

PERFORMANCE OF DOMESTIC TOURISM IN MALAYSIA



THIRD QUARTER 2023



Number of Domestic Visitors

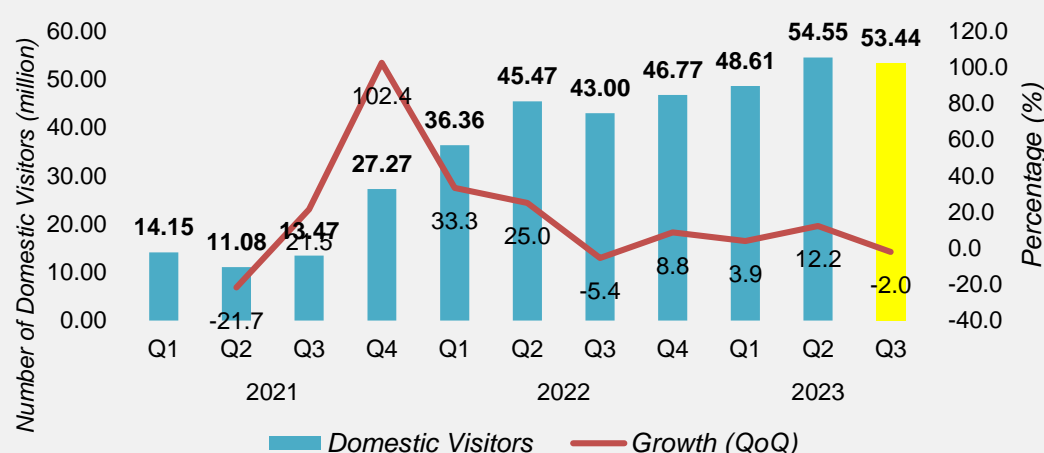
- The number of domestic visitors in Q3 2023 was **53.4 million visitors** compared to **54.5 million visitors** in Q2 2023, a decrease of **-2.0%**.

(3rd Quarter 2023: 53.4 million visitors; QoQ: -2.0%; YoY: 24.3%)
(3rd Quarter 2022: 43.0 million visitors)



DOMESTIC VISITORS

Number of Domestic Visitors by Quarter, 2021 - 2023



| | | | |
|-----|------------------|-----|------------------|
| YoY | 2023/2022 | YoY | 2023/2019 |
| ↑ | 24.3% | ↓ | -10.4% |

Total Expenditure of Domestic Visitors

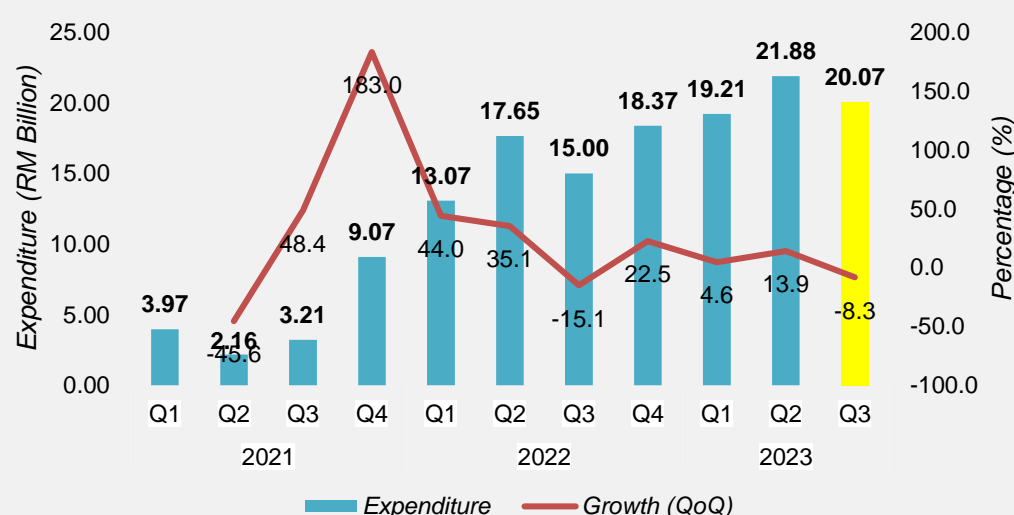
- Total expenditure in Q3 2023 was **RM20.1 billion** compared to Q2 2023 **RM21.9 billion**, a decrease of **-8.3%**.

