

MALAYSIA'S TOURIST

PROFILE 2023 BY SELECTED MARKETS



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The Malaysia's Tourist Profile is an annual report that provides an ongoing assessment of foreign tourists to Malaysia over time. The report presents the findings from face-to-face interviews conducted by Tourism Malaysia's Research Officers throughout the year. The report aims:

- To provide the profile on foreign tourists in terms of socio-economic and behavioural characteristics;
- To supply detailed information on the travelling patterns of foreign tourists;
- To allow the identification of market segments and potential target markets; and
- To provide a basis for calculating the economic impact of different groups of foreign tourists.



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- 56 Iran
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- 60 Ireland
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- 64 Norway
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- 66 Spain
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- 70 Germany
- 71 Switzerland
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EXPLANATORY NOTES

CUSTOMER SERVICE CHANNELS

Website:
www.malaysia.travel



Facebook:
Tourism Malaysia



X:
@tourismmalaysia

YouTube Channel:
Malaysia Truly Asia



Instagram:
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(within Malaysia)





OVERVIEW

EXECUTIVE SUMMARY

In 2023, Tourist Arrivals to Malaysia recorded a decrease by -22.8 from 26,100,784 to 20,141,846.

Russia (109,689, +37.1), Pakistan (107,657, +1.80), and Kuwait (11,944, +24.0) were among the markets that showed a growth. Nonetheless, declining trend was observed for other markets.

In tandem with the negative growth of Tourist Arrivals, the Total Tourist Expenditure recorded a decrease of -17.2% to RM71.30 billion.

Despite of negative growth, markets such as Australia (RM2.09 bil., +20.3%), United States (RM1.29 bil., +1.7%), Germany (RM698 mil., +10.9%), Russia (RM586 mil., +59.3) and Pakistan (RM541 mil., +18.1%) recorded a significant growth due to high per capita expenditure.

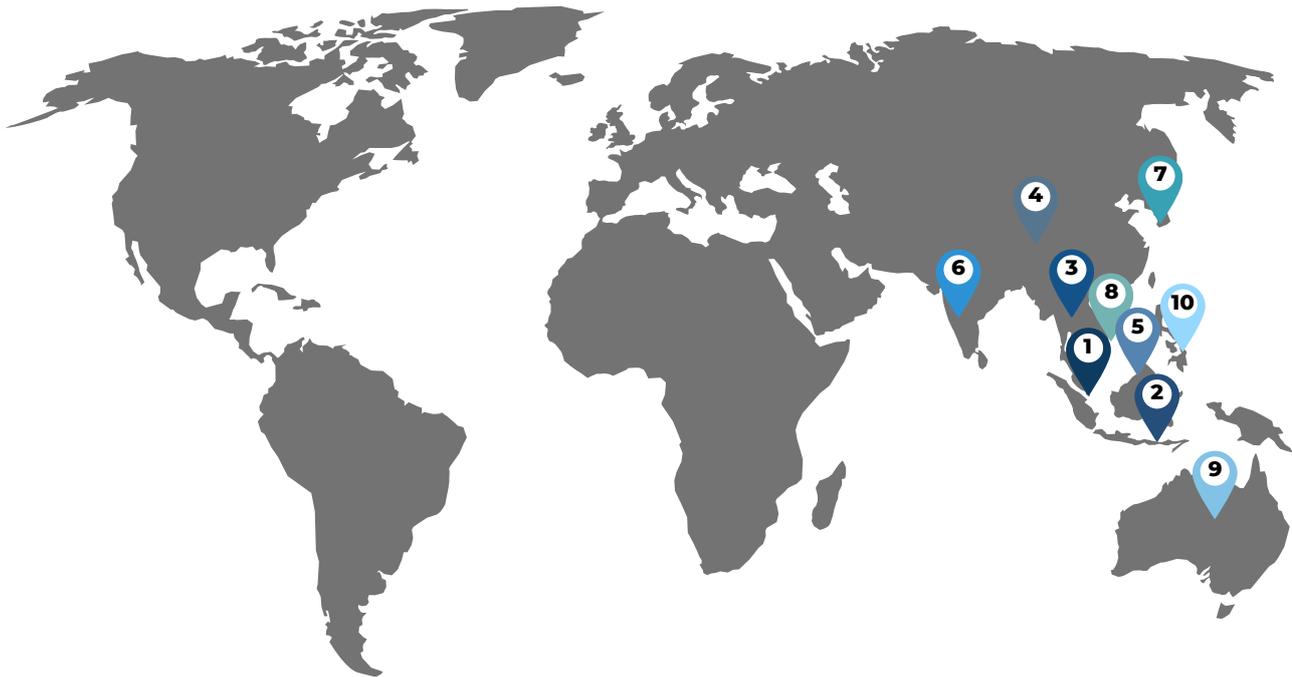
However, Thailand (RM2.95 bil., -25.6%) and Vietnam (RM1.28 bil., -14.5%) recorded negative growth due to low per capita expenditure.

2023 HIGHLIGHTS



TOP 10 TOURIST ARRIVALS

Top 10 markets for tourist arrivals to Malaysia were from the Asian region. **Singapore, Indonesia** and **Thailand** were three largest sources with a combined share of **64.2%** from the total arrivals.

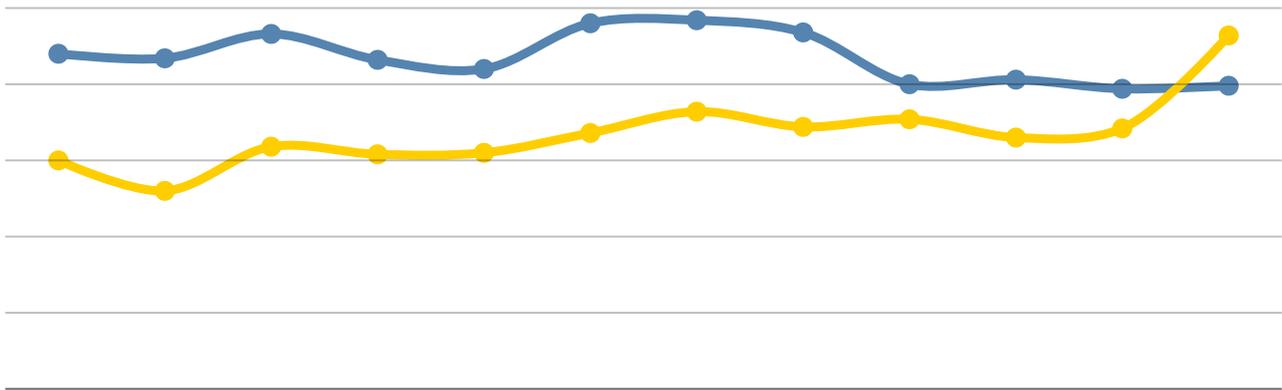


1	Singapore 8,308,230 (-18.3)	6	India 671,846 (-8.63)
2	Indonesia 3,108,165 (-14.2)	7	South Korea 400,853 (-40.4)
3	Thailand 1,551,282 (-17.7)	8	Vietnam 344,361 (-14.0)
4	China 1,474,114 (-52.7)	9	Australia 343,438 (-6.74)
5	Brunei 811,833 (-33.2)	10	Philippines 339,282 (-19.6)

All regions recorded negative growth, with the highest from East Asia region representing -48.0% followed by West Asia region with -46.8%.

MONTHLY TOURIST ARRIVALS 2019 & 2023

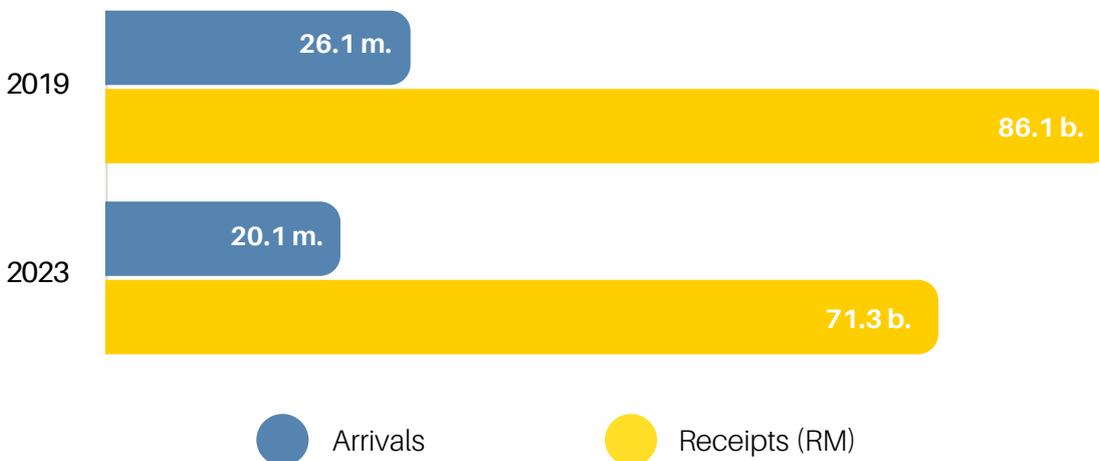
Normally, arrivals to Malaysia peak during three seasons. They are Feb-Mar (Chinese New Year/ spring break), Jun-Jul (summer break) and Dec-Jan (winter break/ year end and new year holidays). However, Q3 2023 recorded significant drop of tourist arrivals due to lower arrivals from Singapore, Indonesia, Thailand, Brunei and United Kingdom during the mentioned period.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
● 2019	2.20 mil.	2.17 mil.	2.33 mil.	2.16 mil.	2.10 mil.	2.40 mil.	2.42 mil.	2.34 mil.	2.00 mil.	2.03 mil.	1.97 mil.	1.99 mil.
● 2023	1.50 mil.	1.30 mil.	1.59 mil.	1.54 mil.	1.55 mil.	1.68 mil.	1.82 mil.	1.72 mil.	1.77 mil.	1.65 mil.	1.71 mil.	2.32 mil.

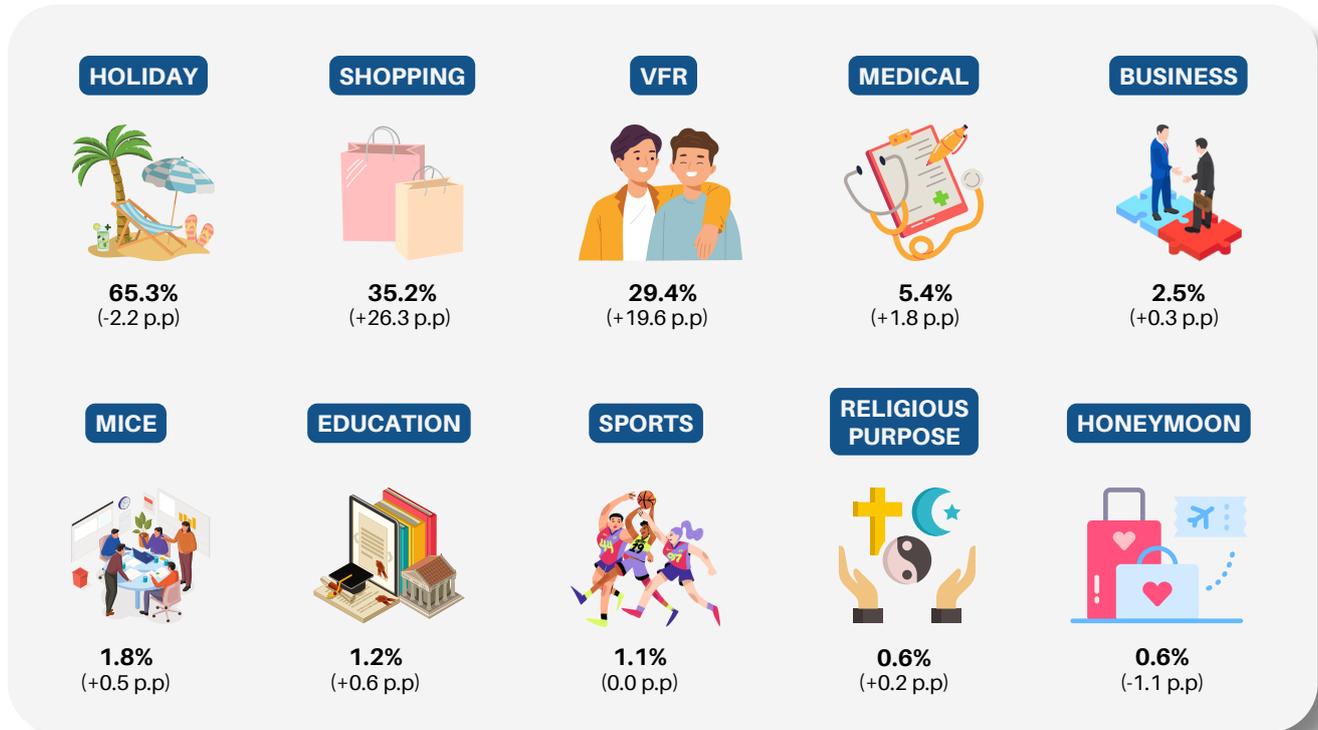
TOURIST ARRIVALS & RECEIPTS 2019 & 2023

Despite the minimal growth of Tourist Arrivals, Tourist Expenditure has seen a steady growth due to the increase of quality tourists from medium and long haul markets.



