

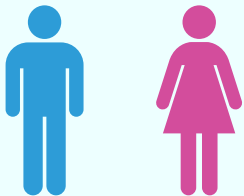
MALYSIAN OUTBOUND AND DOMESTIC TRAVEL BEHAVIOR

SURVEY DURATION : FEBRUARY 2024 - MARCH 2024

Strategic Planning Division, Tourism Malaysia.

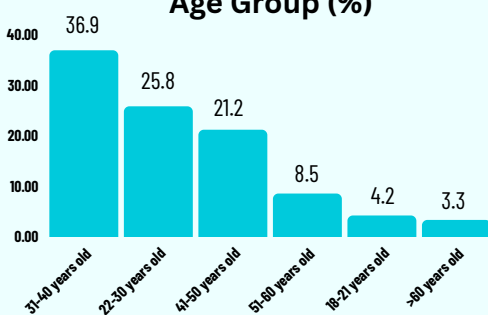
RESPONDENT PROFILES

Gender

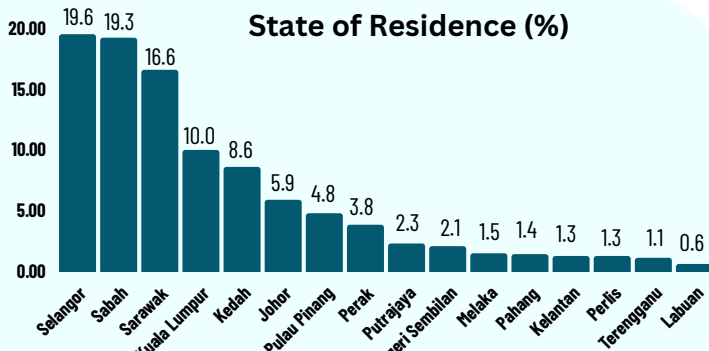


42.7% 57.3%

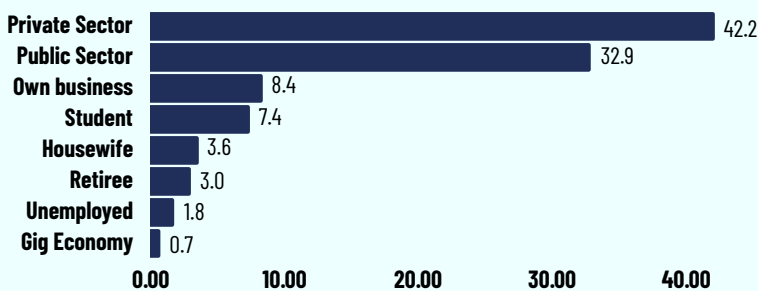
Age Group (%)



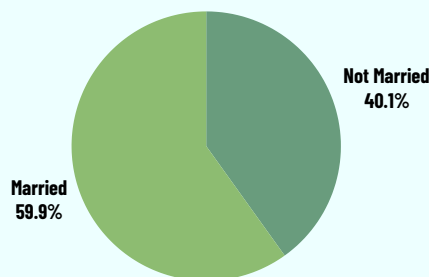
State of Residence (%)



Occupational Sector (%)



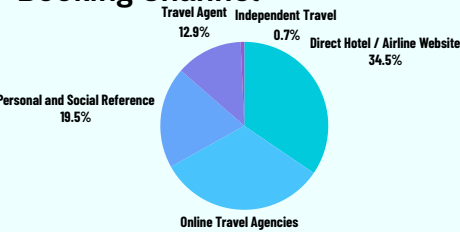
Marital Status (%)