(3rd Quarter 2023: RM20.1 billion; QoQ: -8.3%; YoY: 33.8%)
(3rd Quarter 2022: RM15.0 billion)



TOTAL EXPENDITURE

Total Domestic Tourism Expenditure by Quarter, 2021 - 2023



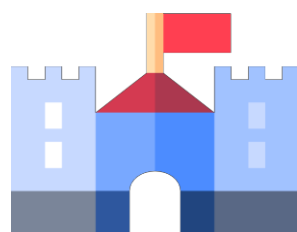
| | | | |
|-----|------------------|-----|------------------|
| YoY | 2023/2022 | YoY | 2023/2019 |
| ↑ | 33.8% | ↓ | -21.6% |

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

Third Quarter 2023

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

THEME PARK



Third Quarter

QoQ **16.6%** 

YoY **64.1%** 

ZOO

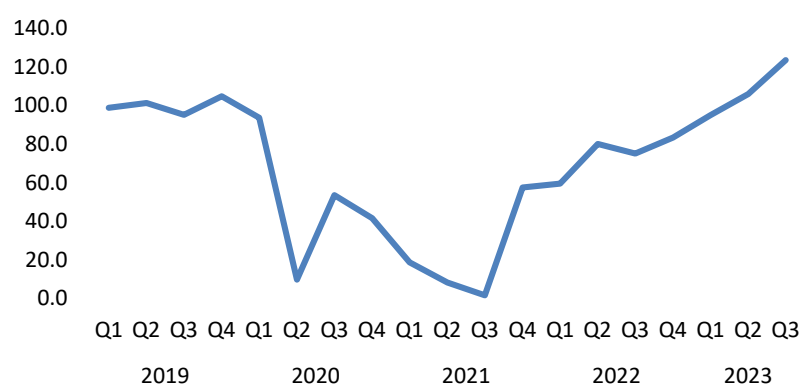


Third Quarter

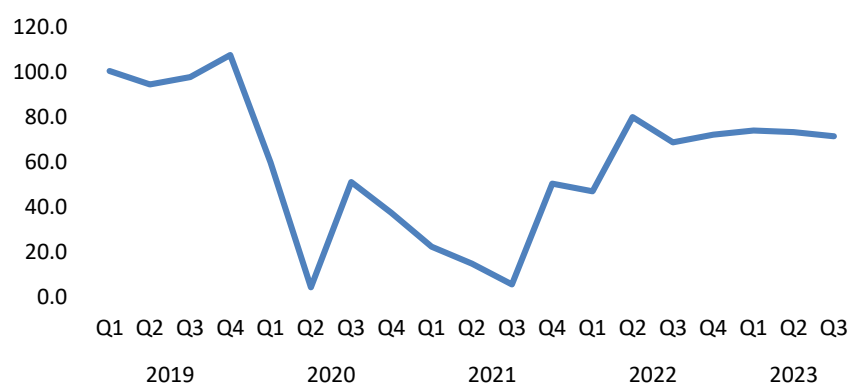
QoQ **-2.5%** 

YoY **0.6%** 

Theme Park Revenue Index




Zoo Revenue Index



ACCOMMODATION

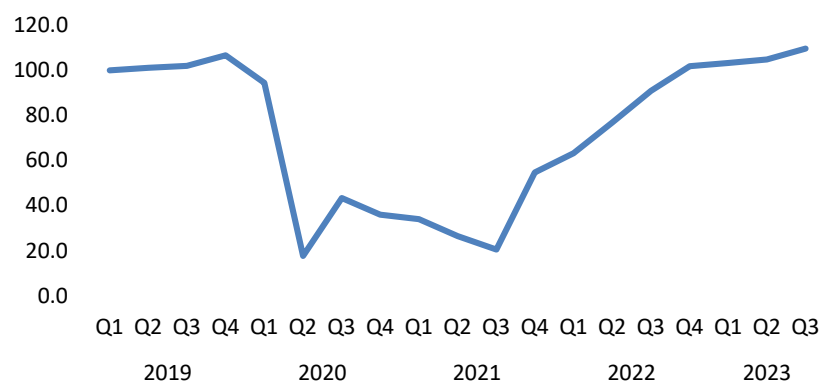


Third Quarter

QoQ **4.6%** 

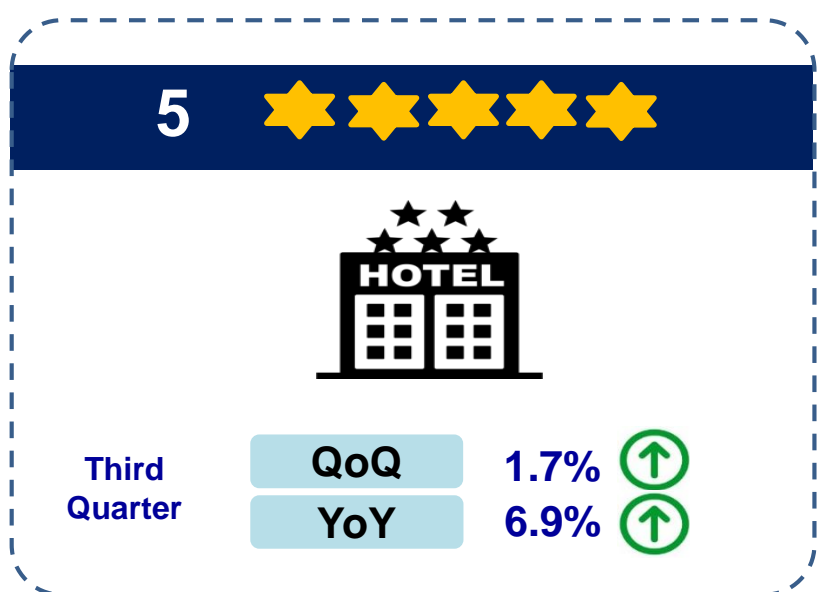
YoY **20.3%** 

Accommodation Revenue Index

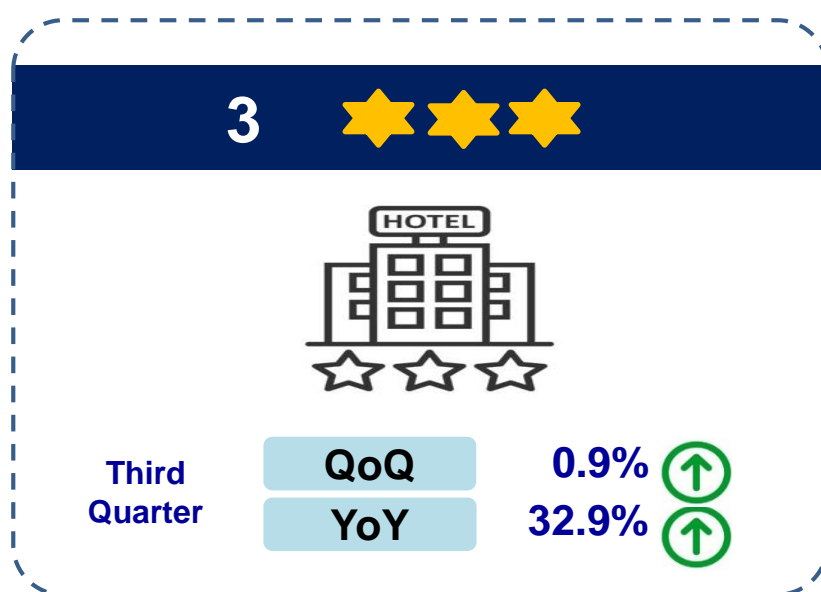
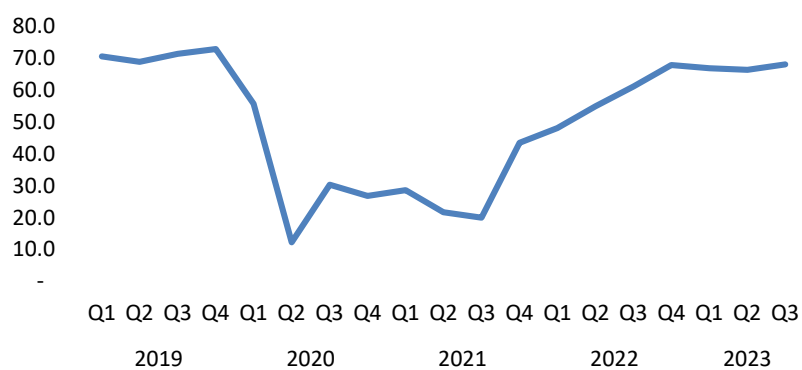


