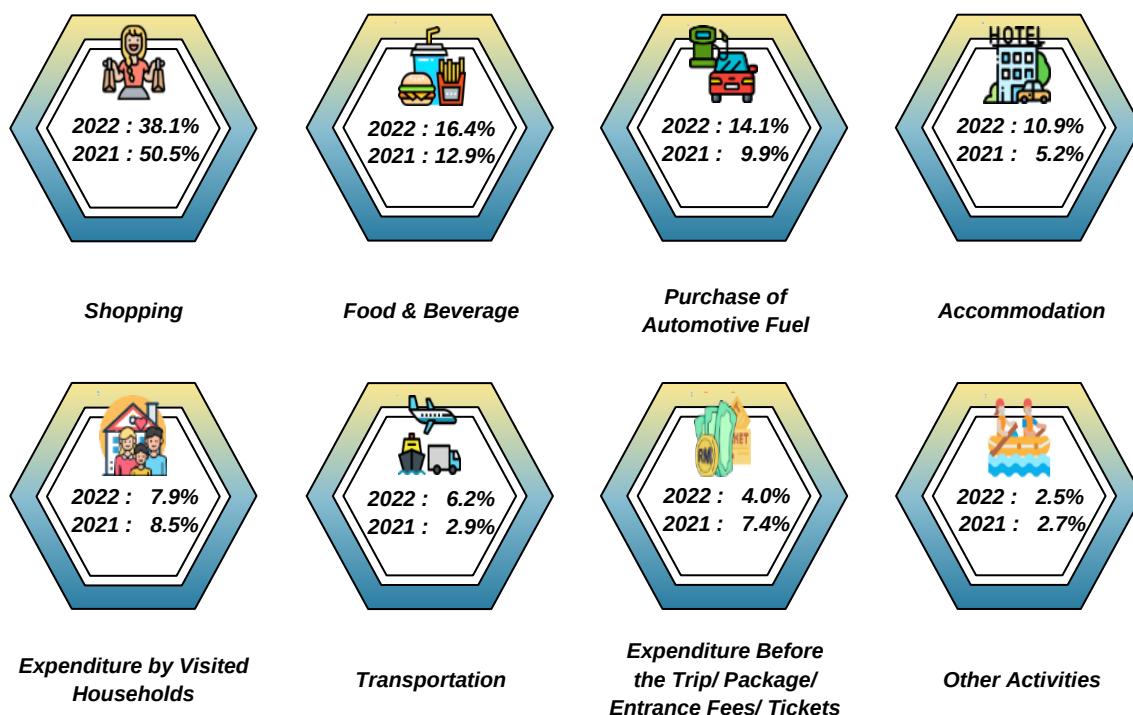
Total domestic tourism receipts for Negeri Sembilan in 2022 increased 200.9 per cent as compared to -45.7 per cent in the previous year. This positive growth was driven by the increase in total receipts for overnight and same day trips which recorded 303.1 per cent and 134.7 per cent respectively (Exhibit 3).

Exhibit 3: Total Receipts by Type of Trips, Negeri Sembilan, 2021 and 2022



In terms of total receipts by component, shopping registered the highest contribution, which was 38.1 per cent of total receipts (2021: 50.5%). This was followed by food & beverage (16.4%), purchase of automotive fuel (14.1%) and accommodation (10.9%) as shown in Exhibit 4.

Exhibit 4: Percentage Share of Tourism Receipts by Component, Negeri Sembilan, 2021 and 2022



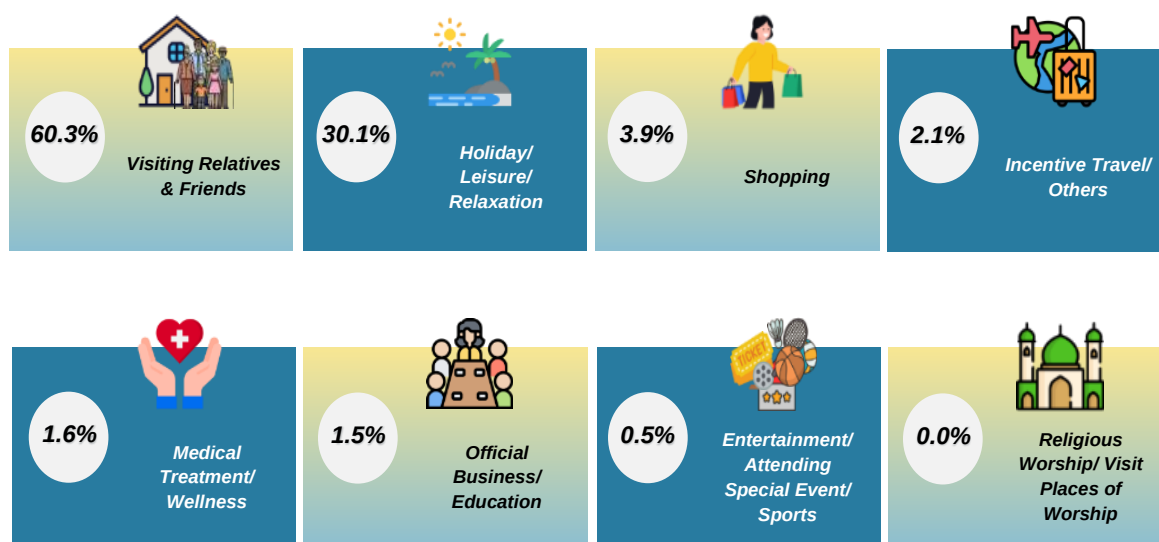
3.0 TREND OF OVERNIGHT TRIP TO NEGERI SEMBILAN

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

3.1 MAIN PURPOSES OF TRIPS

Exhibit 5 shows the main purpose of tourists travelling to the state of Negeri Sembilan in 2022. Visiting relatives & friends is the top purpose of trips with a percentage share of 60.3 per cent of total overnight trips (2021: 42.0%). This was followed by holiday/ leisure/ relaxation (30.1%) and shopping (3.9%).

Exhibit 5: Main Purposes of Trips by Tourists to Negeri Sembilan, 2022

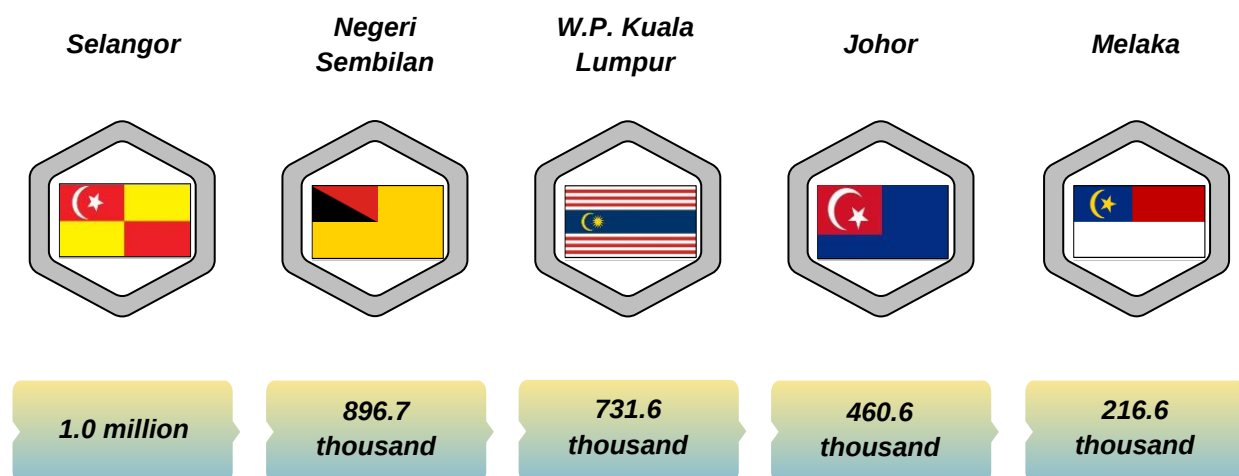


3.2 ORIGIN STATE OF TOURISTS

Exhibit 6 shows the top five origin states of tourists who visited Negeri Sembilan in 2022. According to the survey, tourists from Selangor were the highest with 1.01 million tourists. This was followed by tourists from Negeri Sembilan (0.90 million tourists), W.P. Kuala Lumpur (0.73 million tourists), Johor (0.46 million tourists) and Melaka (0.22 million tourists).



Exhibit 6: Top Five Origin States of Tourists to Negeri Sembilan, 2022



3.3 MAIN DESTINATION VISITED BY TOURISTS IN NEGERI SEMBILAN

Exhibit 7 depicts the top five destinations preferred by tourists in Negeri Sembilan in 2022, which were Nilai 3 Wholesale Centre, Pantai Teluk Kemang, Pantai Cahaya Negeri, Pantai Saujana and PD Ostrich Farm.