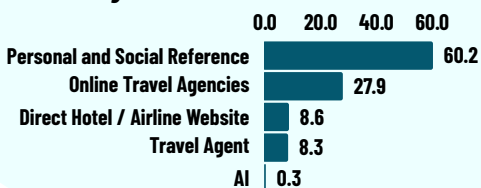
OUTBOUND

PRE-TRAVEL

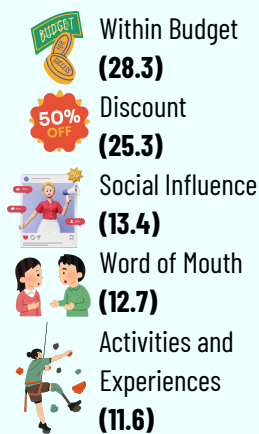
Booking Channel



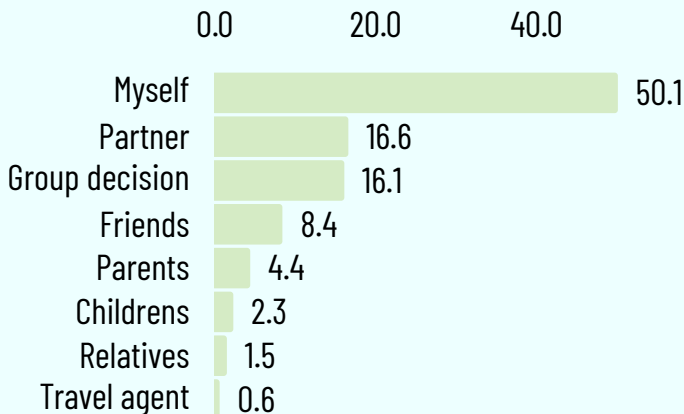
Holiday Information Sources (%)



International Holiday Influence Factor (%)



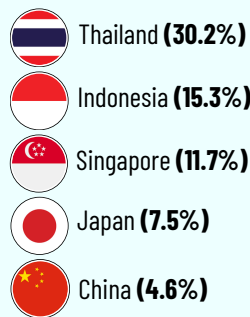
Travel Companion



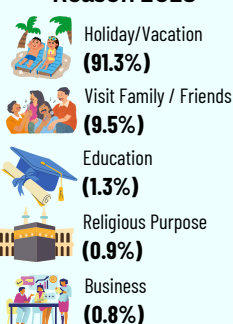
TOURIST DESTINATION 2023

35.1% of the respondents have travelled outside Malaysia for an overnight holiday trips in 2023.

Top 5 Countries Visited 2023

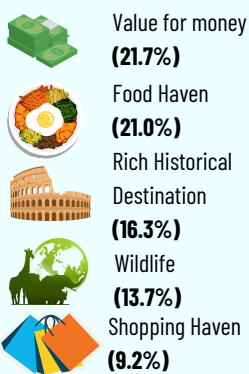


Top 5 Travelling Reason 2023

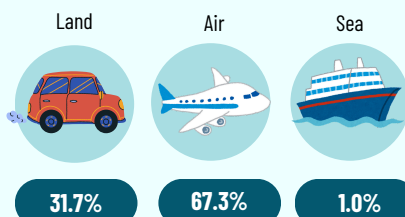


DURING TRAVEL

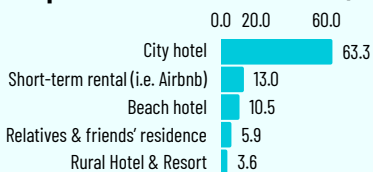
Top 5 Best Travel Experience



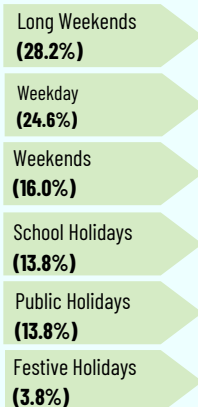
Transportation



Top 5 Accommodation (%)



Travelling period preferences



MALYSIAN OUTBOUND AND DOMESTIC TRAVEL BEHAVIOR

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FUTURE OUTBOUND TRAVEL PLANNING - 2024

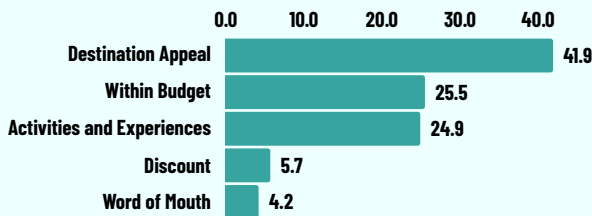
69% of Malaysians have planned to take vacations abroad in 2024.