MAIN PURPOSE OF VISIT

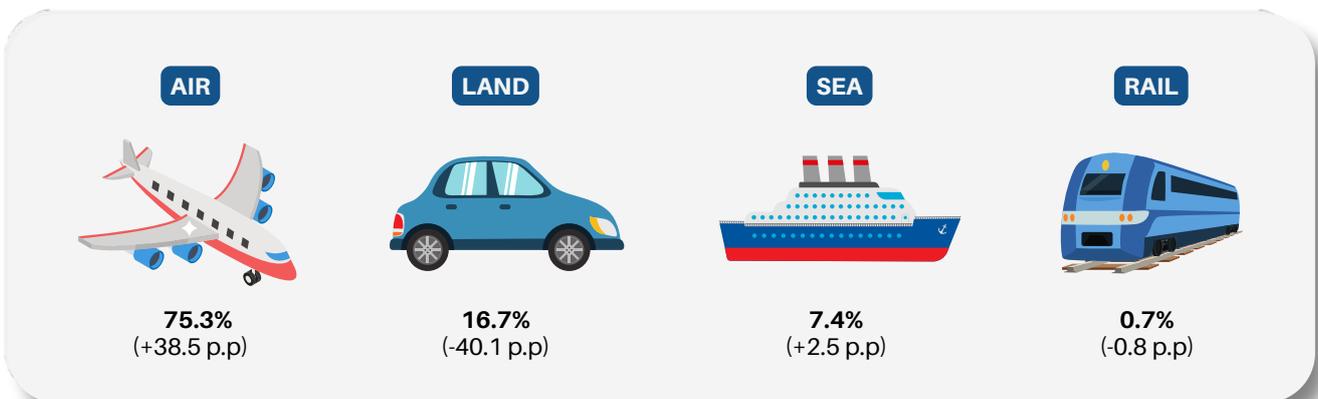
Majority of tourists came to Malaysia for 'Holiday', followed by 'Shopping' and 'Visiting Friends and Relatives' to complete the Top 3 Main Purpose of Visit.



*VFR = Visit Friends & Relatives

MODE OF TRANSPORT

There was an uptrend of foreign tourist arrivals via air in 2023, an increase of +38.5 percentage point compared to the previous year. This was due to increased tourist arrivals from medium and long haul markets.



(+/-) Indicates percentage point difference compared to 2019

MAIN PURPOSE OF VISIT

COUNTRY OF NATIONALITY	Holiday	Shopping	VFR	Medical	Business	MICE	Education	Sports	Religious Purpose	Honeymoon	Spa & Wellness	Official Mission	Others	Golfing
Singapore	47.9	55.0	48.8	0.1	1.9	1.2	0.1	1.0	0.8	0.3	0.6	0.2	0.1	0.0
Thailand	91.3	51.1	32.3	0.1	0.2	0.1	5.8	0.2	0.3	0.2	0.0	1.8	0.1	0.0
Indonesia	56.9	19.7	24.7	34.4	0.9	1.5	1.7	0.8	1.0	0.2	0.2	0.0	0.1	0.0
Brunei	78.4	39.8	17.0	1.0	1.8	2.3	0.2	0.4	0.5	0.8	0.4	0.0	0.0	0.2
Philippines	84.5	22.8	11.5	0.0	0.8	5.5	0.0	4.4	0.8	0.4	0.0	0.0	0.0	0.0
Vietnam	9.0	14.8	1.2	0.0	1.0	4.1	2.6	0.2	0.0	0.1	0.1	0.0	0.1	0.0
China	92.0	21.7	10.3	0.1	5.1	2.9	0.9	0.7	0.0	1.2	0.2	0.2	0.1	0.1
Japan	66.7	4.7	5.0	0.0	22.1	4.7	3.7	5.0	0.0	0.6	0.9	0.6	0.0	0.1
South Korea	81.0	6.1	4.1	0.0	12.2	2.7	2.0	0.7	0.0	0.1	0.1	1.4	0.1	0.2
Taiwan	89.9	11.1	4.3	0.0	4.1	7.1	0.1	0.0	0.1	1.6	0.2	0.0	0.1	0.1
India	93.3	12.8	4.3	0.1	1.9	3.9	0.6	0.3	1.1	2.1	0.2	0.0	0.1	0.1
Pakistan	75.9	11.6	16.1	0.0	2.7	11.6	3.6	2.7	0.0	2.7	0.0	0.0	0.1	0.0
Saudi Arabia	89.1	21.7	2.7	0.8	1.6	1.4	0.3	0.5	0.0	20.9	0.1	0.0	0.0	0.0
United Arab Emirates	82.2	15.8	5.0	3.0	3.0	1.0	5.9	8.9	0.0	11.9	0.0	0.0	0.0	0.0
Oman	95.9	9.5	0.0	0.0	1.4	2.7	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kuwait	93.0	12.3	5.3	0.0	0.0	0.0	10.5	12.3	0.0	5.3	0.2	0.0	0.0	0.0
Iran	97.2	9.3	10.2	0.0	0.9	0.0	0.0	0.0	0.0	7.5	0.1	0.0	0.0	0.0
Canada	93.8	5.4	3.1	0.0	5.4	5.4	2.3	0.0	0.0	0.1	0.1	0.0	0.1	0.0
United States	82.5	5.4	16.9	0.0	8.3	3.8	0.0	0.8	0.2	0.1	0.2	0.0	0.0	0.1
United Kingdom	92.4	6.7	7.8	0.0	3.1	0.8	1.1	0.9	0.1	0.7	0.1	0.2	0.1	0.1
Ireland	100.0	5.6	4.0	0.0	0.0	0.0	0.0	2.0	0.0	4.0	0.2	0.0	0.0	0.0
Sweden	97.0	6.0	4.5	0.0	3.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0
Denmark	96.1	6.3	3.9	0.0	2.6	2.6	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.1
Finland	94.7	5.3	5.3	0.0	0.0	0.0	0.0	2.6	0.0	0.1	0.1	0.0	0.0	0.1
Norway	93.0	3.0	12.1	0.0	0.0	0.0	0.0	5.3	0.0	0.1	0.1	0.0	0.0	0.1
Italy	87.0	6.3	2.2	0.0	8.2	3.3	0.0	3.8	0.0	1.1	0.0	0.0	0.0	0.0
Spain	94.6	5.7	3.0	0.0	2.7	0.6	0.0	1.2	0.0	1.2	0.0	0.0	0.0	0.0
France	94.5	4.9	4.7	0.0	0.8	0.7	1.5	2.1	0.0	1.1	0.1	0.2	0.0	0.0
Belgium	100.0	4.5	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Netherlands	97.7	3.9	1.3	0.0	2.3	0.0	0.3	0.0	0.0	1.0	0.1	0.0	0.0	0.0
Germany	96.5	7.0	4.1	0.1	1.6	1.1	0.5	0.8	0.0	0.7	0.1	0.0	0.0	0.0
Switzerland	90.6	2.2	2.2	0.1	3.7	1.5	0.0	0.0	0.0	1.3	0.3	0.3	0.1	0.1
Russia	96.1	4.5	2.3	0.0	2.5	0.9	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0
Australia	94.6	6.5	6.8	0.0	3.3	0.6	0.8	0.9	0.0	0.1	0.1	0.5	0.0	0.1
New Zealand	93.1	3.6	4.3	0.0	3.4	4.3	0.0	0.0	0.0	0.2	0.0	0.9	0.0	0.0
South Africa	86.4	9.0	0.2	0.0	2.3	0.6	1.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Central Asia	75.2	1.8	8.0	0.0	2.7	0.9	2.7	0.5	0.0	0.1	0.0	0.0	0.0	0.0
Others Asean	76.3	11.5	7.0	0.2	2.4	9.1	10.3	0.2	4.8	0.1	0.2	0.0	0.0	0.1
Others South Asia	82.7	10.2	11.8	0.0	2.4	0.8	3.1	14.2	0.0	0.8	0.8	0.0	0.0	0.0
Others West Asia	81.1	13.0	2.7	0.0	3.9	2.7	0.5	1.7	0.0	11.5	0.0	0.0	0.0	0.0
Others Americas	92.1	5.0	3.6	0.0	6.1	2.9	1.1	0.1	0.4	1.8	0.0	0.0	0.1	0.0
Others Europe	93.9	2.4	3.5	0.0	3.7	2.6	0.5	1.3	0.1	0.8	0.4	0.2	0.0	0.0
Others	78.9	5.2	8.3	0.0	2.3	0.8	2.3	1.5	0.0	0.2	0.1	0.0	0.1	0.0
TOTAL	65.3	35.2	29.4	5.4	2.5	1.8	1.2	1.1	0.6	0.6	0.3	0.3	0.1	0.0

TOURIST ARRIVALS BY COUNTRY

RANK	COUNTRY OF NATIONALITY	2023	2019	GROWTH (%)
1	Singapore	8,308,230	10,163,882	-18.3
2	Indonesia	3,108,165	3,623,277	-14.2
3	Thailand	1,551,282	1,884,306	-17.7
4	China	1,474,114	3,114,257	-52.7
5	Brunei	811,833	1,216,123	-33.2
6	India	671,846	735,309	-8.63
7	South Korea	400,853	673,065	-40.4
8	Vietnam	344,361	400,346	-14.0
9	Australia	343,438	368,271	-6.74
10	Philippines	339,282	421,908	-19.6
11	Taiwan	283,380	382,916	-26.0
12	United Kingdom	272,297	346,485	-21.4
13	Japan	229,892	424,694	-45.9
14	United States	229,476	269,928	-15.0
15	Germany	125,987	130,221	-3.25
16	France	115,145	141,661	-18.7
17	Russia	109,689	79,984	37.1
18	Pakistan	107,657	105,757	1.80
19	Canada	71,981	87,568	-17.8
20	Netherlands	68,448	82,110	-16.6
21	Saudi Arabia	51,375	121,444	-57.7
22	Italy	48,440	54,710	-11.5
23	New Zealand	42,955	50,140	-14.3
24	Spain	40,762	43,616	-6.54
25	Switzerland	23,312	25,659	-9.15
26	Iran	19,908	46,559	-57.2
27	Ireland	18,127	19,696	-7.97
28	Oman	18,078	23,911	-24.4
29	Sweden	18,006	29,592	-39.2
30	Belgium	17,726	22,082	-19.7
31	Denmark	16,053	22,314	-28.1
32	South Africa	15,155	22,674	-33.2
33	Kuwait	11,944	9,632	24.0
34	Norway	9,981	14,585	-31.6
35	Finland	8,907	13,557	-34.3
36	United Arab Emirates	7,877	11,174	-29.5
37	Central Asia	25,097	35,931	-30.2
	Others	853,414	881,440	-3.2
GRAND TOTAL		20,141,846	26,100,784	-22.8

Source: Tourism Malaysia with the cooperation of Immigration Department of Malaysia