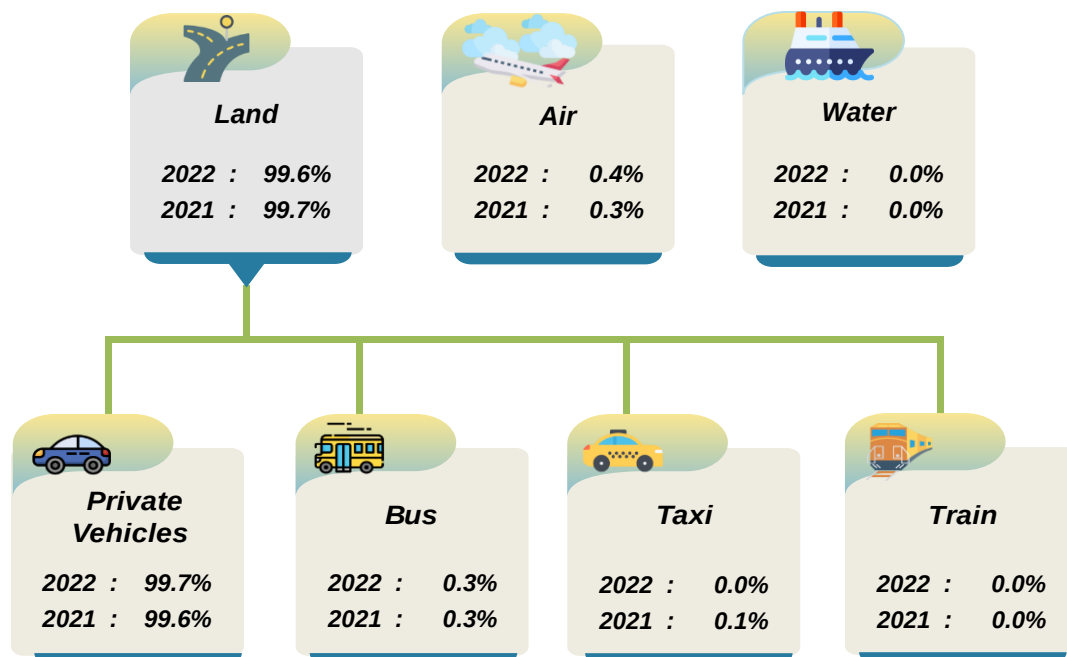
Exhibit 7: Top Five Destinations Visited by Tourists in Negeri Sembilan, 2022



3.4 MODE OF TRANSPORT

Land transport was the main mode of transport used by tourists in travelling to Negeri Sembilan, which was 99.6 per cent of total trips, followed by air transport (0.4%). Land transport was dominated by private vehicles with a percentage share of 99.7 per cent. This was followed by bus (0.3%) as shown in **Exhibit 8**.

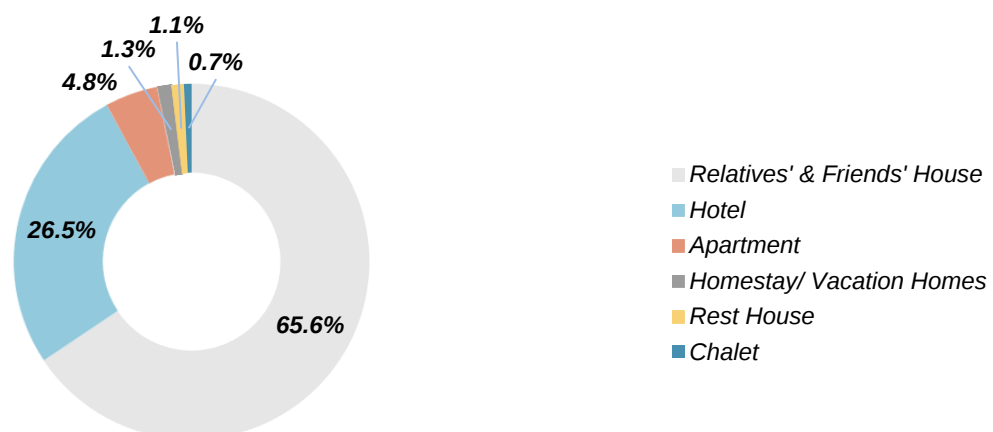
Exhibit 8: Percentage Share of Tourists Arrivals to Negeri Sembilan by Mode of Transport, 2021 and 2022



3.5 TYPES OF ACCOMMODATION

Unpaid accommodation (relatives' & friends' houses) was the most prevalence choice of tourists when visiting Negeri Sembilan with a contribution of 65.6 per cent and the remaining was paid accommodation (34.4%). In the paid accommodation segment, staying at hotel was the highest (26.5%), followed by apartment (4.8%), homestay/ vacation home (1.3%), rest house (1.1%) and chalet (0.7%) as shown in **Chart 1**.

Chart 1: Percentage Share of Tourists Arrivals to Negeri Sembilan by Types of Accommodation, 2022





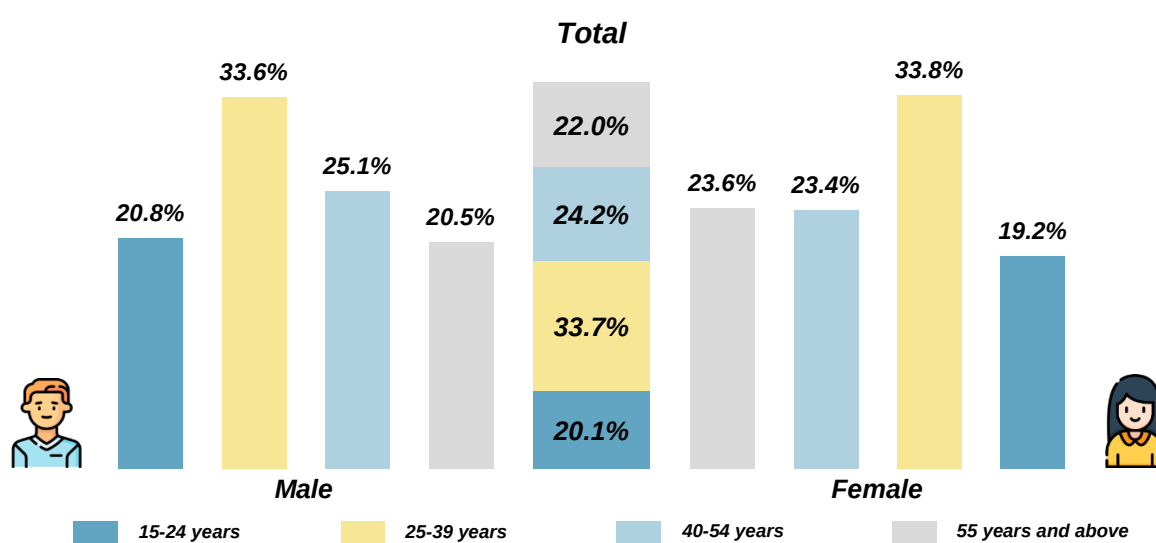
4.0 SOCIAL & DEMOGRAPHIC PROFILES OF DOMESTIC VISITORS

Social & demographic profiles comprise of information on domestic visitors who travelled to Negeri Sembilan by sex and age group, ethnic group, educational attainment, household income class and employment status.

4.1 DOMESTIC VISITORS BY SEX AND AGE GROUP

In 2022, most of the domestic visitors received by Negeri Sembilan were from the age group of 25 to 39 years, representing 33.7 per cent of the total domestic visitors (**Chart 2**). This was followed by domestic visitors aged 40 to 54 years (24.2%) and 55 years and above (22.0%). In terms of sex, female domestic visitors aged 25 to 39 years recorded the highest share at 33.8 per cent as compared to male in the same age group (33.6%).

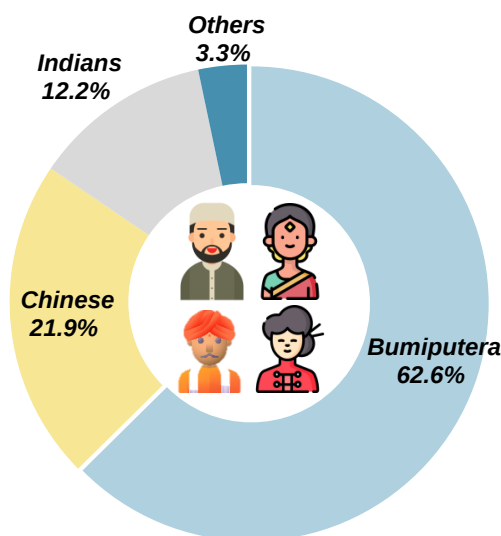
Chart 2: Percentage Share of Domestic Visitors to Negeri Sembilan by Sex and Age Group, 2022



4.2 DOMESTIC VISITORS BY ETHNIC GROUP

In terms of the ethnic group for domestic visitors, Bumiputera recorded the highest percentage share at 62.6 per cent in 2022. This was followed by Chinese (21.9%) and Indians (12.2%) as shown in **Chart 3**.