Third Quarter 2023

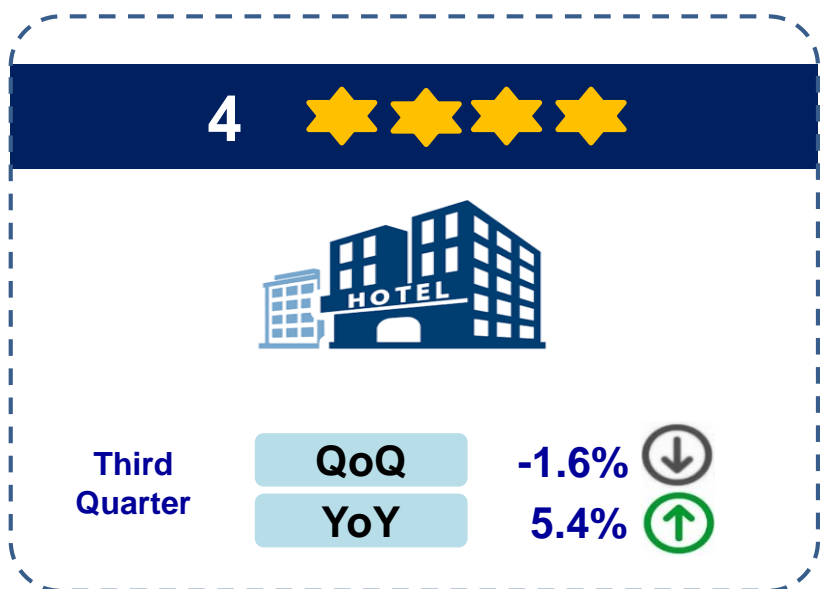
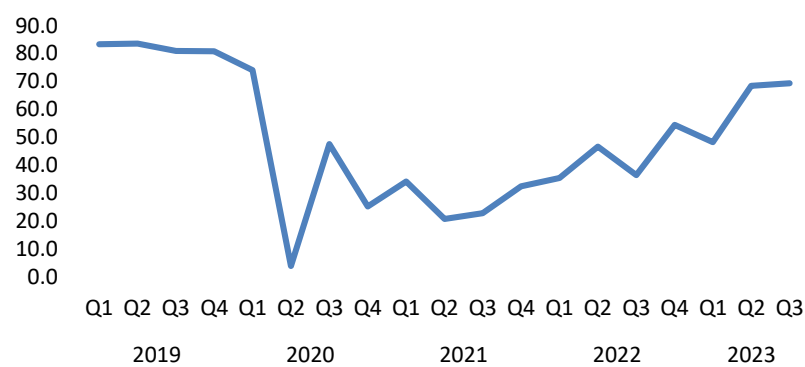
Selected Tourism Indicators (Hotel and Other Accommodations by Star Rating)