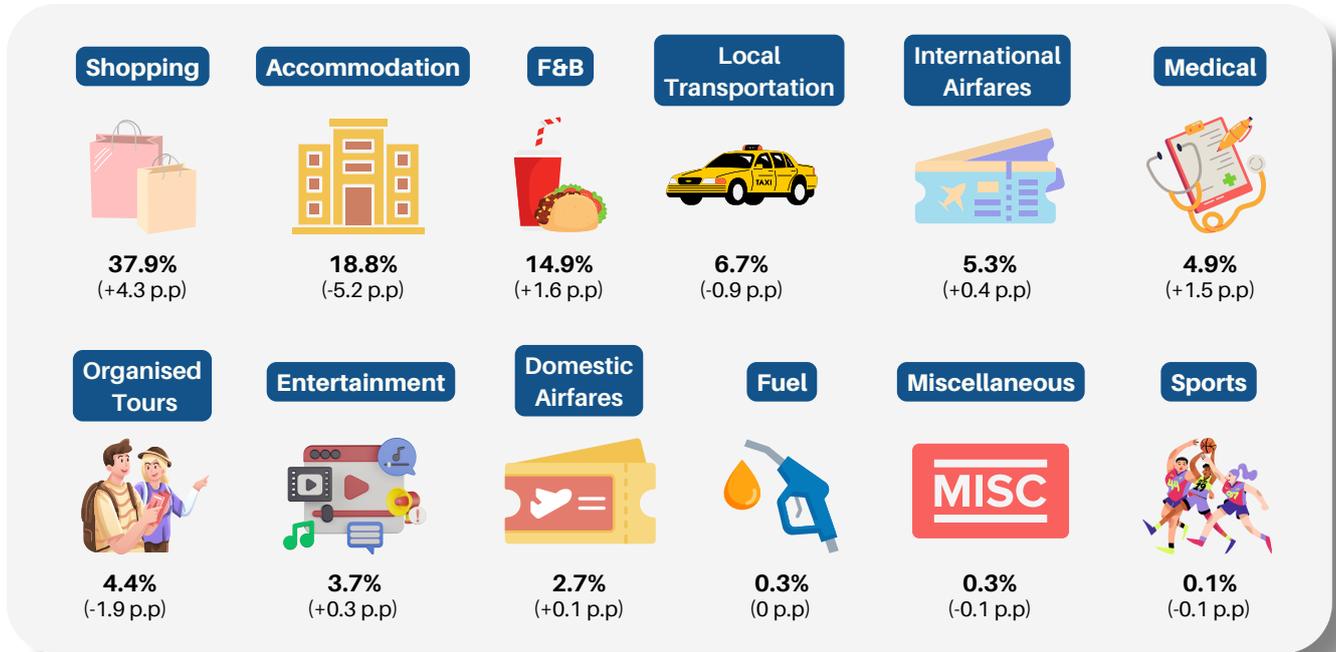




EXPENDITURE PROFILE

EXPENDITURE COMPONENTS

Shopping, Accommodation and F&B were the Top 3 Tourist Expenditure Components with 71.6% from the total tourist expenditure.



(+/-) Indicates percentage point difference compared to 2019

TOP SHOPPING ITEMS PURCHASED



(+/-) Indicates percentage point difference compared to 2019

EXPENDITURE COMPONENTS

COUNTRY OF NATIONALITY	Shopping	Accommodation	Food & Beverage	Local Transportation	International Airfares	Medical	Organised Tours	Entertainment	Domestic Airfares	Miscellaneous	Fuel	Sports
Singapore	48.7	16.9	15.8	5.6	1.3	0.0	4.1	2.3	3.9	1.0	0.4	0.1
Thailand	33.0	26.2	16.1	17.9	0.2	0.2	0.0	5.2	0.4	0.7	0.2	0.0
Indonesia	27.5	12.7	11.8	7.6	3.8	29.9	1.4	3.1	0.6	0.1	1.2	0.1
Brunei	47.5	18.0	15.0	3.1	0.5	0.9	2.5	3.3	8.4	0.2	0.5	0.1
Philippines	35.4	18.6	14.5	5.8	13.9	0.0	7.2	3.0	0.4	0.0	0.3	1.0
Vietnam	64.8	5.0	16.4	2.0	5.8	0.0	1.0	4.7	0.0	0.0	0.2	0.0
China	23.3	17.0	14.1	5.2	18.9	0.4	11.5	8.2	1.1	0.0	0.3	0.1
Japan	16.2	27.4	12.8	4.3	27.5	0.0	4.5	3.9	2.1	0.0	0.6	0.8
South Korea	27.4	31.3	14.8	4.4	8.5	0.1	8.2	4.4	0.6	0.0	0.2	0.1
Taiwan	35.3	14.7	13.2	3.3	19.3	0.1	7.7	5.6	0.6	0.0	0.2	0.0
India	35.1	22.2	14.2	4.9	12.2	0.0	5.0	4.9	1.2	0.0	0.1	0.2
Pakistan	44.8	19.9	13.5	5.5	2.0	0.1	4.9	6.0	2.2	0.0	0.1	0.9
Saudi Arabia	40.9	25.9	13.5	6.5	1.6	0.2	5.0	2.8	3.4	0.0	0.2	0.0
United Arab Emirates	48.7	23.8	10.6	4.2	0.7	0.4	3.5	3.6	3.6	0.1	0.4	0.4
Oman	30.4	30.9	19.3	8.5	0.9	0.0	4.5	2.6	2.6	0.0	0.2	0.0
Kuwait	37.7	33.6	12.4	7.1	0.8	0.2	2.6	3.8	0.9	0.0	0.1	0.8
Iran	39.9	24.0	12.9	6.5	5.6	0.0	5.0	3.8	2.1	0.0	0.1	0.0
Canada	13.3	30.3	16.7	7.6	11.2	0.1	11.2	7.6	1.7	0.1	0.0	0.3
United States	22.5	32.1	15.3	5.5	9.2	0.1	6.5	6.6	1.7	0.1	0.0	0.2
United Kingdom	19.2	29.9	15.4	6.4	11.8	0.1	9.0	5.5	2.1	0.1	0.1	0.4
Ireland	12.4	32.8	15.5	6.2	19.6	0.0	7.6	3.9	1.9	0.0	0.0	0.2
Sweden	16.4	32.7	13.4	6.2	14.7	0.0	9.6	6.4	0.4	0.1	0.0	0.1
Denmark	20.3	29.8	17.7	6.3	7.1	0.1	10.5	5.5	2.5	0.0	0.2	0.0
Finland	12.5	31.2	13.3	5.7	14.3	0.0	12.9	6.5	3.3	0.0	0.2	0.0
Norway	17.3	35.6	21.1	6.0	8.9	0.0	4.1	3.9	2.9	0.0	0.1	0.0
Italy	18.6	30.2	18.2	7.1	7.2	0.1	8.7	6.6	3.2	0.0	0.1	0.0
Spain	15.4	30.5	17.1	8.3	11.4	0.0	9.1	5.4	2.6	0.1	0.1	0.0
France	18.3	29.0	17.5	7.7	10.9	0.0	9.1	4.6	2.1	0.1	0.5	0.0
Belgium	18.7	33.2	18.9	5.9	7.9	0.1	6.6	5.5	2.3	0.0	0.7	0.0
Netherlands	13.2	31.5	18.1	7.3	8.9	0.0	9.9	5.7	3.7	0.1	1.5	0.0
Germany	16.7	30.9	17.6	6.6	11.0	0.1	8.9	4.7	2.7	0.1	0.8	0.0
Switzerland	15.8	33.8	15.5	6.4	8.8	0.0	11.1	5.4	3.1	0.1	0.0	0.0
Russia	26.4	29.1	16.7	6.6	11.8	0.0	4.3	4.0	0.9	0.0	0.2	0.0
Australia	18.1	27.3	14.9	5.7	17.1	0.1	8.6	6.3	1.3	0.1	0.4	0.1
New Zealand	15.5	31.2	15.4	5.3	17.4	0.1	7.1	5.2	2.4	0.1	0.2	0.1
South Africa	37.2	21.0	16.1	5.9	8.8	0.0	5.3	5.3	0.4	0.0	0.0	0.0
Central Asia	37.6	28.7	16.4	6.6	2.3	0.0	3.0	3.9	1.1	0.0	0.2	0.0
Others Asean	49.2	11.3	16.8	3.9	13.7	0.0	2.5	1.7	0.4	0.0	0.4	0.1
Others South Asia	28.3	21.4	14.7	5.9	21.0	0.2	3.7	3.1	0.6	0.1	0.3	0.7
Others West Asia	38.0	25.3	15.1	6.9	3.0	0.1	4.5	4.0	2.8	0.0	0.4	0.0
Others Americas	17.2	29.0	17.1	7.5	11.7	0.1	9.2	6.4	1.7	0.0	0.2	0.0
Others Europe	20.3	30.9	16.7	6.4	9.7	0.0	7.8	5.5	2.4	0.1	0.2	0.0
Others	37.4	28.4	15.5	6.4	2.3	0.1	4.0	4.1	1.6	0.0	0.2	0.0
TOTAL	37.9	18.8	14.9	6.7	5.3	4.9	4.4	3.7	2.7	0.3	0.3	0.1