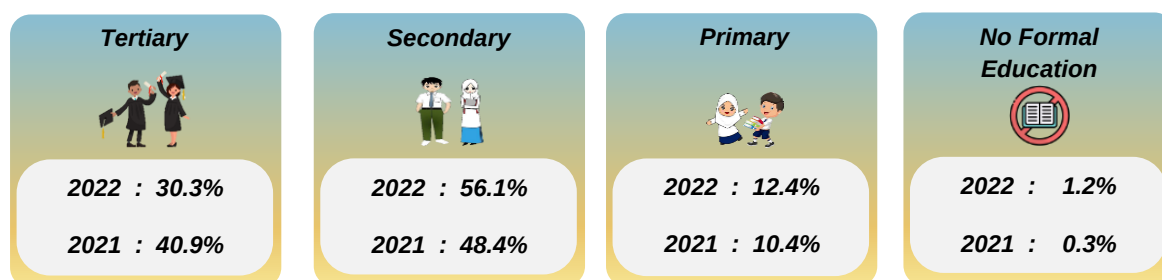
Chart 3: *Percentage Share of Domestic Visitors to Negeri Sembilan by Ethnic Group, 2022*



4.3 DOMESTIC VISITORS BY EDUCATIONAL LEVEL

A total of 56.1 per cent of the domestic visitors who travelled to Negeri Sembilan in 2022 attained secondary education. Meanwhile, domestic visitors with tertiary education recorded 30.3 per cent as shown in **Exhibit 9**.

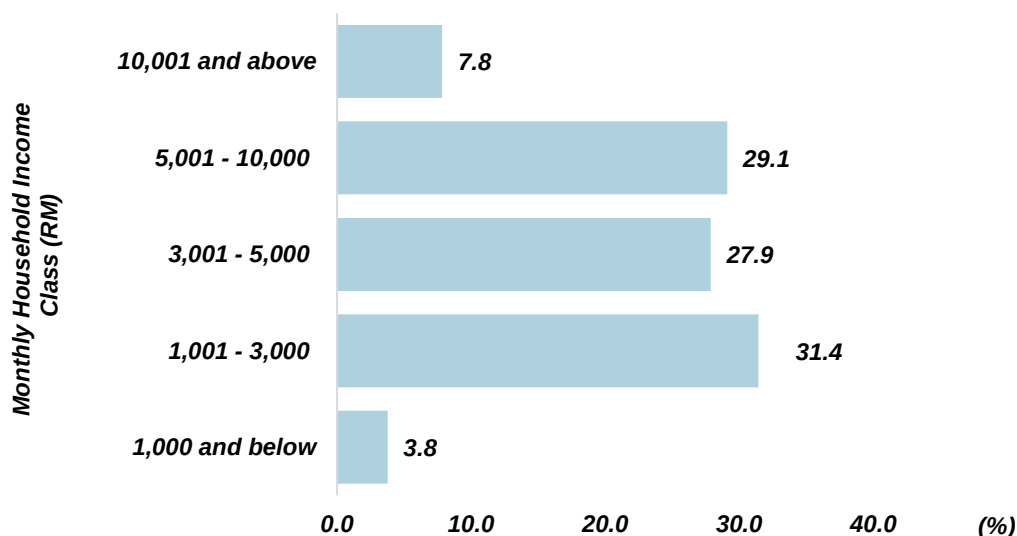
Exhibit 9: *Percentage Share of Domestic Visitors to Negeri Sembilan by Educational Level, 2022*



4.4 DOMESTIC VISITORS BY MONTHLY HOUSEHOLD INCOME CLASS

Chart 4 shows the percentage share of domestic visitors who travelled to Negeri Sembilan by household income class. In 2022, domestic visitors with household income class earning between RM1,001 and RM3,000 per month recorded the highest share with 31.4 per cent. This was followed by visitors with household income class of RM5,001 to RM10,000 per month (29.1%) and RM3,001 to RM5,000 per month (27.9%).

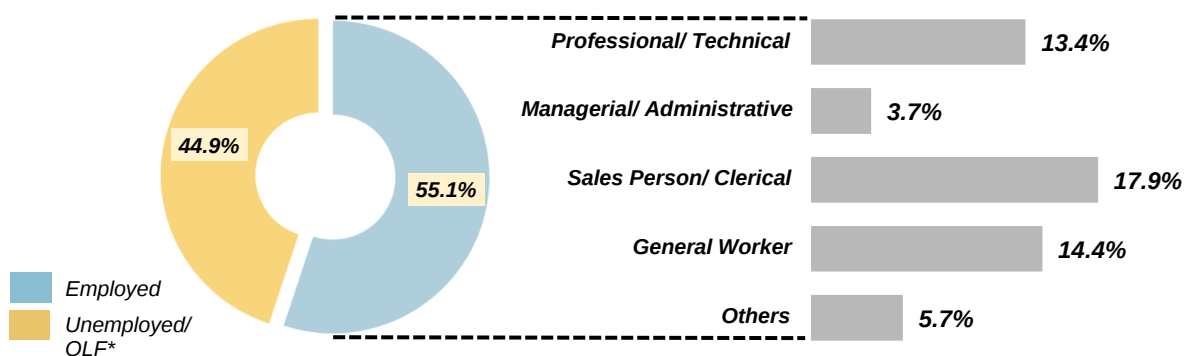
Chart 4: Percentage Share of Domestic Visitors to Negeri Sembilan by Monthly Household Income Class, 2022



4.5 DOMESTIC VISITORS BY EMPLOYMENT STATUS

Referring to employment status, a total of 55.1 per cent of the domestic visitors who visited Negeri Sembilan in 2022 consisted of those who were employed, while the remaining were unemployed/ outside labour force (44.9%). The employed domestic visitors comprised of professional/ technical (13.4%), managerial/ administrative (3.7%), sales person/ clerical (17.9%), general worker (14.4%) and others (5.7%).

Chart 5: Percentage Share of Domestic Visitors to Negeri Sembilan by Employment Status, 2022



*OLF: Outside Labour Force (Housewife, Student and Retiree)

Muka surat ini sengaja dibiarkan kosong
This page is deliberately left blank

A cluster of overlapping triangles in light blue, yellow, and grey, located in the top-left corner of the page.

BAHAGIAN

PART

2

JADUAL STATISTIK

STATISTICAL TABLES

A collection of various-sized triangles in light blue, yellow, and grey, scattered in the bottom-right corner of the page.

Muka surat ini sengaja dibiarkan kosong
This page is deliberately left blank

Jadual 1: Statistik Penting Pelancongan Domestik, Negeri Sembilan, 2017 - 2022*Table 1: Key Statistics of Domestic Tourism, Negeri Sembilan, 2017 - 2022*

Statistik Penting <i>Key Statistics</i>	2017	2018	2019	2020	2021	2022
Jumlah Terimaan (RM juta) <i>Total Receipts (RM million)</i>	4,382	4,830	5,071	2,233	1,213	3,651
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>		10.22	4.99	-55.97	-45.66	200.92
Pelawat Domestik ('000) <i>Domestic Visitors ('000)</i>	10,822	12,802	13,303	7,918	5,485	11,490
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>		18.29	3.91	-40.48	-30.72	109.48
Perjalanan Pelancongan Domestik ('000) <i>Domestic Tourism Trips ('000)</i>	13,832	17,541	19,414	9,567	6,555	14,279
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>		26.81	10.68	-50.72	-31.49	117.83
Purata Terimaan per Kapita (RM) <i>Average Receipts per Capita (RM)</i>	405	377	381	282	221	318
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>		-6.83	1.04	-26.02	-21.56	43.65
Purata Terimaan per Perjalanan (RM) <i>Average Receipts per Trip (RM)</i>	317	275	261	233	185	256
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>		-13.09	-5.14	-10.64	-20.69	38.14
Purata Bilangan Hari Menginap <i>Average Length of Stay</i>	2.31	2.46	2.46	1.90	1.72	2.48
Peratus Perubahan Tahunan (%) <i>Annual Percentage Change</i>		6.62	-0.08	-22.86	-9.12	43.86

Jadual 2: Bilangan Pelawat Domestik mengikut Jenis Pelawat ke Negeri Sembilan, 2021 dan 2022*Table 2: Number of Domestic Visitors by Type of Visitors to Negeri Sembilan, 2021 and 2022*

Jenis Pelawat <i>Type of Visitor</i>	2021		2022	
	Peratus Sumbangan <i>Percentage Share (%)</i>	('000)	Peratus Sumbangan <i>Percentage Share (%)</i>	('000)
Jumlah <i>Total</i>	100.0	5,485	100.0	11,490
Pelawat Harian <i>Excursionist</i>	78.0	4,276	67.3	7,729
Pelancong <i>Tourist</i>	22.0	1,209	32.7	3,761