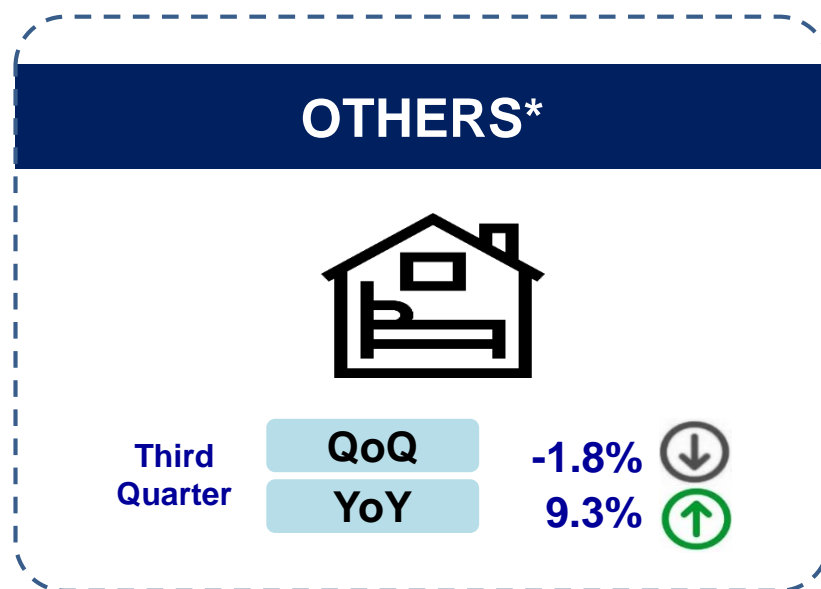
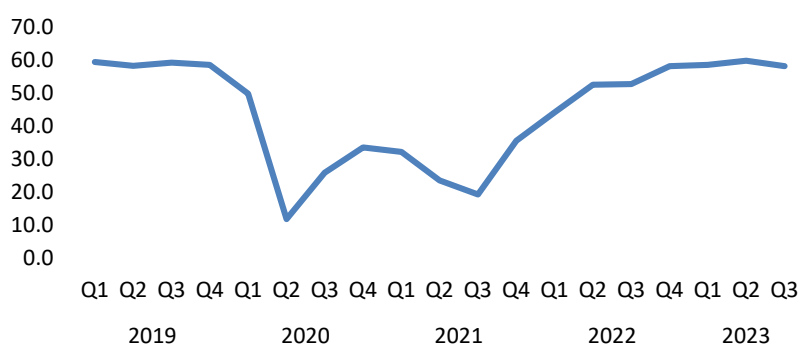
Occupancy Rate
5-Star Hotel



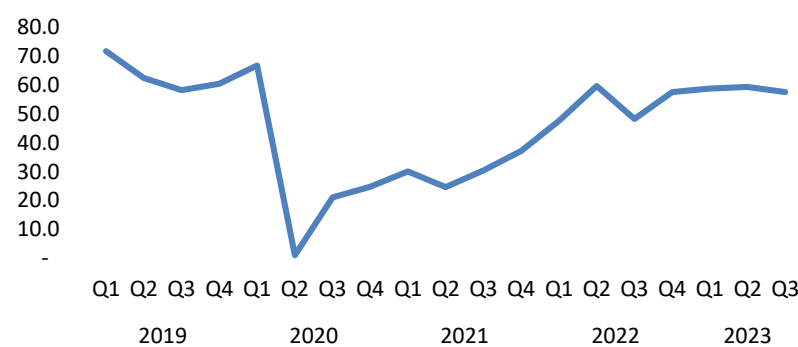
Occupancy Rate
3-Star Hotel



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.

Third Quarter 2023

Selected Tourism Indicators (Hotel and Other Accommodations by Location)