ITEMS PURCHASED

COUNTRY OF NATIONALITY	Foodstuff	Apparels/ Clothes	Cosmetic/ Personal Care	Handicraft/ Souvenir	Chocolates	Shoes	Household Goods	Pharmaceutical	Liquor	Fragrances	Cigarette/Cigar	Book/ Magazine/ Stationery	Handbag	Herbals	Toy	Textiles	IT & Gadget	Luggage Bag	Others	Watch	Gold/ Jewellery	Electrical/ Electronic Appliances	Camera
Singapore	96.0	59.3	37.0	19.8	10.2	17.9	31.3	17.1	4.7	5.1	25.0	6.0	4.3	6.2	3.9	2.8	2.5	1.1	2.8	1.2	0.3	0.5	0.0
Thailand	98.3	72.2	55.3	32.2	7.5	21.5	3.4	48.7	1.3	5.0	1.6	1.9	26.4	0.1	0.5	1.9	0.2	0.4	0.3	0.4	1.7	0.3	0.0
Indonesia	96.3	55.3	37.1	36.0	45.7	22.8	29.1	27.9	4.5	6.0	8.1	4.1	8.9	5.0	4.7	3.4	1.9	1.6	1.0	0.9	0.3	0.9	0.0
Brunei	92.4	70.0	31.2	18.4	13.8	24.4	43.4	7.9	1.5	10.6	3.7	6.4	3.8	1.5	2.8	5.7	6.9	1.0	0.9	1.6	1.2	1.2	0.0
Philippines	93.6	72.6	48.6	58.0	47.5	34.5	9.9	9.9	17.3	17.4	12.9	4.3	6.2	2.3	3.0	1.9	3.0	5.8	3.2	0.8	1.1	0.2	0.0
Vietnam	95.3	69.2	39.0	77.2	73.5	28.9	12.8	1.8	17.6	10.7	17.1	4.8	5.8	10.2	2.9	2.6	1.2	1.0	1.4	2.3	0.1	0.2	0.0
China	96.5	77.5	59.5	70.1	58.5	43.3	12.0	25.0	48.5	24.7	17.4	21.8	5.9	14.0	6.7	8.1	12.1	12.0	3.3	2.7	5.2	0.3	0.1
Japan	96.3	45.1	26.8	50.3	42.1	11.9	1.5	1.8	21.6	9.5	6.1	13.7	4.9	3.4	5.5	1.2	0.6	0.3	1.2	1.2	5.5	0.0	0.0
South Korea	96.7	58.0	52.7	64.0	36.7	28.0	9.3	9.3	28.0	17.3	8.0	12.0	4.7	3.3	5.3	2.7	1.3	8.0	0.0	0.7	8.0	0.7	0.0
Taiwan	97.6	72.8	49.6	79.0	61.5	32.6	11.3	10.5	25.1	17.3	10.0	9.7	10.2	8.6	4.6	3.8	6.5	7.8	1.1	2.2	3.2	0.3	0.0
India	91.0	55.0	35.3	56.9	52.9	21.4	9.3	1.0	24.4	9.1	13.7	3.7	6.9	6.9	5.7	5.8	1.7	1.9	1.0	4.5	3.8	0.0	0.1
Pakistan	86.7	73.5	38.1	61.9	54.0	41.6	10.6	0.9	0.9	19.5	23.0	10.6	16.8	1.8	8.0	4.4	2.7	4.4	2.7	2.7	5.3	0.0	0.0
Saudi Arabia	83.2	74.3	36.5	64.9	52.7	58.4	6.2	2.7	2.7	22.7	13.5	6.2	18.9	3.5	8.1	4.9	4.9	2.7	1.4	7.6	2.4	0.5	0.0
United Arab Emirates	90.1	76.2	55.4	58.9	64.4	47.5	5.0	5.0	11.9	20.8	14.9	5.0	22.8	11.9	4.0	6.9	5.0	1.0	2.0	9.9	8.9	0.0	1.0
Oman	84.2	75.0	31.6	73.7	46.1	38.2	1.3	0.0	0.0	26.3	6.6	1.3	14.5	0.0	13.2	3.9	3.9	2.6	2.6	2.6	1.3	0.0	0.0
Kuwait	66.1	61.0	32.2	66.1	47.5	37.3	0.0	5.1	0.0	22.0	15.3	5.1	11.9	1.7	1.7	0.0	1.7	0.0	1.7	3.4	0.0	0.0	0.0
Iran	90.1	63.1	43.2	73.9	47.7	31.5	15.3	1.8	7.2	13.5	19.8	0.9	5.4	0.9	1.8	1.8	1.8	1.8	0.9	2.7	1.8	0.0	0.0
Canada	99.2	50.0	42.4	62.1	25.8	10.6	1.5	9.8	28.0	3.0	12.9	14.4	0.0	3.8	3.0	0.8	3.0	0.0	1.5	2.3	3.0	0.0	0.0
United States	97.2	47.6	34.3	52.2	27.9	16.3	4.2	5.4	26.3	6.0	11.8	12.5	3.8	2.4	4.8	1.6	2.6	5.4	0.4	1.0	2.2	0.0	0.0
United Kingdom	98.1	49.0	29.9	58.1	22.7	18.4	4.5	6.2	22.2	8.7	10.3	15.1	2.2	2.7	3.1	1.7	3.7	2.6	1.7	1.6	2.4	0.1	0.0
Ireland	100.0	54.2	35.6	66.1	33.9	11.9	3.4	1.7	22.0	1.7	11.9	13.6	0.0	3.4	6.8	0.0	3.4	0.0	3.4	0.0	3.4	0.0	0.0
Sweden	97.1	41.2	25.0	76.5	19.1	13.2	10.3	4.4	32.4	1.5	14.7	10.3	2.9	1.5	1.5	0.0	1.5	1.5	2.9	2.9	2.9	0.0	0.0
Denmark	96.2	50.0	29.5	51.3	15.4	1.3	1.3	1.3	21.8	2.6	10.3	6.4	1.3	0.0	7.7	1.3	1.3	1.3	1.3	0.0	2.6	0.0	0.0
Finland	92.1	39.5	31.6	60.5	13.2	7.9	0.0	2.6	23.7	10.5	2.6	10.5	5.3	5.3	0.0	0.0	0.0	0.0	0.0	0.0	5.3	0.0	0.0
Norway	97.1	51.4	45.7	74.3	25.7	8.6	0.0	0.0	25.7	5.7	5.7	11.4	0.0	5.7	2.9	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0
Italy	96.8	55.3	26.6	60.6	30.3	13.8	5.9	3.7	27.7	5.9	17.6	11.7	0.5	5.9	4.3	1.6	3.2	1.1	1.6	0.5	0.5	0.0	0.0
Spain	98.6	40.2	18.0	58.7	16.1	6.3	3.0	1.4	18.0	3.3	9.0	8.7	0.5	2.7	1.6	0.5	0.8	0.0	1.6	0.0	0.8	0.3	0.0
France	96.7	50.7	30.1	60.6	28.4	14.7	4.2	4.5	18.3	8.1	12.4	7.6	2.2	2.5	3.6	0.8	2.2	2.2	1.9	0.6	2.3	0.0	0.0
Belgium	85.7	39.8	33.7	60.2	13.3	7.1	2.0	1.0	17.3	8.2	7.1	19.4	1.0	0.0	4.1	0.0	2.0	1.0	2.0	1.0	5.1	0.0	0.0
Netherlands	97.3	45.3	30.5	63.5	23.4	10.8	6.7	3.4	18.7	5.7	9.4	13.1	1.5	5.4	2.2	0.2	3.9	1.0	1.0	0.7	3.0	0.7	0.0
Germany	97.7	45.8	28.8	53.4	22.3	13.5	6.9	4.0	21.5	5.0	11.3	10.9	1.4	1.8	4.3	1.3	3.8	1.7	0.9	0.6	1.8	0.0	0.0
Switzerland	98.6	49.6	30.9	69.8	25.9	13.7	2.9	5.0	19.4	5.8	12.2	14.4	2.2	2.2	5.0	0.7	0.0	0.7	0.0	0.0	1.4	0.0	0.0
Russia	96.6	51.8	34.3	56.2	29.8	16.9	11.1	2.2	29.6	9.5	15.7	4.4	2.4	0.6	4.0	0.8	3.6	0.2	0.0	1.2	1.2	0.0	0.0
Australia	96.6	48.3	37.1	57.6	26.8	18.5	4.0	8.1	26.1	7.3	11.6	17.5	2.3	2.0	4.1	0.9	5.0	2.9	3.3	1.1	1.9	0.0	0.1
New Zealand	96.0	48.8	32.0	55.2	19.2	12.0	5.6	4.0	25.6	9.6	8.8	16.0	2.4	2.4	1.6	2.4	3.2	1.6	0.8	2.4	7.2	0.0	0.0
South Africa	92.0	48.0	36.0	54.0	28.0	20.0	0.0	0.0	6.0	6.0	10.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0	2.0	0.0	0.0
Central Asia	92.9	88.5	46.0	80.5	69.9	27.4	5.3	1.8	12.4	14.2	13.3	1.8	7.1	5.3	9.7	5.3	6.2	0.0	2.7	1.8	0.0	0.0	0.0
Others Asean	92.3	55.2	27.5	62.9	56.2	26.1	9.6	2.8	10.3	5.8	20.5	6.8	6.3	2.1	2.8	2.1	1.6	0.2	0.2	1.9	0.7	0.0	0.0
Others South Asia	94.5	73.2	37.0	72.4	63.8	21.3	5.5	0.8	3.1	5.5	18.9	4.7	9.4	2.4	9.4	3.1	2.4	0.0	5.5	1.6	1.6	0.0	0.0
Others West Asia	77.9	80.1	43.2	70.0	51.6	38.6	8.4	1.5	3.4	23.8	18.4	6.1	11.1	3.4	4.4	4.2	4.7	1.2	0.5	3.9	1.5	0.0	0.0
Others Americas	97.2	46.9	35.5	60.7	29.7	10.0	4.1	4.5	26.2	2.8	12.1	8.6	0.3	2.8	2.4	1.0	2.8	0.0	0.7	1.7	1.7	0.0	0.0
Others Europe	94.7	51.1	28.9	65.5	29.2	12.4	5.3	2.2	22.1	7.0	13.8	10.2	2.4	3.4	3.6	1.3	2.1	0.7	1.6	1.0	2.2	0.0	0.0
Others	91.7	84.2	43.6	79.7	67.7	28.6	8.3	2.3	14.3	12.8	12.8	4.5	6.0	5.3	9.0	5.3	5.3	0.0	2.3	1.5	0.8	0.0	0.0
TOTAL	95.8	61.4	40.0	37.4	27.4	22.3	22.1	18.4	11.3	8.2	7.9	7.3	7.1	5.4	4.1	3.3	3.2	2.3	2.0	1.4	1.4	0.4	0.0

TOURIST EXPENDITURE BY COUNTRY

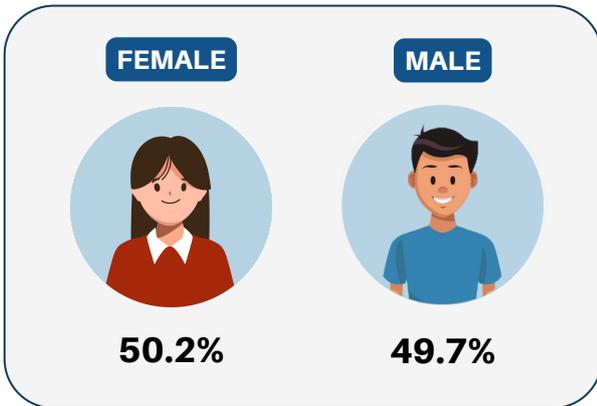
COUNTRY OF NATIONALITY	TOURIST ARRIVALS			AVERAGE STAY (NIGHT)			PER DIEM EXPENDITURE (RM)			PER CAPITA EXPENDITURE (RM)			TOTAL EXPENDITURE (RM MIL.)		
	2019	2023	GROWTH (%)	2019	2023	GROWTH (%)	2019	2023	GROWTH (%)	2019	2023	GROWTH (%)	2019	2023	GROWTH (%)
Singapore	10,163,882	8,308,230	-18.3	26	28	0.2	777.54	852.38	9.6	2,021.60	2,347.15	16.10	20,547.30	19,500.67	-5.1
Thailand	1,884,306	1,551,282	-17.7	49	40	-0.9	429.31	476.38	11.1	2,103.60	1,902.15	-9.58	3,963.80	2,950.77	-25.6
Indonesia	3,623,277	3,108,165	-14.2	5.2	5.0	-0.2	686.75	753.45	9.7	3,571.10	3,774.71	5.70	12,939.00	11,732.43	-9.3
Brunei	1,216,123	811,833	-33.2	2.9	2.9	0.0	797.62	820.26	2.8	2,313.10	2,412.72	4.31	2,813.00	1,958.73	-30.4
Philippines	421,908	339,282	-19.6	4.5	4.4	-0.1	728.36	878.84	20.7	3,277.60	3,902.05	19.05	1,382.90	1,323.90	-4.3
Vietnam	400,346	344,361	-14.0	5.7	6.1	0.4	660.75	613.38	-7.2	3,766.30	3,741.60	-0.66	1,507.80	1,288.46	-14.5
Others Asean	170,309	175,706	3.2	7.1	5.9	-1.2	469.08	606.78	29.4	3,330.50	3,573.94	7.31	567.20	368.40	-35.0
TOTAL ASEAN	17,880,151	14,638,859	-18.1	4.9	3.5	-1.4	499.02	763.53	53.0	2,445.20	2,685.89	9.84	43,721.00	39,123.35	-10.5
China	3,114,257	1,474,114	-52.7	6.4	6.0	-0.4	768.91	998.09	29.8	4,921.00	5,988.51	21.69	15,325.30	8,827.75	-42.4
Japan	424,694	229,892	-45.9	6.9	7.0	0.1	776.38	847.86	9.2	5,357.00	5,935.04	10.79	2,275.10	1,364.42	-40.0
South Korea	673,065	400,853	-40.4	6.7	6.6	-0.1	742.03	861.08	16.0	4,971.60	5,683.10	14.31	3,346.20	2,278.09	-31.9
Taiwan	382,916	283,380	-26.0	6.2	5.9	-0.3	940.68	965.13	2.6	5,832.20	5,694.28	-2.36	2,233.20	1,613.64	-27.7
TOTAL EAST ASIA	4,600,263	2,394,277	-48.0	6.5	6.2	-0.3	775.94	953.45	22.9	5,043.60	5,897.19	16.92	23,201.70	14,083.90	-39.3
India	735,309	671,846	-8.6	7.2	6.7	-0.5	683.69	748.59	9.5	4,922.60	5,015.52	1.89	3,619.60	3,369.66	-6.9
Pakistan	105,757	107,657	1.8	7.1	6.2	-0.9	610.76	811.64	32.9	4,336.40	5,032.19	16.05	458.60	541.75	18.1
Others South Asia	254,822	246,822	-3.1	6.7	7.4	0.7	611.72	584.39	-4.5	4,098.50	4,324.45	5.51	1,044.40	1,067.37	2.2
TOTAL SOUTH ASIA	1,095,888	1,026,325	-6.3	6.4	6.8	0.4	730.38	711.73	-2.6	4,674.40	4,851.08	3.78	5,122.60	4,978.78	-2.8
Saudi Arabia	121,444	51,375	-57.7	10.8	11.1	0.3	1,079.64	1,003.05	-7.1	11,660.10	11,133.89	-4.51	1,416.10	572.01	-59.6
United Arab Emirates	11,174	7,877	-29.5	9.7	10.0	0.3	1,040.71	1,223.35	17.5	10,094.90	12,233.54	21.19	1,128.00	96.36	-14.6
Oman	23,911	18,078	-24.4	9.2	9.8	0.6	991.54	958.73	-3.3	9,122.20	9,395.55	3.00	218.10	169.85	-22.1
Kuwait	9,632	11,944	24.0	10.2	10.3	0.1	890.20	1,121.39	26.0	9,080.00	11,550.35	27.21	87.50	137.96	57.7
Iran	46,559	19,908	-57.2	8.9	9.5	0.6	961.19	1,035.44	7.7	8,554.60	9,836.67	14.99	398.30	195.83	-50.8
Others West Asia	96,504	55,386	-42.6	9.6	10.7	1.1	999.30	927.74	-7.2	9,593.30	9,926.79	3.48	925.80	549.80	-40.6
TOTAL WEST ASIA	309,224	164,568	-46.8	9.8	10.5	0.7	1,045.03	994.71	-4.8	10,241.30	10,462.61	2.16	3,158.50	1,721.81	-45.5
Canada	87,568	71,981	-17.8	9.1	8.2	-0.9	546.79	688.02	25.8	4,975.80	5,641.76	13.38	435.70	406.10	-6.8
United States	269,928	229,476	-15.0	9.1	7.9	-1.2	519.62	716.00	37.8	4,728.50	5,656.40	19.62	1,276.30	1,298.01	1.7
Others Americas	49,226	41,386	-15.9	8.4	8.6	0.2	517.70	667.50	28.9	4,348.70	5,740.51	32.01	214.10	237.58	11.0
TOTAL AMERICAS	406,722	342,843	-15.7	8.2	8.0	-0.2	577.52	703.76	21.9	4,735.70	5,663.48	19.59	1,926.10	1,941.68	0.8
United Kingdom	346,485	272,297	-21.4	9.6	8.9	-0.7	634.74	770.39	21.4	6,093.50	6,856.43	12.52	2,111.30	1,866.99	-11.6
Ireland	19,666	18,127	-7.97	8.7	7.8	-0.9	551.71	718.69	30.3	4,799.90	5,605.76	16.79	94.50	101.62	7.5
Sweden	29,592	18,006	-39.2	7.7	7.4	-0.3	609.35	747.59	22.7	4,692.00	5,532.14	17.91	138.80	99.61	-28.2
Denmark	22,314	16,053	-28.1	9.4	8.2	-1.2	469.39	660.51	40.7	4,412.30	5,416.16	22.75	98.50	86.95	-11.7
Finland	13,557	8,907	-34.3	6.8	7.3	0.5	612.68	687.43	12.2	4,166.20	5,018.21	20.45	56.50	44.70	-20.9
Norway	14,585	9,981	-31.6	7.5	7.7	0.2	545.39	636.74	16.7	4,090.40	4,902.87	19.86	59.70	48.94	-18.0
Italy	54,710	48,440	-11.5	8.0	8.3	0.3	546.66	625.46	14.4	4,373.30	5,191.36	18.71	239.30	251.47	5.1
Spain	43,616	40,762	-6.54	8.9	8.9	0.0	469.43	609.63	29.9	4,177.90	5,425.73	29.87	182.20	221.16	21.4
France	141,661	115,145	-18.7	9.5	8.9	-0.6	467.99	607.77	29.9	4,445.90	5,409.16	21.67	629.80	622.84	-1.1
Belgium	22,082	17,726	-19.7	8.5	8.2	-0.3	475.60	613.66	29.0	4,042.60	5,032.00	24.47	89.30	89.20	-0.1
Netherlands	82,110	68,448	-16.6	9.6	9.9	0.3	419.18	569.21	35.8	4,024.10	5,657.92	40.60	330.40	387.27	17.2
Germany	130,221	125,987	-3.25	8.7	7.9	-0.8	555.85	701.70	26.2	4,835.90	5,543.47	14.63	629.70	698.40	10.9
Switzerland	25,659	23,312	-9.15	9.1	8.7	-0.4	482.51	586.93	21.6	4,390.80	5,082.85	15.76	112.70	118.49	5.1
Russia	79,984	109,689	37.1	8.8	8.5	-0.3	523.57	629.51	20.2	4,607.40	5,350.83	16.14	368.50	586.93	59.3
Others Europe	155,032	134,754	-13.1	8.8	8.7	-0.1	551.77	557.92	1.1	4,855.60	4,859.46	0.08	752.80	654.83	-13.0
TOTAL EUROPE	1,181,304	1,027,634	-13.0	8.8	8.7	-0.1	566.98	661.34	16.6	4,989.40	5,721.29	14.67	5,894.00	5,879.39	-0.2
Australia	368,271	343,438	-6.74	7.6	7.3	-0.3	621.34	834.54	34.3	4,722.20	6,092.16	29.01	1,739.10	2,092.28	20.3
New Zealand	50,140	42,955	-14.3	7.4	6.7	-0.7	599.97	874.95	45.8	4,439.80	5,862.17	32.04	222.60	251.81	13.1
South Africa	22,674	15,155	-33.2	7.9	7.3	-0.6	551.00	675.64	22.6	4,352.90	4,932.20	13.31	98.70	74.75	-24.3
Central Asia	35,931	25,097	-30.2	8.8	7.2	-1.6	507.97	693.73	36.6	4,470.10	4,994.88	11.74	160.60	125.36	-21.9
Others	150,216	199,360	32.7	8.5	7.4	-1.1	703.74	701.85	-0.3	5,981.80	5,193.66	-13.18	898.60	1,004.05	11.7
GRAND TOTAL	26,100,784	20,141,846	-22.8	7.4	4.5	-2.9	446.00	786.74	76.4	3,300.40	3,540.32	7.27	86,143.50	71,308.52	-17.2