Jadual 3: Bilangan Perjalanan Pelancongan Domestik ke Negeri Sembilan, 2021 dan 2022*Table 3: Number of Domestic Tourism Trips to Negeri Sembilan, 2021 and 2022*

Perjalanan Pelancongan Domestik <i>Domestic Tourism Trip</i>	2021		2022	
	Peratus Sumbangan <i>Percentage Share (%)</i>	('000)	Peratus Sumbangan <i>Percentage Share (%)</i>	('000)
Jumlah <i>Total</i>	100.0	6,555	100.0	14,279
Perjalanan Harian <i>Same Day Trip</i>	80.0	5,241	68.8	9,825
Perjalanan Bermalam <i>Overnight Trip</i>	20.0	1,314	31.2	4,454

Jadual 4: Terimaan Pelancongan Domestik mengikut Jenis Perjalanan, Negeri Sembilan, 2021 dan 2022

Table 4: Receipts of Domestic Tourism by Type of Trip, Negeri Sembilan, 2021 and 2022

Terimaan Receipts	2021		2022	
	Peratus Sumbangan Percentage Share (%)	(RM juta/ million)	Peratus Sumbangan Percentage Share (%)	(RM juta/ million)
Jumlah/ Total	100.0	1,213	100.0	3,651
Terimaan Harian/ Same Day Receipts	60.7	736	47.3	1,728
Terimaan Bermalam/ Overnight Receipts	39.3	477	52.7	1,923
		(RM)		(RM)
Jumlah/ Total				
Purata Terimaan Harian per Perjalanan <i>Average Same Day Receipts per Trip</i>		140		176
Purata Terimaan Bermalam per Perjalanan <i>Average Overnight Receipts per Trip</i>		363		432

Jadual 5: Bilangan Perjalanan Pelancongan Domestik mengikut Jenis Perjalanan ke Negeri Sembilan, 2021 dan 2022

Table 5: Number of Domestic Tourism Trips by Type of Trip to Negeri Sembilan, 2021 and 2022

Jenis Perjalanan Type of Trip	2021	2022
	('000)	
Jumlah Perjalanan/ Total Trips	6,555	14,279
Individu/ Individual	547	1,164
Perjalanan Harian/ Same Day Trip	491	515
Perjalanan Bermalam/ Overnight Trip	56	649
Bersama Keluarga/ With Family	6,008	13,114
Perjalanan Harian/ Same Day Trip	4,750	9,310
Perjalanan Bermalam/ Overnight Trip	1,258	3,804

Jadual 6: Purata Bilangan Hari Menginap bagi Pelancong ke Negeri Sembilan, 2021 dan 2022

Table 6: Average Length of Stay of Tourists to Negeri Sembilan, 2021 and 2022

	2021	2022
Purata Bilangan Hari Menginap <i>Average Length of Stay</i>	1.72	2.48
Perjalanan Bermalam ('000) <i>Overnight Trip</i>	1,314	4,454
Bilangan Malam ('000) <i>No. of Nights</i>	2,263	11,034

Jadual 7: Jumlah Terimaan daripada Pelawat Domestik ke Negeri Sembilan mengikut Komponen, 2021 dan 2022

Table 7: Total Receipts from Domestic Visitors to Negeri Sembilan by Component, 2021 and 2022

Komponen <i>Component</i>	2021	2022	2021	2022
	Jumlah Terimaan <i>Total Receipts</i> (RM '000)		Peratus Sumbangan <i>Percentage Share</i> (%)	
A. Perbelanjaan oleh pelawat <i>Expenditure by visitors</i>	1,110,445	3,363,688	91.5	92.1
Membeli-belah <i>Shopping</i>	612,841	1,390,422	50.5	38.1
Pembelian bahan api kenderaan <i>Purchase of automotive fuel</i>	120,472	513,075	9.9	14.1
Pengangkutan <i>Transportation</i>	34,650	224,825	2.9	6.2
Makanan & minuman <i>Food & beverage</i>	156,531	599,653	12.9	16.4
Penginapan <i>Accommodation</i>	63,626	398,553	5.2	10.9
Perbelanjaan sebelum perjalanan/ pakej/ bayaran masuk/ tiket <i>Expenditure before the trip/ package/ entrance fees/ tickets</i>	89,620	145,053	7.4	4.0
Aktiviti-aktiviti lain <i>Other activities</i>	32,705	92,107	2.7	2.5
B. Perbelanjaan oleh isi rumah yang dilawati <i>Expenditure by visited households</i>	102,940	287,652	8.5	7.9
Jumlah Terimaan (A+B) <i>Total Receipts (A+B)</i>	1,213,385	3,651,341	100.0	100.0

Jadual 8: Perjalanan Pelancongan Domestik ke Negeri Sembilan mengikut Tujuan Utama, 2022

Table 8: Domestic Tourism Trips to Negeri Sembilan by Main Purposes of Visit, 2022

Pelawat Domestik <i>Domestic Visitors</i>	Peratus Sumbangan <i>Percentage Share (%)</i>	Pelancong <i>Tourists</i>	Peratus Sumbangan <i>Percentage Share (%)</i>
Membeli-belah <i>Shopping</i>	43.31	Melawat saudara-mara & rakan <i>Visiting relatives & friends</i>	60.29
Melawat saudara-mara & rakan <i>Visiting relatives & friends</i>	26.89	Percutian/ mengisi masa lapang/ berehat <i>Holiday/ leisure/ relaxation</i>	30.14
Rawatan perubatan/ penjagaan diri <i>Medical treatment/ wellness</i>	15.49	Membeli-belah <i>Shopping</i>	3.91
Percutian/ mengisi masa lapang/ berehat <i>Holiday/ leisure/ relaxation</i>	10.23	Perjalanan insentif/ lain-lain <i>Incentive travel/ others</i>	2.09
Hiburan/ menghadiri acara khas/ sukan <i>Entertainment/ attending special event/ sports</i>	1.23	Rawatan perubatan/ penjagaan diri <i>Medical treatment/ wellness</i>	1.59
Perjalanan insentif/ lain-lain <i>Incentive travel/ others</i>	1.18	Urusan rasmi/ perniagaan/ pendidikan <i>Official business/ business/ education</i>	1.48
Urusan rasmi/ perniagaan/ pendidikan <i>Official business/ business/ education</i>	1.08	Hiburan/ menghadiri acara khas/ sukan <i>Entertainment/ attending special event/ sports</i>	0.50
Amal ibadat/ melawat rumah ibadat <i>Religious worship/ visit places of worship</i>	0.59		
Jumlah <i>Total</i>	100.00		100.00

Jadual 9: Lima Destinasi Tumpuan Pelawat Domestik dan Pelancong ke Negeri Sembilan, 2021 dan 2022
Table 9: Top Five Destinations Most Visited by Domestic Visitors and Tourists to Negeri Sembilan, 2021 and 2022

Pelawat Domestik <i>Domestic Visitors</i>		Pelancong <i>Tourists</i>	
2021	2022	2021	2022
Pantai Port Dickson	Palm Mall Seremban	Pantai Teluk Kemang	Nilai 3 Wholesale Centre
Palm Mall Seremban	Pantai Teluk Kemang	Nilai 3 Wholesale Centre	Pantai Teluk Kemang
Pantai Teluk Kemang	Pantai Port Dickson	Rantau Eco Park	Pantai Cahaya Negeri
Nilai 3 Wholesale Centre	City Park Seremban 2	Muzium Tentera Darat	Pantai Saujana
Muzium Tentera Darat	Pantai Cahaya Negeri	PD Ostrich Farm	PD Ostrich Farm