HILLS



Third Quarter

QoQ

2.1%

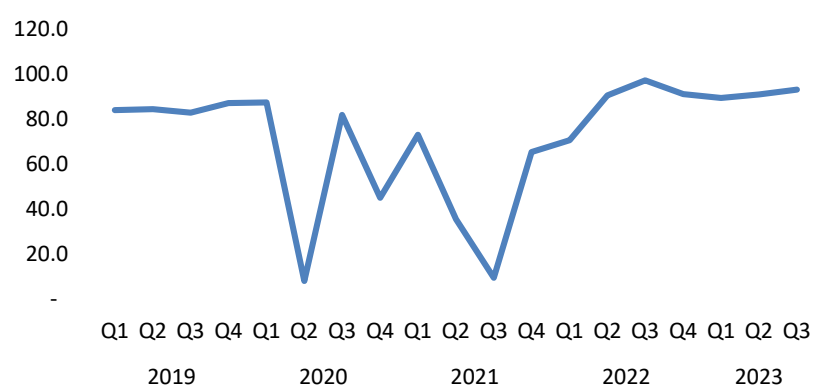


YoY

-4.2%



Occupancy Rate



TOWN



Third Quarter

QoQ

0.8%

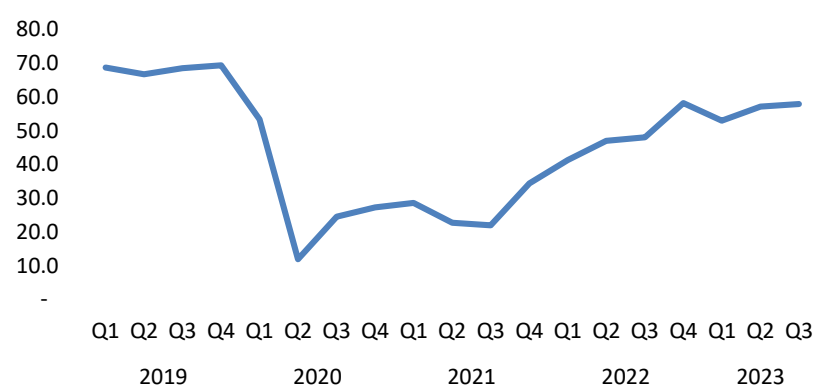


YoY

9.9%



Occupancy Rate



BEACH



Third Quarter

QoQ

-1.1%

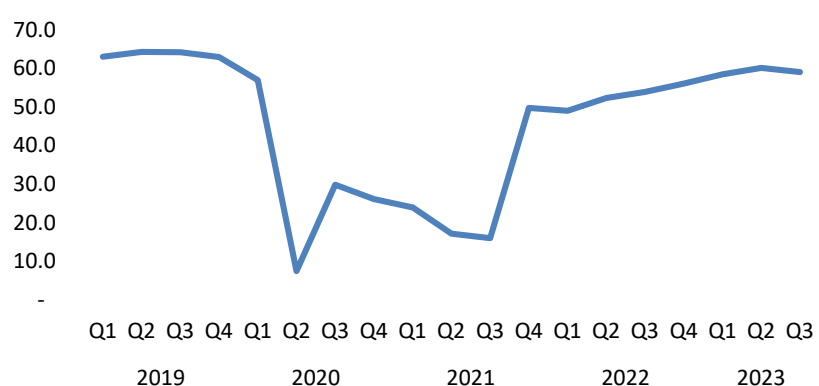


YoY

5.1%



Occupancy Rate
Location: Beach



@StatsMalaysia



BANI 2024
PERTANIAN
KUNCI KEMAJUAN PERTANIAN



MALAYSIA
MADANI



20 OKT

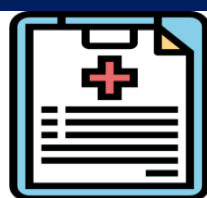


2016-2030

Third Quarter 2023

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

AIRPORT ARRIVALS



Third Quarter

QoQ

2.3%



YoY

18.0%



FUEL SALES



Third Quarter

QoQ

0.2%

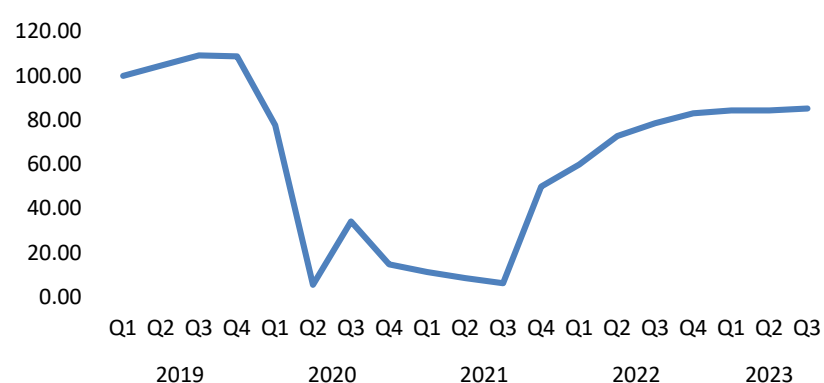


YoY

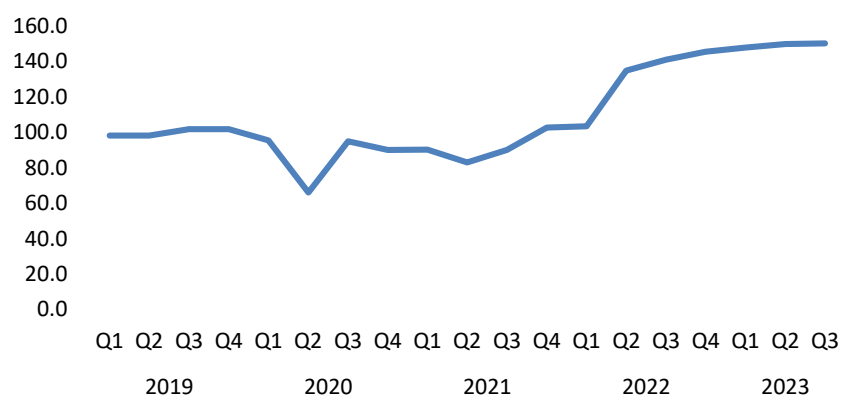
6.6%



Airport Domestic Visitor Arrivals Index



Automotive Fuel Retail Sales Index



Source: Reorganization of data from the Malaysia Airports Holdings Berhad

Jadual A: Bilangan Pelawat Domestik dan Jumlah Perbelanjaan Pelancongan Domestik mengikut Suku Tahun
Table A: Number of Domestic Visitors and Total Domestic Tourism Expenditure by Quarter

| Tahun Year | Suku Tahun Quarter | Bil. Pelawat Domestik No. of Domestic Visitors (’000) | YoY % | QoQ | Jumlah Perbelanjaan Total Expenditure (juta/ million) | YoY % | QoQ |