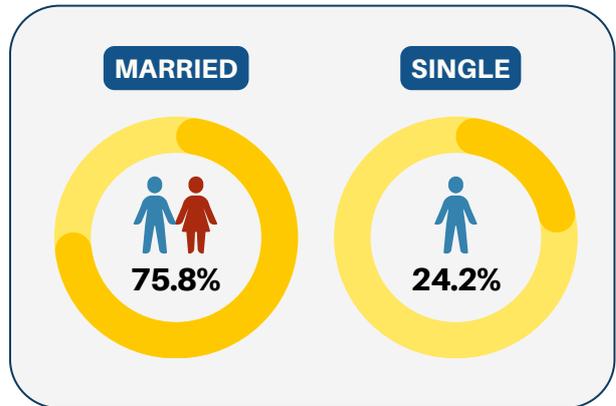


DEMOGRAPHIC PROFILE

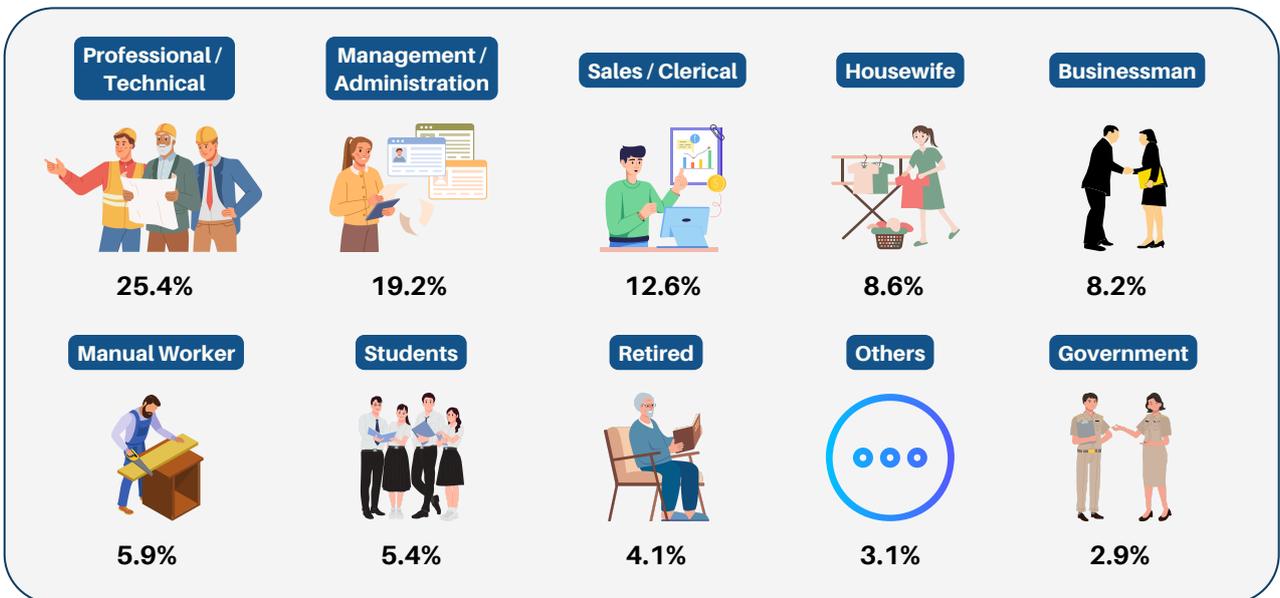
GENDER



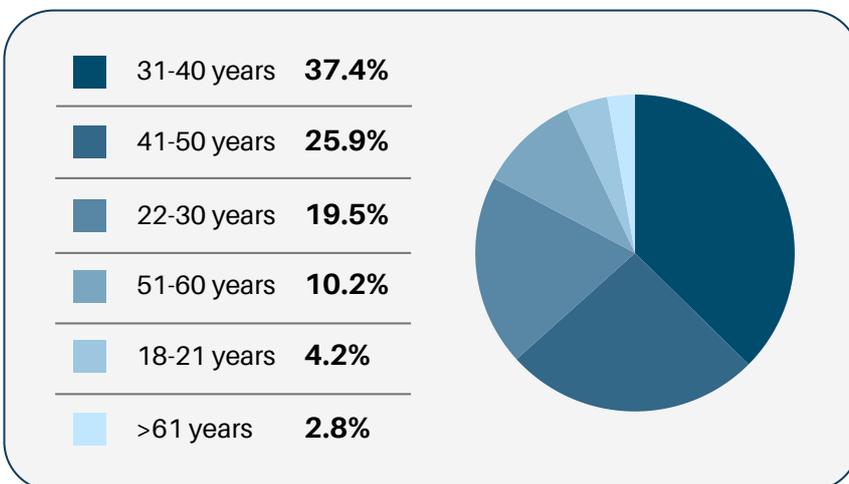
MARITAL STATUS



OCCUPATION



AGE GROUP



From the total tourist arrivals to Malaysia in 2023, 52.8% were from the "Professional/ Technical, Management/ Administration and Businessman" group while Youths (18-30 years) constituted 23.7%.

GENDER

COUNTRY OF NATIONALITY	FEMALE	MALE
Singapore	52.0	48.0
Thailand	49.2	50.8
Indonesia	52.3	47.7
Brunei	54.5	45.5
Philippines	58.0	42.0
Vietnam	51.7	48.3
China	46.4	53.6
Japan	39.0	61.0
South Korea	42.7	57.3
Taiwan	48.8	51.2
India	44.6	55.4
Pakistan	45.1	54.9
Saudi Arabia	43.2	56.8
United Arab Emirates	40.6	59.4
Oman	46.1	53.9
Kuwait	42.4	57.6
Iran	51.4	48.6
Canada	47.2	52.8
United States	48.0	52.0
United Kingdom	45.1	54.9
Ireland	47.5	52.5
Sweden	50.0	50.0
Denmark	55.1	44.9
Finland	60.5	39.5
Norway	48.6	51.4
Italy	44.7	55.3
Spain	49.5	50.5
France	51.6	48.4
Belgium	53.1	45.9
Netherlands	51.0	49.0
Germany	46.2	53.8
Switzerland	49.6	50.4
Russia	48.2	51.8
Australia	49.1	50.9
New Zealand	47.2	52.8
South Africa	52.0	48.0
Central Asia	42.5	57.5
Others Asean	43.1	56.9
Others South Asia	38.6	61.4
Others West Asia	47.2	52.8
Others Americas	53.8	46.2
Others Europe	50.0	50.0
Others	43.6	56.4
TOTAL	50.2	49.7

MARITAL STATUS

COUNTRY OF NATIONALITY	MARRIED	SINGLE
Singapore	77.7	22.3
Thailand	88.0	12.0
Indonesia	74.2	25.8
Brunei	76.0	24.0
Philippines	52.0	48.0
Vietnam	66.1	33.9
China	78.0	22.0
Japan	68.0	32.0
South Korea	68.0	32.0
Taiwan	72.0	28.0
India	83.2	16.8
Pakistan	74.3	25.7
Saudi Arabia	84.3	15.7
United Arab Emirates	72.3	27.7
Oman	92.1	7.9
Kuwait	86.4	13.6
Iran	81.1	18.9
Canada	65.9	34.1
United States	69.9	30.1
United Kingdom	73.0	27.0
Ireland	61.0	39.0
Sweden	45.6	54.4
Denmark	60.3	39.7
Finland	60.5	39.5
Norway	74.3	25.7
Italy	59.0	41.0
Spain	59.8	40.2
France	60.9	39.1
Belgium	56.1	43.9
Netherlands	67.5	32.5
Germany	68.3	31.7
Switzerland	69.8	30.2
Russia	67.3	32.7
Australia	71.5	28.5
New Zealand	81.6	18.4
South Africa	68.0	32.0
Central Asia	60.2	39.8
Others Asean	70.6	29.4
Others South Asia	60.6	39.4
Others West Asia	80.1	19.9
Others Americas	63.4	36.6
Others Europe	66.1	33.9
Others	59.4	40.6
TOTAL	75.8	24.2