Jadual 10: Bilangan Pelancong mengikut Negeri Dikunjungi, 2022

Table 10: Number of Tourists by State Visited, 2022

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	65,056.0	6,253.8	5,594.6	3,544.8	4,559.3	3,760.8	7,794.1	3,484.2	6,866.5	711.0	6,388.8	3,689.3	3,823.0	3,988.9	4,117.1	111.7	368.0
Johor	6,450.8	1,999.4	628.5	486.1	717.3	460.6	429.3	167.2	284.1	78.5	441.5	162.8	27.9	13.6	484.9	5.7	63.1
Kedah	4,317.9	134.5	2,214.9	204.5	124.1	56.1	207.3	290.9	409.3	155.6	211.4	87.5	17.6	3.5	182.0	1.1	17.5
Kelantan	2,814.2	167.8	53.2	454.4	102.7	31.5	346.5	147.0	165.6	25.1	544.9	339.4	35.5	18.7	327.6	3.3	50.8
Melaka	2,148.6	355.4	74.5	63.6	318.9	216.6	260.6	102.0	108.4	4.3	398.7	101.7	22.4	3.8	107.8	0.2	9.6
Negeri Sembilan	3,550.1	385.9	114.1	182.5	394.6	896.7	533.2	189.2	211.0	23.5	240.4	220.7	14.4	15.2	105.9	4.5	18.2
Pahang	5,364.7	430.1	84.9	454.7	142.4	205.1	2,079.7	117.1	191.4	37.4	422.5	729.7	29.6	4.2	376.7	7.4	51.9
Pulau Pinang	2,851.5	36.6	434.0	70.3	60.3	30.0	214.7	832.1	348.9	129.6	128.7	101.4	24.6	24.6	381.2	0.2	34.4
Perak	3,535.4	150.1	413.5	43.2	182.6	64.4	200.5	153.7	1,308.7	42.1	343.8	70.6	17.5	64.6	424.9	4.0	51.2
Perlis	357.7	4.0	88.0	33.6	3.2	4.4	6.9	49.6	59.8	23.9	31.5	5.6	0.9	1.9	41.0	2.3	1.2
Selangor	16,829.5	1,708.6	1,019.0	795.4	1,639.1	1,010.3	2,322.1	1,058.1	2,628.7	117.1	2,505.4	883.2	120.9	100.8	879.1	4.5	37.2
Terengganu	1,472.4	32.5	15.3	231.3	19.1	19.4	52.8	24.0	19.2	8.4	20.5	805.3	15.8	8.6	188.3	0.9	11.0
Sabah	3,842.6	75.2	24.3	9.5	6.0	10.7	7.8	2.9	35.8	2.5	127.8	22.3	3,182.8	13.8	267.3	50.4	3.6
Sarawak	4,352.7	24.7	17.6	4.9	16.9	4.1	8.9	45.7	54.9	23.3	68.9	9.2	166.6	3,685.9	195.0	25.9	0.2
W.P. Kuala Lumpur	6,863.5	718.5	401.7	501.9	814.3	731.6	1,098.1	296.4	1,009.6	36.8	883.5	127.5	72.5	24.9	128.3	0.1	17.9
W.P. Labuan	108.9	5.3	3.7	2.2	1.7	1.3	0.2	1.6	0.4	0.1	11.0	1.9	70.5	4.5	3.2	1.0	0.1
W.P. Putrajaya	195.7	25.2	7.2	6.7	16.2	18.0	25.5	6.7	30.7	2.7	8.2	20.5	3.6	0.4	23.8	0.3	0.1

Jadual 11: Taburan Peratus Pelawat Domestik Berkunjung ke Negeri Sembilan mengikut Mod Pengangkutan, 2021 dan 2022

Table 11: Percentage Distribution of Domestic Visitor Arrivals to Negeri Sembilan by Mode of Transport, 2021 and 2022

Mod Pengangkutan Mode of Transport	2021			2022		
	Pelawat Visitors	Pelawat Harian Excursionists	Pelancong Tourists	Pelawat Visitors	Pelawat Harian Excursionists	Pelancong Tourists
	($\%$)					
Jumlah/ Total	100.0	100.0	100.0	100.0	100.0	100.0
Udara/ Air	0.1	0.0	0.3	0.1	0.0	0.4
Air/ Water	0.0	0.0	0.0	0.0	0.0	0.0
Darat/ Land	99.9	100.0	99.7	99.9	100.0	99.6
Kenderaan persendirian Private vehicles	99.7	99.7	99.6	99.7	99.7	99.7
Taksi/ Taxi	0.1	0.1	0.1	0.1	0.1	0.0
Bas/ Bus	0.2	0.2	0.3	0.2	0.2	0.3
Kereta api/ Train	0.0	0.0	0.0	0.0	0.0	0.0

Jadual 12: Taburan Peratus Pelancong Berkunjung ke Negeri Sembilan mengikut Jenis Penginapan, 2021 dan 2022

Table 12: Percentage Distribution of Tourist Arrivals to Negeri Sembilan by Types of Accommodation, 2021 and 2022

Jenis Penginapan Type of Accommodation	2021	2022
	Peratus/ Percentage ($\%$)	
Jumlah/ Total	100.0	100.0
Rumah saudara-mara & rakan Relatives' & friends' house	48.6	65.6
Hotel/ Hotel	37.2	26.5
Chalet/ Chalet	0.4	0.7
Apartmen/ Apartment	5.1	4.8
Inap desa/ Rumah percutian Homestay/ Vacation homes	7.1	1.3
Rumah rehat/ Rest house	1.6	1.1

Jadual 13: Profil Sosial & Demografi Pelawat Domestik ke Negeri Sembilan, 2021 dan 2022

Table 13: Social & Demographic Profiles of Domestic Visitors to Negeri Sembilan, 2021 and 2022

Jantina Sex	Kumpulan Umur Age Group	2021	2022
		Peratus/ Percentage (%)	
Jumlah/ Total			
Jumlah/ Total		100.0	100.0
	15 - 24	16.4	20.1
	25 - 39	37.7	33.7
	40 - 54	26.1	24.2
	≥ 55	19.8	22.0
Lelaki/ Male			
Jumlah/ Total		100.0	100.0
	15 - 24	17.8	20.8
	25 - 39	38.4	33.6
	40 - 54	24.7	25.1
	≥ 55	19.1	20.5
Perempuan/ Female			
Jumlah/ Total		100.0	100.0
	15 - 24	15.1	19.2
	25 - 39	37.1	33.8
	40 - 54	27.4	23.4
	≥ 55	20.4	23.6
	Kumpulan Etnik Ethnic Group	2021	2022
		Peratus/ Percentage (%)	
Jumlah/ Total		100.0	100.0
	Bumiputera/ Bumiputera	63.4	62.6
	Cina/ Chinese	22.4	21.9
	India/ Indians	13.4	12.2
	Lain-Lain/ Others	0.8	3.3
	Tahap Pendidikan Educational Level	2021	2022
		Peratus/ Percentage (%)	
Jumlah/ Total		100.0	100.0
	Tertiari/ Tertiary	40.9	30.3
	Menengah/ Secondary	48.4	56.1
	Rendah/ Primary	10.4	12.4
	Tiada pendidikan rasmi No formal education	0.3	1.2

Jadual 13: Profil Sosial & Demografi Pelawat Domestik ke Negeri Sembilan, 2021 dan 2022 (samb.)*Table 13: Social & Demographic Profiles of Domestic Visitors to Negeri Sembilan, 2021 and 2022 (cont'd.)*

	Pendapatan Bulanan Isi Rumah (RM) <i>Monthly Household Income</i>	2021	2022
		Peratus/	Percentage (%)
Jumlah/ Total		100.0	100.0
	≤ 1,000	4.5	3.8
	1,001 - 3,000	28.2	31.4
	3,001 - 5,000	23.7	27.9
	5,001 - 10,000	31.0	29.1
	≥ 10,001	12.6	7.8
	Status Guna Tenaga <i>Employment Status</i>	2021	2022
		Peratus/	Percentage (%)
Jumlah/ Total		100.0	100.0
	Bekerja <i>Employed</i>	59.0	55.1
	Profesional/ teknikal <i>Professional/ technical</i>	21.8	13.4
	Pengurusan/ pentadbiran <i>Managerial/ administrative</i>	2.5	3.7
	Jurujuwal/ perkeranian <i>Sales person/ clerical</i>	21.1	17.9
	Pekerja am <i>General worker</i>	4.5	14.4
	Lain-lain <i>Others</i>	9.1	5.7
	Tidak bekerja/ luar tenaga buruh <i>Unemployed/ outside labour force</i>	41.0	44.9
	Tidak bekerja <i>Unemployed</i>	7.1	5.6
	Pesara <i>Retiree</i>	4.9	6.0
	Pelajar <i>Student</i>	10.1	13.2
	Suri rumah <i>Housewife</i>	18.9	20.1

Jadual 14: Bilangan Hotel dan Bilik mengikut Penarafan Bintang, Negeri Sembilan, 2022*Table 14: Number of Hotel and Room by Star Rating, Negeri Sembilan, 2022*

Penarafan Rating	Hotel Hotel	Bilik Room
5-Bintang/ 5-Star	4	1,766
4-Bintang/ 4-Star	7	2,139
3-Bintang/ 3-Star	12	990
2-Bintang/ 2-Star	12	754
1-Bintang/ 1-Star	11	668
3 Orkid/ 3 Orchid	9	319
2 Orkid/ 2 Orchid	3	68
1 Orkid/ 1 Orchid	7	177
<i>Unrated</i>	78	2,661
Jumlah/ Total	143	9,542

Sumber: Pusat Maklumat Harta Tanah Negara (NAPIC)*Source: National Property Information Centre (NAPIC)***Jadual 15: Bilangan Hotel dan Bilik mengikut Lokasi, Negeri Sembilan, 2022***Table 15: Number of Hotel and Room by Location, Negeri Sembilan, 2022*