Top 5 Countries 2024

- Southern Thai (**24.3%**)
- Indonesia (**18.2%**)
- Vietnam (**8.2%**)
- Japan (**7.9%**)
- Singapore (**7.9%**)



Top 5 Influence Factor(%)



EFFECTIVENESS OF CUTI-CUTI MALAYSIA (CCM) CAMPAIGN



74.2% are aware of "Cuti-Cuti Malaysia" campaign by Tourism Malaysia

55.3% of the respondents were influenced by the "Cuti-Cuti Malaysia" campaign to holiday domestically in 2023

Top 5 Awareness Medium

- Social Media & Online Platforms (**80.6%**)
- Advertisements (**53.5%**)
- Travel Agencies (**17.7%**)
- Cultural & Entertainment Influences (**17.4%**)
- Online Communities & Review (**8.74%**)

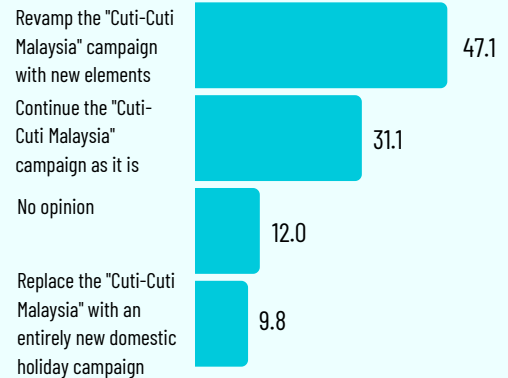
Top 5 Experience

- Natural attractions (**40.6%**)
- Local cuisine and dining experiences (**29.1%**)
- Accommodation quality and amenities (**20.3%**)
- Cultural and heritage sites (**19.1%**)
- Adventure and outdoor activities (**16.9%**)

Top 5 Suggested Promotion Medium

- Social Media Promotion (**85.9%**)
- Discounts and offers (**64.6%**)
- TV and Radio Advertisements (**34.1%**)
- Travel Fairs (**28.0%**)
- Collaborations with KOLs and influencers (**27.2%**)

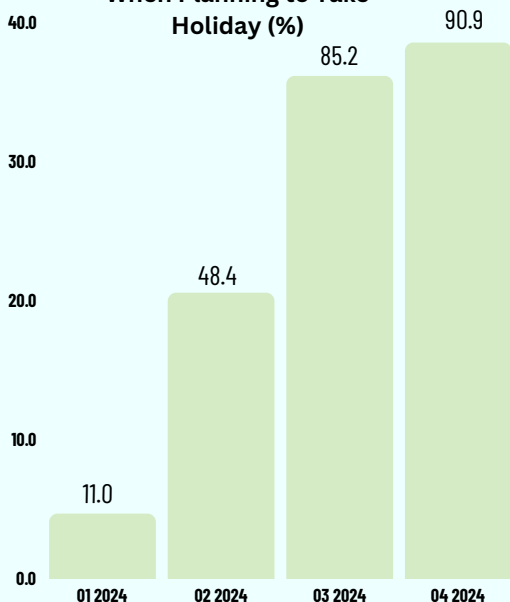
Change of CCM Campaign(%)



FUTURE DOMESTIC TRAVEL PLANNING - 2024

66.1% plan to take holiday domestically in 2024

When Planning to Take Holiday (%)



Top Malaysia Destination

| State | City | Highland | Island | Entertainment | Nature |
|------------------------------|-------------------------|-----------------------------------|---------------------------------|--|-------------------------------|
| Penang (8.7%) | Ipoh (1.6%) | Cameron Highlands (2.8%) | Pulau Langkawi (26.2%) | Genting Highlands (2.0%) | Kota Kinabalu (2.4%) |
| Sabah (8.2%) | Kuching (1.3%) | Frazer Hill (0.2%) | Pulau Redang (5.6%) | Malaysia Heritage Studio (0.1%) | Kundasang (2.0%) |
| Kuala Lumpur (5.5%) | Kuantan (0.7%) | | Pulau Tioman (3.2%) | Zoo Melaka (0.1%) | Port Dickson (1.0%) |

Top 5 Reasons Malaysians Are Not Holidaying Domestically

1. Not Budgetted (**38.0%**)
2. Domestic (Malaysia) destination are expensive (**15.0%**)
3. Going for overseas holiday (**14.0%**)
4. Domestic (Malaysia) destinations are not attractive (**13.0%**)
5. Had visited all major domestic (Malaysia) tourism destination (**12.0%**)