OCCUPATIONAL GROUP

COUNTRY OF NATIONALITY	Professional/ Technical	Management/ Administration	Sales/ Clerical	Housewife	Businessman	Manual Worker	Students	Retired	Others	Government	Teacher/ Lecturer	Unemployed	Athlete	Influencer (Content Creator)	Entertainer
Singapore	21.3	18.2	17.6	10.0	6.7	8.9	4.9	4.3	3.9	1.5	1.6	0.8	0.1	0.2	0.1
Thailand	51.7	10.7	8.7	0.2	0.8	3.4	6.8	0.0	2.3	5.4	9.7	0.0	0.1	0.1	0.0
Indonesia	16.4	17.2	8.9	12.9	13.0	5.9	4.9	7.9	2.0	5.6	3.6	0.9	0.4	0.2	0.1
Brunei	17.9	26.5	4.7	6.9	5.4	1.8	8.4	4.9	2.3	16.1	4.5	0.5	0.2	0.0	0.0
Philippines	31.3	22.5	21.9	3.2	2.6	8.5	4.9	1.3	0.9	0.6	0.2	0.4	1.3	0.2	0.2
Vietnam	16.0	26.6	23.8	5.4	6.1	8.4	6.0	2.2	0.9	2.3	1.7	0.1	0.1	0.3	0.1
China	25.8	26.8	11.9	6.3	14.2	2.5	3.7	1.8	1.2	1.4	2.6	0.8	0.2	0.3	0.5
Japan	37.8	16.8	8.5	4.3	16.5	0.6	7.0	1.2	0.3	0.9	1.2	0.9	4.0	0.0	0.0
South Korea	30.5	26.7	8.0	4.7	12.7	0.7	8.0	4.0	0.7	1.3	1.3	0.0	0.7	0.0	0.7
Taiwan	33.7	28.6	11.3	3.2	13.5	0.8	2.7	1.6	0.5	1.3	2.2	0.3	0.0	0.3	0.0
India	28.3	24.8	8.2	13.0	9.7	3.0	4.4	4.1	0.8	0.9	2.0	0.2	0.3	0.0	0.3
Pakistan	33.4	20.4	1.8	8.0	16.8	1.8	8.0	0.9	0.9	0.9	4.4	0.0	2.7	0.0	0.0
Saudi Arabia	34.9	13.5	1.9	18.4	18.9	0.5	5.9	0.5	0.0	2.2	3.0	0.0	0.0	0.3	0.0
United Arab Emirates	47.5	7.9	5.9	8.9	13.9	0.0	8.9	0.0	0.0	1.0	1.0	0.0	5.0	0.0	0.0
Oman	46.1	17.1	2.6	13.2	9.2	0.0	5.3	1.3	1.3	3.9	0.0	0.0	0.0	0.0	0.0
Kuwait	42.2	3.4	0.0	13.6	11.9	0.0	13.6	1.7	1.7	0.0	8.5	1.7	0.0	1.7	0.0
Iran	39.7	14.4	1.8	15.3	13.5	2.7	10.8	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Canada	28.0	18.9	9.8	5.3	9.1	0.8	6.8	5.3	3.8	1.5	2.3	7.6	0.0	0.8	0.0
United States	32.0	16.1	3.0	8.4	14.7	2.2	4.0	7.2	8.6	0.8	1.0	0.4	1.0	0.6	0.0
United Kingdom	34.6	21.2	7.9	5.9	6.5	1.3	5.4	5.4	7.7	0.3	1.5	1.9	0.1	0.2	0.1
Ireland	28.9	25.4	8.5	6.8	1.7	3.4	11.9	5.1	6.8	0.0	1.7	0.0	0.0	0.0	0.0
Sweden	22.1	27.9	10.3	2.9	2.9	4.4	10.3	1.5	10.3	0.0	0.0	7.4	0.0	0.0	0.0
Denmark	32.0	28.2	6.4	5.1	5.1	1.3	2.6	0.0	11.5	2.6	2.6	1.3	0.0	1.3	0.0
Finland	15.8	50.0	5.3	7.9	0.0	0.0	0.0	0.0	10.5	0.0	0.0	7.9	2.6	0.0	0.0
Norway	48.5	14.3	2.9	8.6	0.0	0.0	5.7	5.7	8.6	0.0	0.0	5.7	0.0	0.0	0.0
Italy	41.4	16.0	7.4	2.7	5.9	8.0	2.7	0.5	8.5	0.5	1.1	1.6	1.6	0.5	1.6
Spain	30.4	23.0	7.9	4.6	5.5	6.0	4.1	2.2	8.7	0.5	1.4	4.9	0.3	0.5	0.0
France	34.4	19.2	7.3	4.2	3.4	5.1	9.3	3.6	7.1	0.3	1.4	4.5	0.0	0.2	0.0
Belgium	26.8	35.1	6.2	8.2	0.0	6.2	3.1	0.0	10.3	1.0	0.0	2.1	0.0	1.0	0.0
Netherlands	31.8	25.6	9.9	4.2	5.4	1.7	2.7	2.2	9.4	0.5	1.5	4.9	0.0	0.0	0.2
Germany	32.4	24.3	8.8	4.1	4.7	4.3	4.7	2.5	8.4	0.9	1.8	2.1	0.6	0.3	0.1
Switzerland	44.7	20.1	3.6	4.3	1.4	1.4	5.8	1.4	10.8	0.0	2.2	4.3	0.0	0.0	0.0
Russia	43.0	18.3	5.2	2.8	4.2	4.4	4.6	1.6	10.9	0.0	0.8	3.2	0.0	0.8	0.2
Australia	32.6	21.9	6.7	8.4	7.5	1.5	5.9	4.4	5.8	0.6	2.6	1.4	0.1	0.6	0.0
New Zealand	34.4	22.4	4.0	9.6	5.6	0.0	3.2	14.4	3.2	0.0	2.4	0.0	0.0	0.0	0.8
South Africa	36.9	16.3	2.0	2.0	10.2	4.1	20.4	2.0	4.1	0.0	0.0	0.0	2.0	0.0	0.0
Central Asia	38.0	15.9	8.0	9.7	4.4	0.0	7.1	0.9	1.8	0.9	0.9	0.9	10.6	0.9	0.0
Others Asean	20.8	14.6	15.1	9.2	4.2	15.3	8.5	2.1	2.1	3.1	3.1	0.7	1.2	0.0	0.0
Others South Asia	22.1	11.0	4.7	11.0	10.2	4.7	11.0	3.9	0.8	1.6	2.4	2.4	14.2	0.0	0.0
Others West Asia	45.3	11.3	1.0	14.3	13.8	0.2	4.9	0.7	0.7	1.7	3.7	0.7	1.5	0.2	0.0
Others Americas	32.1	19.7	9.7	4.1	10.3	2.8	5.5	3.4	5.9	0.7	1.4	4.1	0.0	0.3	0.0
Others Europe	38.5	21.8	6.1	5.7	4.7	3.4	4.4	3.0	7.5	0.5	1.3	2.1	0.4	0.4	0.2
Others	37.3	15.8	6.8	9.8	4.5	0.8	9.0	1.5	2.3	0.8	0.8	0.8	9.0	0.8	0.0
TOTAL	25.4	19.2	12.6	8.6	8.2	5.9	5.4	4.1	3.1	2.9	2.8	0.8	0.6	0.2	0.2

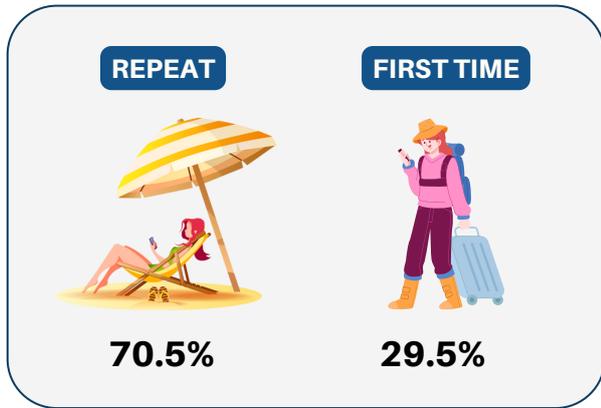
AGE GROUP

COUNTRY OF NATIONALITY	31-40 years	41-50 years	22-30 years	51-60 years	18-21 years	>61 years
Singapore	34.1	28.5	17.1	12.9	4.3	3.2
Thailand	48.9	32.3	10.6	3.2	5.0	0.0
Indonesia	29.0	25.6	19.5	15.9	3.9	6.1
Brunei	36.3	17.6	31.0	7.5	5.9	1.7
Philippines	43.5	11.6	37.5	2.3	4.0	1.1
Vietnam	41.7	25.1	23.3	5.0	4.6	0.3
China	48.9	23.6	19.8	4.9	1.9	0.9
Japan	44.5	25.3	19.2	4.3	5.2	1.5
South Korea	46.7	18.7	24.0	5.3	5.3	0.0
Taiwan	45.0	24.3	25.1	3.5	1.0	1.1
India	43.9	27.1	12.6	10.1	3.6	2.7
Pakistan	33.6	23.9	28.3	6.2	6.2	1.8
Saudi Arabia	44.3	16.8	30.3	4.1	4.2	0.3
United Arab Emirates	56.4	13.9	21.8	1.0	5.9	1.0
Oman	42.1	28.9	25.0	1.3	1.4	1.3
Kuwait	33.9	16.9	33.9	3.4	11.9	0.0
Iran	47.7	30.6	11.7	3.6	6.4	0.0
Canada	40.9	21.2	25.0	4.5	5.4	3.0
United States	33.7	30.7	15.5	13.5	2.2	4.4
United Kingdom	40.8	22.4	23.1	9.4	2.9	1.4
Ireland	28.8	13.6	39.0	5.1	6.7	6.8
Sweden	25.0	10.3	50.0	13.2	1.5	0.0
Denmark	26.9	34.6	34.6	1.3	2.6	0.0
Finland	39.5	13.2	42.1	0.0	5.2	0.0
Norway	54.3	11.4	20.0	2.9	5.7	5.7
Italy	50.5	16.0	28.7	2.1	1.6	1.1
Spain	42.1	15.0	38.3	3.8	0.5	0.3
France	38.3	15.5	35.7	5.0	3.5	2.0
Belgium	38.8	15.3	40.8	2.0	2.1	1.0
Netherlands	39.4	19.0	33.5	4.7	2.2	1.2
Germany	49.3	17.2	26.4	3.4	2.1	1.6
Switzerland	42.4	22.3	26.6	5.8	2.9	0.0
Russia	46.4	14.3	34.7	2.0	1.6	1.0
Australia	40.7	23.2	23.0	9.7	2.3	1.1
New Zealand	34.4	31.2	13.6	11.2	2.4	7.2
South Africa	22.0	34.0	8.0	14.0	20.0	2.0
Central Asia	47.8	9.7	31.0	5.3	5.3	0.9
Others Asean	35.4	30.1	20.0	7.0	5.6	1.9
Others South Asia	29.1	21.3	23.6	4.7	16.6	4.7
Others West Asia	38.1	18.2	34.4	4.2	3.4	1.7
Others Americas	41.7	21.4	26.6	4.1	3.4	2.8
Others Europe	40.2	19.6	29.4	6.6	2.8	1.4
Others	41.4	12.0	33.1	5.3	6.7	1.5
TOTAL	37.4	25.9	19.5	10.2	4.2	2.8