Lokasi Location	Hotel Hotel	Bilik Room
Bandar/ Pekan/ City/ Town	105	5,435
Pantai/ Beach	27	3,540
Gunung/ Hill	-	-
Lain-lain/ Others	11	567
Jumlah/ Total	143	9,542

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

Muka surat ini sengaja dibiarkan kosong
This page is deliberately left blank



BAHAGIAN

PART

3

NOTA TEKNIKAL

TECHNICAL NOTES



Muka surat ini sengaja dibiarkan kosong
This page is deliberately left blank



Pendahuluan	Penyediaan penganggaran data pelancongan domestik di peringkat negeri adalah berdasarkan maklumat yang diperoleh daripada Survei Pelancongan Domestik (DTS).
Objektif survei	Objektif utama DTS ialah untuk mengumpul maklumat berkaitan profil serta corak perbelanjaan pelancongan domestik. Maklumat yang diperoleh digunakan untuk membantu kerajaan dalam merancang dan menggubal dasar pelancongan negara. Data yang dikumpul juga adalah bertujuan untuk: a) Memberi input kepada penyusunan Akaun Satelit Pelancongan (TSA) yang dibangunkan oleh Jabatan Perangkaan Malaysia; dan b) Memenuhi permintaan data daripada agensi-agensi berkaitan industri pelancongan.
Metodologi survei	DTS dijalankan melalui kaedah temuramah secara bersemuka dengan responden. Dalam tempoh survei, penemuramah yang terlatih akan melawat isi rumah di tempat kediaman terpilih untuk mengumpulkan maklumat pelancongan domestik termasuk butiran profil sosio demografi semua ahli isi rumah. Semakan kualiti dijalankan dengan mengadakan lawatan semula bagi isi rumah terpilih untuk memastikan borang soal selidik lengkap diisi.
Data yang dipungut	Soal selidik telah direka bentuk bagi membolehkan pengumpulan data yang berkaitan profil sosial & demografi dan maklumat terperinci berkaitan ciri-ciri ekonomi pelawat domestik. Semua ahli isi rumah ditanya berkaitan maklumat berikut: a) perhubungan dengan ketua isi rumah; b) jantina; c) umur; d) kumpulan etnik dan kewarganegaraan; e) pencapaian pendidikan; dan f) pekerjaan.



NOTA TEKNIKAL

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) Pendapatan bulanan;
- c) Bilangan hari bagi setiap perjalanan bermalam;
- d) Destinasi utama;
- e) Tujuan utama;
- f) Aktiviti utama; dan
- g) Perbelanjaan perjalanan pelancongan.

Tempoh rujukan

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

Skop dan liputan

DTS meliputi kawasan bandar dan luar bandar bagi negeri-negeri di Malaysia.

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

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

Tempat kediaman

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

Isi rumah

Isi rumah ditakrifkan sebagai seorang atau sekumpulan orang yang bersaudara atau tidak bersaudara yang biasanya tinggal bersama dan



membuat peruntukan yang sama untuk makanan dan keperluan-keperluan hidup lain.

Rangka pensampelan

Rangka pensampelan bagi DTS adalah berdasarkan Rangka Pensampelan Isi Rumah Kebangsaan (RPIK) yang terdiri daripada Blok Penghitungan (BP) yang diwujudkan untuk Banci Penduduk dan Perumahan. BP ialah suatu kawasan muka bumi yang diwujudkan secara rekaan dan biasanya mempunyai sempadan tertentu. Secara purata, setiap BP mempunyai dalam lingkungan 80 hingga 120 buah tempat kediaman. Pada amnya, kesemua BP dibentuk di dalam lingkungan sempadan yang diwartakan iaitu di dalam negeri, mukim atau pihak berkuasa tempatan.

BP dalam rangka pensampelan juga dikelaskan mengikut kawasan bandar dan luar bandar. Kawasan bandar sebagaimana ditakrifkan dalam Banci Penduduk dan Perumahan ialah kawasan yang diwartakan serta kawasan tepubina yang bersempadan dengannya dan gabungan kedua-dua kawasan ini mempunyai penduduk seramai 10,000 atau lebih. Kawasan tepubina didefinisikan sebagai kawasan yang terletak bersebelahan kawasan yang diwartakan dan mempunyai sekurang-kurangnya 60 peratus penduduk (berumur 15 tahun dan ke atas) yang terlibat dalam aktiviti bukan pertanian.

Reka bentuk pensampelan

Reka bentuk pensampelan berstrata dua peringkat telah digunakan iaitu:

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

Saiz sampel

Unit pensampelan peringkat pertama ialah BP, sementara unit peringkat kedua ialah tempat kediaman (TK) di dalam BP tersebut. TK terpilih meliputi kesemua isi rumah dan orang yang tinggal di dalamnya. Di setiap peringkat pemilihan, unit-unit telah dipilih menggunakan kaedah sistematik supaya setiap BP dan TK mempunyai kebarangkalian yang sama untuk terpilih.

Saiz sampel yang diperlukan ditentukan berdasarkan reliabiliti (seperti aras keyakinan, varian dan kadar respon) data survei lepas. *Variable of selection* yang digunakan dalam pengiraan saiz sampel ialah purata



perbelanjaan pelancongan domestik. Nilai ralat piawai relatif (RSE) pula ditetapkan 4 hingga 10 peratus setiap strata (negeri dan bandar/ luar bandar).

Sebanyak 2,798 BP telah terpilih dan bilangan TK yang perlu diliputi pula adalah sebanyak 22,384 TK. Seterusnya, BP-BP tersebut diagihkan secara seragam pada setiap bulan untuk memudahkan kerja lapangan/ logistik.

Bilangan saiz sampel terpilih untuk DTS 2022 adalah seperti di Jadual 1.



Jadual 1: Saiz Sampel DTS Mengikut Negeri, 2022

Negeri	Saiz Sampel	
	BP	TK
Johor	244	1,952
Kedah	220	1,760
Kelantan	178	1,424
Melaka	173	1,384
Negeri Sembilan	164	1,312
Pahang	216	1,728
Pulau Pinang	202	1,616
Perak	231	1,848
Perlis	99	792
Selangor	253	2,024
Terengganu	132	1,056
Sabah	236	1,888
Sarawak	220	1,760
W.P. Kuala Lumpur	140	1,120
W.P. Labuan	45	360
W.P. Putrajaya	45	360
Total	2,798	22,384

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 2022 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 DTS, 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.



NOTA TEKNIKAL

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 dikategorikan sebagai:

- a) Pelancong merujuk kepada mereka yang melakukan perjalanan di dalam Malaysia sekurang-kurangnya satu malam (24 jam); dan
- b) Pelawat harian merujuk kepada mereka yang melakukan perjalanan di dalam Malaysia kurang daripada 24 jam.

Perjalanan pelancongan

Perjalanan pelancongan ditakrifkan sebagai perjalanan pelawat ke sesebuah tempat di luar dari persekitaran biasa mereka dalam tempoh tidak lebih dari satu tahun dengan tujuan utama (sama ada urusan perniagaan, percutian atau urusan peribadi) selain untuk diambil bekerja oleh residen di tempat yang dilawati.

Perjalanan pelancongan domestik merujuk kepada perjalanan ke sesuatu destinasi utama di dalam negara residen pelawat berkenaan.



Perjalanan pelancongan domestik terbahagi kepada dua:

a) Perjalanan harian

Perjalanan keluar dari rumah yang jaraknya 50 km dan lebih pergi dan balik serta mengambil masa 4 jam dan lebih. Bagi jarak yang kurang dari 50 km pergi dan balik, masa yang digunakan hendaklah 4 jam dan lebih serta menggunakan kemudahan pelancongan seperti kemudahan pengangkutan/ penginapan/ makanan & minuman/ rekreasi.

b) Perjalanan bermalam

Perjalanan yang melibatkan seseorang meninggalkan tempat kediamannya sekurang-kurangnya untuk tempoh satu malam (24 jam) dengan tujuan perjalanan berkaitan dengan aktiviti pelancongan serta menggunakan kemudahan pelancongan. Perjalanan tersebut mestilah dalam tempoh kurang dari 12 bulan.

**Persekitaran
biasa**

Persekitaran biasa seseorang individu merujuk kepada kawasan geografi (walaupun tidak semestinya mempunyai sempadan) di mana seseorang individu menjalankan kehidupan sehariannya.

**Tempat kediaman
biasa**

Tempat kediaman biasa adalah satu kawasan geografi di mana orang yang diliputi biasanya tinggal.

**Kemudahan
Pelancongan**

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

**Aktiviti
pelancongan**

Aktiviti pelancongan adalah merujuk kepada perkara yang dilakukan semasa melancong atau semasa melakukan perjalanan pelancongan.