|---------------|-----------------------|---|--------------|-------------|---|--------------|-------------|
| 2012 | | 141,433 | | | 47,778 | | |
| 2013 | | 152,875 | 8.1 | | 54,016 | 13.1 | |
| 2014 | | 169,282 | 10.7 | | 62,151 | 15.1 | |
| 2015 | | 176,936 | 4.5 | | 67,842 | 9.2 | |
| 2016 | | 189,253 | 7.0 | | 74,773 | 10.2 | |
| 2017 | | 205,408 | 8.5 | | 83,103 | 11.1 | |
| 2018 | | 221,272 | 7.7 | | 92,561 | 11.4 | |
| 2019 | | 239,121 | 8.1 | | 103,184 | 11.5 | |
| 2020 | | 131,660 | -44.9 | | 40,424 | -60.8 | |
| 2021 | | 65,976 | -49.9 | | 18,410 | -54.5 | |
| | 1 | 14,154 | -69.6 | -57.2 | 3,969 | -73.3 | -54.2 |
| | 2 | 11,082 | -35.6 | -21.7 | 2,161 | -53.9 | -45.6 |
| | 3 | 13,470 | -61.3 | 21.5 | 3,206 | -73.7 | 48.4 |
| | 4 | 27,270 | -17.5 | 102.4 | 9,074 | 4.7 | 183.0 |
| 2022 | | 171,603 | 160.1 | | 64,080 | 248.1 | |
| | 1 | 36,363 | 156.9 | 33.3 | 13,065 | 229.2 | 44.0 |
| | 2 | 45,468 | 310.3 | 25.0 | 17,653 | 716.9 | 35.1 |
| | 3 | 43,000 | 219.2 | -5.4 | 14,996 | 367.7 | -15.1 |
| | 4 | 46,772 | 71.5 | 8.8 | 18,367 | 102.4 | 22.5 |
| 2023 | | | | | | | |
| | 1 | 48,607 | 33.7 | 3.9 | 19,206 | 47.0 | 4.6 |
| | 2 | 54,549 | 20.0 | 12.2 | 21,878 | 23.9 | 13.9 |
| | 3^P | 53,445 | 24.3 | -2.0 | 20,070 | 33.8 | -8.3 |