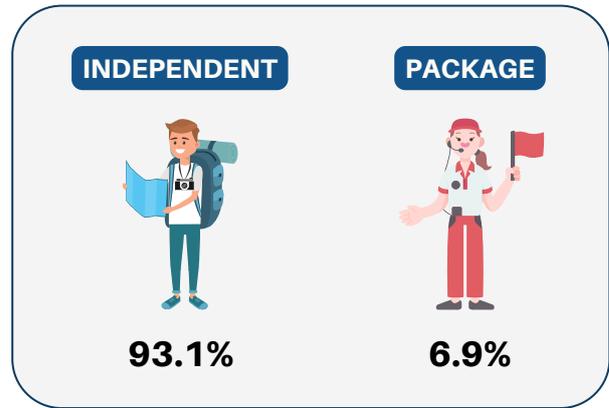


TRAVELLING PROFILE

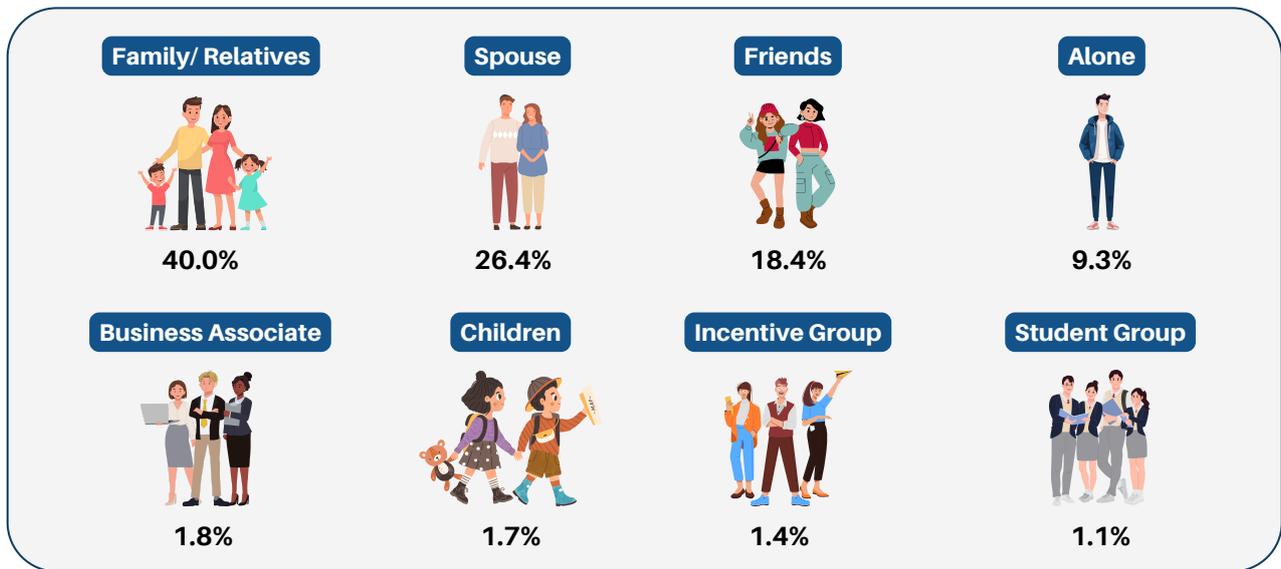
FREQUENCY OF VISIT



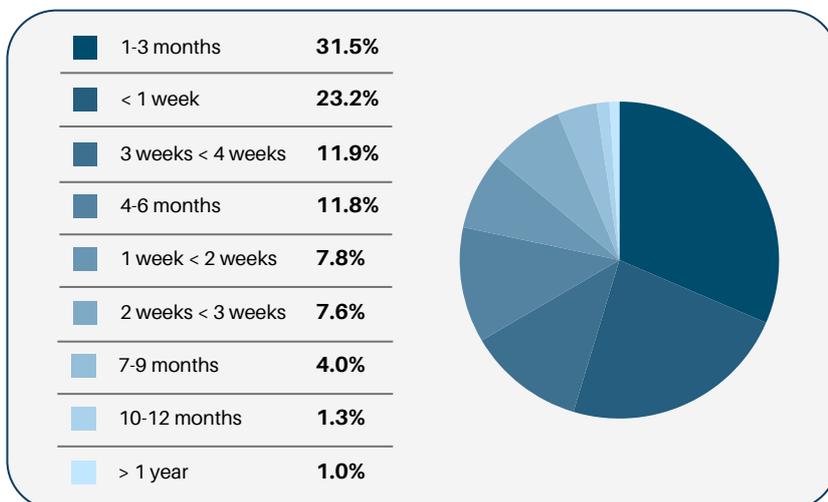
TRAVEL ARRANGEMENT



TRAVEL COMPANION



LEAD TIME TO DECIDE



68.1% foreign tourists who visited Malaysia in 2023 came with spouses, children and families/ relatives. 82% of them needed less than 3 months to decide the trip.

FREQUENCY OF VISIT

COUNTRY OF NATIONALITY	REPEAT	FIRST TIME
Singapore	96.6	3.4
Thailand	81.7	18.3
Indonesia	81.4	18.6
Brunei	95.9	4.1
Philippines	49.0	51.0
Vietnam	10.5	89.5
China	23.6	76.4
Japan	39.3	60.7
South Korea	15.3	84.7
Taiwan	14.8	85.2
India	12.9	87.1
Pakistan	29.2	70.8
Saudi Arabia	26.8	73.2
United Arab Emirates	22.8	77.2
Oman	55.3	44.7
Kuwait	27.1	72.9
Iran	23.4	76.6
Canada	24.2	75.8
United States	48.4	51.6
United Kingdom	39.3	60.7
Ireland	10.2	89.8
Sweden	20.6	79.4
Denmark	16.7	83.3
Finland	5.3	94.7
Norway	42.9	57.1
Italy	21.3	78.7
Spain	13.4	86.6
France	25.3	74.7
Belgium	13.3	86.7
Netherlands	20.4	79.6
Germany	18.8	81.2
Switzerland	18.7	81.3
Russia	23.0	77.0
Australia	43.9	56.1
New Zealand	20.0	80.0
South Africa	30.0	70.0
Central Asia	16.8	83.2
Others Asean	22.4	77.6
Others South Asia	31.5	68.5
Others West Asia	22.9	77.1
Others Americas	19.7	80.3
Others Europe	17.0	83.0
Others	15.8	84.2
TOTAL	70.5	29.5

TRAVEL ARRANGEMENT

COUNTRY OF NATIONALITY	INDEPENDENT	PACKAGE
Singapore	99.7	0.3
Thailand	96.5	3.5
Indonesia	94.2	5.8
Brunei	99.8	0.2
Philippines	94.6	5.4
Vietnam	15.3	84.7
China	86.6	13.4
Japan	96.3	3.7
South Korea	98.0	2.0
Taiwan	52.0	48.0
India	64.8	35.2
Pakistan	73.5	26.5
Saudi Arabia	75.1	24.9
United Arab Emirates	85.1	14.9
Oman	97.4	2.6
Kuwait	88.1	11.9
Iran	80.2	19.8
Canada	100.0	0.0
United States	97.2	2.8
United Kingdom	98.4	1.6
Ireland	100.0	0.0
Sweden	100.0	0.0
Denmark	97.4	2.6
Finland	100.0	0.0
Norway	100.0	0.0
Italy	98.4	1.6
Spain	98.1	1.9
France	95.2	4.8
Belgium	98.0	2.0
Netherlands	99.8	0.2
Germany	96.8	3.2
Switzerland	95.7	4.3
Russia	97.4	2.6
Australia	99.9	0.1
New Zealand	96.8	3.2
South Africa	92.0	8.0
Central Asia	94.7	5.3
Others Asean	38.2	61.8
Others South Asia	75.6	24.4
Others West Asia	86.7	13.3
Others Americas	95.2	4.8
Others Europe	95.1	4.9
Others	95.5	4.5
TOTAL	93.1	6.9

TRAVEL COMPANION

COUNTRY OF NATIONALITY	Family/ Relatives	Spouse	Friends	Alone	Business Associate	Children	Incentive Group	Student Group
Singapore	34.6	29.0	15.1	17.4	1.0	2.3	0.2	0.4
Thailand	69.1	8.0	17.1	0.6	0.2	0.0	0.0	5.0
Indonesia	47.5	22.1	18.9	5.1	0.7	2.1	1.9	1.5
Brunei	63.5	21.9	9.8	2.0	0.7	1.8	0.1	0.1
Philippines	26.1	22.7	40.6	4.5	0.4	0.8	3.8	1.1
Vietnam	27.7	16.0	36.1	0.5	1.6	0.6	14.9	2.6
China	43.0	27.8	17.3	4.6	2.9	0.7	3.3	0.4
Japan	15.5	29.0	25.9	4.6	19.5	1.5	0.0	4.0
South Korea	26.0	26.7	24.7	3.3	15.3	0.7	1.3	2.0
Taiwan	30.2	26.1	29.1	1.9	3.8	0.0	8.9	0.0
India	49.0	29.0	14.7	1.0	1.7	0.5	3.8	0.3
Pakistan	44.6	25.0	16.1	0.9	3.6	0.9	8.9	0.0
Saudi Arabia	50.8	43.2	3.2	0.0	1.4	0.0	0.0	1.4
United Arab Emirates	41.8	35.7	17.3	2.0	0.0	0.1	0.0	3.1
Oman	68.4	22.4	5.3	0.0	3.9	0.0	0.0	0.0
Kuwait	45.8	35.6	1.7	0.0	0.0	0.0	0.0	16.9
Iran	54.1	37.8	6.3	1.8	0.0	0.0	0.0	0.0
Canada	16.7	45.5	22.7	9.8	3.8	1.5	0.0	0.0
United States	19.4	37.6	25.2	10.6	6.0	0.8	0.4	0.0
United Kingdom	20.8	50.6	21.9	3.8	1.5	0.8	0.0	0.6
Ireland	22.0	47.5	23.7	3.4	0.0	3.4	0.0	0.0
Sweden	7.4	29.4	51.5	5.9	0.0	1.4	0.0	4.4
Denmark	33.3	30.8	25.6	6.4	2.6	1.3	0.0	0.0
Finland	0.0	65.8	31.6	2.6	0.0	0.0	0.0	0.0
Norway	28.6	57.1	11.4	0.0	0.0	2.9	0.0	0.0
Italy	16.1	34.4	32.8	6.5	7.5	0.5	2.2	0.0
Spain	17.5	39.3	37.7	3.0	2.2	0.3	0.0	0.0
France	22.2	39.8	33.2	2.6	0.2	0.6	0.5	0.9
Belgium	25.5	33.7	34.7	5.1	0.0	0.0	1.0	0.0
Netherlands	22.9	42.9	28.1	2.4	1.7	2.0	0.0	0.0
Germany	14.2	51.5	30.1	2.2	1.0	0.1	0.3	0.6
Switzerland	19.4	51.8	21.6	2.2	3.6	0.0	1.4	0.0
Russia	27.4	40.9	25.8	2.5	1.2	1.4	0.8	0.0
Australia	23.4	45.9	24.4	4.0	1.9	0.4	0.0	0.0
New Zealand	24.8	54.4	12.8	2.4	5.6	0.0	0.0	0.0
South Africa	38.8	24.5	16.3	14.3	2.0	4.1	0.0	0.0
Central Asia	30.3	19.2	37.4	7.1	3.0	3.0	0.0	0.0
Others Asean	28.7	11.8	34.4	1.6	4.0	1.6	13.9	4.0
Others South Asia	58.8	5.0	20.2	4.3	2.5	2.5	0.0	6.7
Others West Asia	43.5	37.8	13.0	1.5	2.2	1.1	0.2	0.7
Others Americas	19.3	40.0	29.3	5.5	5.2	0.7	0.0	0.0
Others Europe	23.9	39.2	27.4	3.4	3.0	0.7	1.7	0.7
Others	35.3	18.5	33.6	5.9	2.5	4.2	0.0	0.0
TOTAL	40.0	26.4	18.4	9.3	1.8	1.7	1.4	1.1