**Perbelanjaan
pelancongan
domestik**

Perbelanjaan pelancongan domestik merujuk kepada perbelanjaan yang dikeluarkan oleh pelawat domestik dalam sesebuah negara. Ia merujuk kepada jumlah yang dibayar bagi perolehan penggunaan barangan & perkhidmatan dan barang berharga, untuk kegunaan sendiri atau untuk diberi ketika dan semasa perjalanan pelancongan. Ini termasuk perbelanjaan yang dilakukan sendiri dan perbelanjaan



yang dibayar oleh orang lain (contoh: majikan). Walau bagaimanapun, perbelanjaan berikut dikecualikan daripada perbelanjaan pelancongan domestik:

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

Komponen perbelanjaan adalah seperti berikut:

i. Membeli-belah

Pembelian barang-barang termasuk pembelian barangan berharga seperti barangan kemas, lukisan dan lain-lain.

ii. Pembelian bahan api kenderaan

Petrol, diesel dan *Natural Gas Vehicle* (NGV).

iii. Pengangkutan

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

iv. Makanan & minuman

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

v. Penginapan

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

vi. Pakej

Bayaran pakej yang disediakan oleh operator pelancongan atau agensi pelancongan.

vii. Bayaran masuk/ tiket

Perbelanjaan bagi aktiviti kesenian dan rekreasi seperti bayaran masuk taman tema, zoo, wayang gambar, konsert, teater dan lain-lain.



viii. Aktiviti lain

Perbelanjaan bagi aktiviti sukan, rawatan di klinik/ hospital/ pusat kesihatan, aktiviti spa, bayaran pendaftaran bagi seminar/ pertandingan, perjudian dan lain-lain.

ix. Perbelanjaan oleh isi rumah yang dilawati

Perbelanjaan ini termasuk perbelanjaan yang dinilai bagi penginapan serta makanan & minuman yang disediakan di rumah saudara/ rakan. Perbelanjaan ini tidak diambil kira di dalam penyusunan TSA.

Terimaan pelancongan mengikut negeri

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

Destinasi utama

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

Konsep pergerakan pelawat domestik di antara negeri dikelaskan kepada berikut:

a) Intrastate

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

b) Interstate

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



Purata perbelanjaan per perjalanan

Merujuk kepada perbelanjaan per pelawat bagi setiap perjalanan. Pengiraan dibuat dengan membahagikan jumlah terimaan 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/ 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).

Tahap pendidikan

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
-	tiada
&	dan
%	peratus
RM	Ringgit Malaysia
$\geq$	lebih daripada atau sama dengan
$\leq$	kurang daripada atau sama dengan
n.a	tidak berkaitan
W.P.	Wilayah Persekutuan

Muka surat ini sengaja dibiarkan kosong
This page is deliberately left blank



Introduction

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

Objectives of the survey

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

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

Method of collection

The DTS is conducted through face to face interview with the respondents. During the survey, trained interviewers will visit households in selected dwellings to collect information on domestic tourism including details of socio demographic profiles of all the household's members.

Quality check is performed by doing revisits to the selected household to ensure the completeness of the questionnaire.

Data collected

The questionnaire was designed to enable the collection of data related to the social & demographic profiles and detailed information relating to the economic characteristics of the domestic visitors.

All household members will be asked the following information:

- a) relationship with the head of household;*
- b) sex;*
- c) age;*
- d) ethnic group and citizenship;*
- e) educational level attainment; and*
- f) occupation.*

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) Monthly income;*
- c) Length of stay per overnight trip;*
- d) Main destination;*
- e) Main purpose;*
- f) Main activities; and*
- g) Expenditure during tourism trip*

Reference year

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

Scope and coverage

The DTS covered urban and rural areas of all the states in Malaysia.

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

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

Living quarters

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

Household

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

Sampling frame

The sampling frame used for the DTS was from the National Household Sampling Frame (NHSF) which was made up of Enumeration Blocks (EBs) created for the Population and Housing



Census. EBs are geographically contiguous areas of land with identifiable boundaries. On average, each EB contains about 80 - 120 living quarters. Generally, all EBs are formed within gazette boundaries, i.e. within state administration, mukim or local authority areas.

The EBs in the sampling frame are also classified according to urban and rural areas. Urban areas, as defined in the Population and Housing Census, are gazetted areas with their adjoining built-up areas which had a combined population of 10,000 or more. Built-up areas is defined as areas contiguous to a gazetted area and had at least 60 per cent of their population (aged 15 years and above) engaged in non-agricultural activities.

Sampling design

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

Primary stratum - States in Malaysia

Secondary stratum - Urban and rural

Sample size

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

The sample size required was based on the reliability (such as confidence level, variance and response rate) of available past data. Average domestic tourism expenditure is used as the variable of selection in the calculation of sample size. The value of the relative standard error (RSE) is set at 4 to 10 per cent in each stratum (state and urban/ rural).

A total of 2,798 EBs were selected, comprising 22,384 LQs. Subsequently, all EBs will be distributed on a monthly basis to facilitate field work/ logistics.

The number of selected sample size of DTS 2022 is shown in Table 1.

Table 1: Sample Size of DTS by State, 2022

State	Sample Size	
	EB	LQ
Johor	244	1,952
Kedah	220	1,760
Kelantan	178	1,424
Melaka	173	1,384
Negeri Sembilan	164	1,312
Pahang	216	1,728
Pulau Pinang	202	1,616
Perak	231	1,848
Perlis	99	792
Selangor	253	2,024
Terengganu	132	1,056
Sabah	236	1,888
Sarawak	220	1,760
W.P. Kuala Lumpur	140	1,120
W.P. Labuan	45	360
W.P. Putrajaya	45	360
Total	2,798	22,384

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 2022 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 DTS, 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. A domestic visitor is categorised as:

- a) Tourists refer to those who travel in Malaysia for at least one night (24 hours); and*
- b) Excursionists 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 from the house for a distance of 50 km or more, to and from and takes four hours and more. For distances less than 50 km to and from, the time taken has to be four hours and more, and use tourism facilities such as transportation/ accommodation/ food & beverage/ recreation.

b) Overnight trip

Trip that requires a person to leave home at least for one night (24 hours) with the purpose of travel related to tourism and use tourism facilities. The travelling must be less than 12 months.



Usual environment	<i>The usual environment of an individual is defined as the geographical area (not necessarily a contiguous one) within which an individual conducts his/ her regular life routines.</i>
Usual residence	<i>The place of usual residence is the geographical place where the enumerated person usually resides.</i>
Tourism facilities	<i>Tourism facilities are that assists in the success of tourism activities such as accommodation, food & beverage and transportation.</i>
Tourism activities	<i>Tourism activities refer to the things done while travelling or during travel trips.</i>
Domestic tourism expenditure	<i>Domestic tourism expenditure refers to the tourism expenditure of a resident visitor within the economy of reference. It refers to the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during the tourism trips. It includes expenditure by visitors themselves, as well as expenses that are paid for or reimbursed by others (example: employer). However, the following payments are excluded from domestic tourism expenditure:</i> <i>a) The purchase of financial and non-financial assets, including land and real estate, but excluding valuables; and</i> <i>b) The purchase of goods for resale purposes, either on behalf of third party (producers or others) or own account.</i> <i>The components of expenditure are as follows:</i> i. Shopping <i>The purchase of goods during the trip including valuables such as jewellery, painting and others.</i> ii. Purchase of automotive fuel <i>Petrol, diesel and Natural Gas Vehicle (NGV).</i> iii. Transportation <i>Payment for transportation services which includes of flight fare, bus, taxi/ e-hailing (i.e Grab), ferry/ boat/ sampan and train. It also includes car rental, toll fee and parking fee.</i>

iv. Food & beverage

Expenses on food & beverage 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 sport 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.

Tourism receipt by state

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

Main destination

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



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

a) Intrastate

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

b) Interstate

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

Average expenditure per trip

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

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

Average length of stay

Refer to average duration of stay per trips. The calculation is by dividing the total number of nights and 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/ 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's/ relative's/ friend's house/ vacation home)*

Ethnic group

The classification of ethnic group used in this report is as follows:

- a) Bumiputera (Malay and Other Bumiputera);*
- b) Chinese;*
- c) Indians; and*
- d) Others (including non-Malaysian citizens).*

Educational level

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

Refer to persons who never attended any of the educational institutions that provide formal education.

b) Primary

Refer 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

Refer to those whose highest level of education is above Form 5.

Household income

Household income refers to total income accrued to members of a household, both in cash and/ or in kinds on a regular basis in one year or more often.

Employment status

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

a) Employed

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

b) Unemployed/ outside labour force

Unemployed, retiree, student and housewife

Rounding of estimates

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

Notes and symbols

The following symbols and abbreviations are used in this publication:

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

Muka surat ini sengaja dibiarkan kosong
This page is deliberately left blank



LAMPIRAN

APPENDIX



Muka surat ini sengaja dibiarkan kosong
This page is deliberately left blank

Lampiran 1: Senarai Cuti Umum dan Cuti Sekolah Malaysia, 2022
Appendix 1: List of Malaysia's Public Holidays and School Holidays, 2022

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 YDPB Negeri Sembilan <i>Birthday of YDPB Negeri Sembilan</i>
	18	Thaipusam
Februari <i>February</i>	1	Hari Wilayah Persekutuan/ <i>Federal Territory Day</i>
	1 - 2	Tahun Baru Cina/ <i>Chinese New Year</i>
Mac <i>March</i>	1	Israk dan Mikraj
	4	Hari Ulang Tahun Pertabalan Sultan Terengganu <i>Installation Anniversary of Sultan Terengganu</i>
	23	Hari Keputeraan Sultan Johor <i>Birthday of Sultan Johor</i>
April <i>April</i>	3	Awal Ramadan
	15	Perisytiharan Melaka Sebagai Bandaraya Bersejarah <i>Proclamation of Melaka as a Historical City</i>
	15	Good Friday
	19	Nuzul Al-Quran
	26	Hari Keputeraan Sultan Terengganu <i>Birthday of Sultan Terengganu</i>
Mei <i>May</i>	1	Hari Pekerja/ <i>Labour Day</i>
	2 - 3	Hari Raya Aidilfitri
	15	Hari Wesak/ <i>Wesak Day</i>
	17	Hari Keputeraan Raja Perlis <i>Birthday of Raja Perlis</i>
	22	Hari Hol Pahang/ <i>Hari Hol Pahang</i>
	30 - 31	Tadau Ka'amatan/ <i>Harvest Festival</i>
Jun <i>June</i>	1 - 2	Hari Gawai/ <i>Harvest Festival</i>
	4 - 12	Cuti Sekolah Penggal Pertama <i>First Term School Holiday</i>
	6	Hari Keputeraan Yang di-Pertuan Agong <i>Birthday of Yang di-Pertuan Agong</i>
	19	Hari Keputeraan Sultan Kedah <i>Birthday of Sultan Kedah</i>

Lampiran 1: Senarai Cuti Umum dan Cuti Sekolah Malaysia, 2022 (samb.)
Appendix 1: List of Malaysia's Public Holidays and School Holidays, 2022 (cont.)

Bulan <i>Month</i>	Tarikh <i>Date</i>	Cuti <i>Holiday</i>
Julai <i>July</i>	7	Hari Ulang Tahun Perisytiharan Tapak Warisan Dunia UNESCO <i>Anniversary of UNESCO World Heritage City Celebration</i>
	9	Hari Arafah
	9	Hari Jadi Yang di-Pertua Negeri Pulau Pinang <i>Birthday of Yang di-Pertua Negeri Pulau Pinang</i>
	10 - 11	Hari Raya Hajil/ Eiduladha
	22	Hari Kemerdekaan Sarawak/ Sarawak Independence Day
	30	Awal Muharam/ First Muharram
	30	Hari Keputeraan Sultan Pahang <i>Birthday of Sultan Pahang</i>
Ogos <i>August</i>	24	Hari Jadi Yang di-Pertua Negeri Melaka <i>Birthday of Yang di-Pertua Negeri Melaka</i>
	31	Hari Kebangsaan/ National Day
September <i>September</i>	3	Hari Hol Almarhum Sultan Iskandar
	3 - 11	Cuti Sekolah Penggal Kedua <i>Second Term School Holiday</i>
	16	Hari Malaysia/ Malaysia Day
Oktober <i>October</i>	1	Hari Jadi Yang di-Pertua Negeri Sabah <i>Birthday of Yang di-Pertua Negeri Sabah</i>
	8	Hari Jadi Yang di-Pertua Negeri Sarawak <i>Birthday of Yang di-Pertua Negeri Sarawak</i>
	9	Maulidur Rasul/ Birthday of Prophet Muhammad
	24	Deepavali
November <i>November</i>	4	Hari Keputeraan Sultan Perak <i>Birthday of Sultan Perak</i>
	11 - 12	Hari Keputeraan Sultan Kelantan <i>Birthday of Sultan Kelantan</i>
	18 - 19	Cuti Peristiwa (PRU15)/ Special Public Holiday (GE15)
	28	Cuti Peristiwa/ Special Public Holiday
Disember <i>December</i>	10 - 31	Cuti Sekolah Penggal Ketiga <i>Third Term School Holiday</i>
	11	Hari Keputeraan Sultan Selangor <i>Birthday of Sultan Selangor</i>
	24	Christmas Eve
	25	Hari Krismas/ Christmas Day

**MAKLUMAT LANJUT BERHUBUNG PENERBITAN INI BOLEH DIRUJUK DI JABATAN PERANGKAAN NEGERI
SEPERTI BERIKUT:**

*FURTHER INFORMATION ON THIS PUBLICATION CAN BE REFERRED TO THE FOLLOWING STATES
DEPARTMENT OF STATISTICS:*

Pengarah

Jabatan Perangkaan Malaysia Negeri Johor,
Tingkat 14, Menara Tabung Haji,
Jalan Air Molek,
80000 Johor Bahru, Johor.
Tel : 07 - 225 3700
Faks : 07 - 224 9972
E-mel : jpjohor@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Kedah,
Aras 1, Zon C, Wisma Persekutuan,
Pusat Pentadbiran Kerajaan Persekutuan,
Bandar Muadzam Shah,
06550 Anak Bukit, Alor Setar, Kedah.
Tel : 04 - 700 1240
Faks : 04 - 733 8412
E-mel : jpkedah@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Kelantan,
Tingkat 8, Bangunan Persekutuan,
Jalan Bayam,
15514 Kota Bharu, Kelantan.
Tel : 09 - 741 9449
Faks : 09 - 748 2142
E-mel : jpkelantan@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Melaka,
Aras 7 & 8, Wisma Persekutuan,
Jalan MITC, Hang Tuah Jaya,
75450 Ayer Keroh, Melaka.
Tel : 06 - 252 2725
Faks : 06 - 252 2711
E-mel : jpmelaka@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Sembilan,
Tingkat 12, Wisma Persekutuan,
Jalan Dato' Abdul Kadir,
70000 Seremban, Negeri Sembilan.
Tel : 06 - 765 5000
Faks : 06 - 765 5002
E-mel : jpnsembilan@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Pahang,
Tingkat 7, Bangunan Persekutuan,
Jalan Gambut,
25000 Kuantan, Pahang.
Tel : 09 - 516 3931/7
Faks : 09 - 514 4636
E-mel : jppahang@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Pulau
Pinang,
Tingkat 6, Bangunan Persekutuan,
10400, Jalan Anson, Pulau Pinang.
Tel : 04 - 226 6244
Faks : 04 - 229 9499
E-mel : jppulaupinang@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Perak,
Tingkat 3, Blok A, Bangunan Persekutuan Ipoh,
Jalan Dato' Seri Ahmad Said (Greentown)
30450 Ipoh, Perak.
Tel : 05 - 255 4963
Faks : 05 - 255 1073
E-mel : jpperak@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Perlis,
Tingkat 1, Bangunan Perodua Kangar,
No. 2, Persiaran Jubli Perak,
01000 Kangar,
Perlis.
Tel : 04 - 976 7381
Faks : 04 - 976 8950
E-mel : jpperlis@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Selangor,
Tingkat 9, Bangunan Darul Ehsan,
Jalan Indah, Seksyen 14,
40000 Shah Alam, Selangor.
Tel : 03 - 5515 0200
Faks : 03 - 5518 0408
E-mel : jpselangor@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Terengganu,
Tingkat 9, Wisma Persekutuan,
Jalan Sultan Ismail,
20200 Kuala Terengganu, Terengganu.
Tel : 09 - 622 3062
Faks : 09 - 622 9659
E-mel : admin_jptrg@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Sabah,
Tingkat 1-3, Blok C, Kompleks Pentadbiran
Kerajaan Persekutuan Sabah, Jalan UMS,
Beg Berkunci No. 2046, 88999 Kota Kinabalu,
Sabah.
Tel : 088 - 484 602
Faks : 088 - 484 659
E-mel : jpsabah@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia Negeri Sarawak,
Tingkat 7 & 8, Bangunan Tun Datuk Patinggi
Tuanku Haji Bujang, Jalan Simpang Tiga,
93514 Kuching, Sarawak.
Tel : 082 - 240 287
Faks : 082 - 242 609
E-mel : sarawak@dosm.gov.my

Pengarah

Jabatan Perangkaan Malaysia
Wilayah Persekutuan,
Tingkat 14 & 15, Wisma FGV, Jalan Raja Laut,
50350 Kuala Lumpur.
Tel : 03 - 2267 2400
Faks : 03 - 2691 0639
E-mel : dosmwp@dosm.gov.my