LEAD TIME TO DECIDE

COUNTRY OF NATIONALITY	1 - 3 Months	< 1 Week	3 Weeks < 4 Weeks	4 - 6 Months	1 Week < 2 Weeks	2 Weeks < 3 Weeks	7 - 9 Months	10 - 12 Months	> 1 Year
Singapore	18.5	43.8	9.1	3.4	14.7	9.7	0.5	0.1	0.0
Thailand	11.9	60.8	7.7	10.6	6.4	0.4	2.0	0.1	0.0
Indonesia	46.3	1.6	19.6	16.1	2.6	9.4	3.7	0.7	0.2
Brunei	21.2	3.2	21.8	6.0	16.6	29.4	1.4	0.4	0.0
Philippines	40.0	0.7	17.3	20.6	1.1	6.2	10.5	3.0	0.6
Vietnam	58.6	0.0	14.4	16.1	0.3	3.5	4.4	2.1	0.6
China	49.5	0.0	10.4	18.9	0.1	1.8	9.3	3.1	6.9
Japan	41.5	0.3	18.9	22.6	3.7	3.0	7.6	2.1	0.3
South Korea	34.7	0.0	14.6	18.7	0.0	6.0	14.7	9.3	2.0
Taiwan	49.9	0.3	9.5	17.0	0.3	3.8	11.1	4.9	3.2
India	45.5	0.2	10.1	26.5	1.2	1.0	12.4	2.8	0.3
Pakistan	71.7	0.0	8.8	7.1	0.0	0.9	8.8	1.8	0.9
Saudi Arabia	60.0	0.0	12.5	21.1	0.0	0.0	4.3	1.6	0.5
United Arab Emirates	61.4	0.0	6.8	13.9	0.0	3.0	10.9	2.0	2.0
Oman	53.9	0.0	5.3	15.8	0.0	0.0	17.1	6.6	1.3
Kuwait	78.0	0.0	3.3	15.3	0.0	0.0	0.0	0.0	3.4
Iran	68.5	0.0	13.5	14.4	0.0	0.0	1.8	0.9	0.9
Canada	39.4	0.7	12.1	28.8	0.8	1.5	14.4	0.8	1.5
United States	41.0	1.1	12.0	25.7	1.6	3.8	6.0	3.2	5.6
United Kingdom	42.9	0.0	10.1	25.0	0.1	2.8	12.3	3.3	3.5
Ireland	52.5	0.0	6.8	20.3	0.0	5.1	3.4	5.1	6.8
Sweden	32.4	0.0	7.4	33.8	0.0	3.0	17.6	2.9	2.9
Denmark	46.2	0.0	3.8	26.9	0.0	0.0	11.5	2.6	9.0
Finland	21.1	0.0	5.2	39.5	0.0	0.0	34.2	0.0	0.0
Norway	57.1	0.0	3.0	17.1	0.0	5.7	11.4	0.0	5.7
Italy	50.5	0.0	6.4	30.9	1.0	2.1	3.7	2.7	2.7
Spain	51.9	0.0	6.0	22.7	0.0	2.2	12.8	3.6	0.8
France	51.8	0.2	7.6	22.5	1.2	1.4	6.7	4.7	3.9
Belgium	41.8	0.0	8.2	32.7	0.0	1.0	15.3	1.0	0.0
Netherlands	41.4	0.0	8.9	29.1	0.0	0.6	14.8	2.7	2.5
Germany	49.9	0.0	7.6	23.8	0.3	0.9	13.3	2.8	1.4
Switzerland	35.3	0.0	12.9	33.8	1.4	0.8	10.8	0.0	5.0
Russia	54.8	0.6	13.7	17.3	2.0	5.4	3.4	2.0	0.8
Australia	41.9	0.0	10.3	28.4	1.5	2.7	10.7	2.0	2.5
New Zealand	35.2	0.0	12.8	24.0	2.4	2.4	18.4	3.2	1.6
South Africa	66.0	0.0	6.0	26.0	0.0	2.0	0.0	0.0	0.0
Central Asia	38.1	0.0	10.6	28.3	0.0	10.6	5.3	6.2	0.9
Others Asean	58.3	0.0	14.9	18.9	0.1	1.4	4.0	1.9	0.5
Others South Asia	53.5	0.0	15.0	19.7	0.0	3.2	3.1	5.5	0.0
Others West Asia	67.3	0.0	10.3	13.3	0.0	1.4	3.2	2.5	2.0
Others Americas	43.1	0.3	12.4	24.5	0.4	0.7	13.8	3.1	1.7
Others Europe	45.6	0.0	7.9	27.6	0.4	1.8	10.5	2.8	3.4
Others	39.8	0.0	12.0	27.8	0.0	9.1	4.5	6.0	0.8
TOTAL	31.5	23.2	11.9	11.8	7.8	7.6	4.0	1.3	1.0

STATES VISITED (BY RANK)



Note:
Tourist stayed at least 1 night at each state
(Multiple Response)

MAJOR ACTIVITIES ENGAGED



(Multiple Response)

STATES VISITED

COUNTRY OF NATIONALITY	STATES VISITED																	
	Johor	Langkawi	Kuala Lumpur	Selangor	Melaka	Pahang	Penang	Sabah	Sarawak	Perlis	Kedah	Putrajaya	Negeri Sembilan	Perak	Labuan	Terengganu	Kelantan	
Singapore	65.6	70.9	20.7	6.8	14.8	6.6	5.0	2.4	1.1	0.1	0.1	0.1	2.3	0.9	0.0	0.2	0.1	
Thailand	67.1	1.8	5.8	1.8	17.6	3.8	11.0	0.2	1.6	62.2	53.3	1.7	0.9	1.6	0.1	0.1	0.1	
Indonesia	25.7	1.1	32.0	14.4	26.8	10.1	21.8	0.1	3.5	0.1	0.7	1.5	1.4	0.8	0.1	0.3	0.2	
Brunei	0.5	7.4	11.6	5.2	1.0	4.1	0.3	5.1	90.4	0.1	0.1	0.3	0.1	0.4	18.0	0.9	0.1	
Philippines	14.3	6.9	61.9	35.8	7.7	29.6	5.1	13.1	1.5	0.1	0.2	1.9	0.2	0.4	0.2	0.1	0.1	
Vietnam	24.6	1.0	95.1	51.2	68.6	56.6	4.3	0.1	0.1	0.1	0.1	13.4	0.2	0.4	0.1	0.1	0.1	
China	2.0	14.2	33.0	17.3	11.2	15.3	10.3	47.3	0.1	0.1	0.1	3.5	1.9	1.2	0.1	0.2	0.1	
Japan	0.6	36.9	56.4	31.7	3.7	5.5	13.7	4.0	0.7	0.1	0.5	2.7	0.4	3.0	0.1	0.6	0.1	
South Korea	0.1	27.3	51.3	25.3	6.7	4.7	7.3	17.3	1.2	0.1	1.5	3.4	0.6	1.3	0.1	0.1	0.1	
Taiwan	5.9	4.2	65.5	35.3	29.1	16.4	4.0	28.3	6.0	0.1	0.1	3.3	0.7	0.5	0.1	0.1	0.1	
India	1.1	38.6	81.9	44.2	7.4	41.6	10.1	0.4	2.2	0.1	0.3	8.1	20.8	0.1	0.1	0.1	0.1	
Pakistan	5.3	35.2	95.3	53.1	5.3	45.1	15.0	0.1	0.3	0.1	0.8	7.7	0.7	2.7	0.1	0.1	0.1	
Saudi Arabia	3.5	62.4	98.1	50.3	10.5	43.2	42.2	0.1	3.5	0.1	0.1	1.8	0.1	3.0	0.1	0.1	0.1	
United Arab Emirates	0.2	50.0	97.0	55.4	7.9	49.5	23.8	0.1	0.1	0.1	3.9	5.5	0.1	1.0	0.1	0.1	0.1	
Oman	5.3	46.7	95.0	67.1	15.8	60.5	21.1	0.2	0.3	0.8	0.1	7.6	1.6	10.5	0.1	0.1	0.1	
Kuwait	0.2	28.8	95.0	55.9	15.3	45.8	18.6	2.5	0.5	0.1	2.0	0.1	2.0	3.4	0.1	0.1	0.1	
Iran	1.8	34.9	94.6	45.9	4.5	27.9	14.4	1.8	0.3	0.1	0.1	6.6	0.2	0.1	0.1	0.1	0.1	
Canada	10.6	40.9	50.8	22.0	15.2	7.6	22.0	11.4	0.9	0.1	0.1	5.1	0.1	2.3	0.0	0.0	0.0	
United States	3.2	23.1	45.8	19.5	6.2	4.8	30.7	7.6	0.9	0.1	0.2	9.9	0.2	2.6	0.0	0.0	0.0	
United Kingdom	1.2	34.5	61.5	29.8	7.5	13.5	21.7	9.7	5.3	0.0	1.5	13.6	0.0	4.6	0.0	2.2	0.3	
Ireland	1.7	37.3	71.2	42.4	5.1	18.6	15.3	0.1	5.2	0.0	0.2	1.8	0.0	0.2	0.0	3.4	0.0	
Sweden	0.0	33.8	48.5	35.3	0.0	11.8	4.4	5.9	1.8	0.0	0.0	2.0	0.2	0.0	0.0	0.0	0.0	
Denmark	0.0	32.1	80.8	47.4	2.6	7.7	16.7	9.0	0.1	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	
Finland	0.0	71.7	44.7	23.7	15.8	5.3	18.4	0.0	7.4	0.0	1.5	0.0	0.0	0.0	0.0	10.5	5.3	
Norway	0.0	22.9	77.1	51.4	0.0	5.7	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	22.9	0.0	
Italy	2.7	25.5	77.1	50.0	8.0	16.5	12.8	6.4	2.6	0.0	0.0	0.0	0.0	5.3	1.1	14.9	1.6	
Spain	1.1	21.0	83.9	42.6	12.0	14.5	21.6	7.1	5.7	0.0	0.0	0.0	0.0	10.9	0.0	13.1	3.8	
France	0.6	30.9	72.9	42.8	14.9	17.8	18.0	7.4	3.7	0.0	0.0	0.0	0.0	6.0	0.0	7.6	0.5	
Belgium	0.0	58.2	58.2	27.6	3.1	16.3	14.3	2.0	3.8	0.0	0.3	2.7	0.0	5.1	0.0	4.1	0.0	
Netherlands	1.7	44.3	67.0	34.7	16.7	21.4	26.6	8.6	5.0	0.0	0.2	3.4	2.3	7.1	0.0	2.5	0.0	
Germany	1.0	40.6	72.2	33.1	10.3	18.9	23.4	6.5	2.0	0.0	0.0	3.1	0.0	6.2	0.0	4.7	0.5	
Switzerland	1.4	42.4	58.3	34.5	15.1	9.4	16.5	9.4	3.4	0.0	1.5	1.2	0.0	1.4	0.0	2.9	0.0	
Russia	0.0	11.3	85.7	44.4	3.0	7.1	7.7	4.2	3.2	0.3	0.5	1.3	0.8	0.4	0.0	0.0	0.0	
Australia	0.9	37.4	47.7	26.0	4.2	9.0	16.1	8.8	7.2	0.0	1.4	0.0	1.4	1.4	0.0	1.7	0.4	
New Zealand	0.0	45.6	47.2	24.0	5.6	13.6	17.6	8.0	0.2	0.4	0.0	3.0	0.4	4.8	0.0	4.0	0.0	
South Africa	0.0	20.0	82.0	32.0	2.0	4.0	10.0	0.0	2.5	0.0	0.1	2.9	0.3	4.0	0.0	0.0	0.0	
Central Asia	0.9	20.4	93.8	56.6	14.2	31.0	0.0	0.0	7.2	0.0	0.0	5.6	0.0	0.0	0.0	0.0	0.0	
Others Asean	30.1	4.0	92.1	52.9	33.1	44.1	3.7	0.1	0.0	0.0	0.0	8.0	4.0	3.7	0.1	0.1	0.1	
Others South Asia	7.9	25.6	98.1	36.2	7.1	17.3	7.1	0.2	0.0	0.0	0.0	6.2	0.0	0.8	0.1	3.9	3.9	
Others West Asia	2.9	39.9	96.8	60.4	6.4	39.8	15.0	0.1	0.2	0.1	0.2	8.4	1.2	2.2	0.1	0.5	0.1	
Others Americas	4.8	29.0	70.7	39.3	11.0	11.0	15.2	5.5	2.8	0.0	0.7	8.6	0.0	4.1	0.0	0.0	0.0	
Others Europe	1.0	37.3	73.8	42.0	7.2	13.7	13.6	4.6	3.6	0.0	0.3	1.3	0.3	3.2	0.1	3.9	0.4	
Others	0.8	25.6	92.5	51.9	12.0	26.3	2.3	0.0	0.8	0.0	0.0	5.3	0.0	0.0	0.0	0.0	0.0	
TOTAL	37.6	37.4	34.2	15.8	15.7	11.5	10.0	6.4	5.3	4.9	4.4	1.8	1.7	1.2	0.8	0.5	0.2	

MAJOR ACTIVITIES ENGAGED

COUNTRY OF NATIONALITY	Free & Easy	Sightseeing In the City	Shopping	Local Cuisine	Parks & Garden	Visit Heritage Site	Handicraft Centre	Water Activities	Visiting Museum	Theme Park	Island Hopping	River Cruise	Snorkeling/ Scuba Diving	Spa & Wellness	Bird Watching	Mountain Climbing	Cycling	White Water Rafting	Fishing/ Angling	Golfing
Singapore	86.3	71.7	76.1	38.4	15.3	14.8	4.6	5.9	6.7	7.5	2.2	3.3	1.0	2.9	0.6	0.4	0.5	0.0	0.3	0.0
Thailand	96.8	97.9	73.2	8.9	3.6	6.2	0.7	6.2	3.0	2.7	0.1	0.1	0.1	0.4	0.1	1.0	1.1	0.0	1.6	0.0
Indonesia	97.6	86.5	68.1	53.6	24.8	26.5	13.5	7.1	14.0	8.2	0.2	3.0	0.0	1.8	0.5	0.9	1.3	0.0	0.0	0.0
Brunei	98.1	75.3	84.3	52.6	20.1	7.0	8.4	4.6	2.3	4.3	2.8	0.9	0.9	4.5	0.1	0.1	0.1	0.0	0.0	0.5
Philippines	97.2	95.7	80.3	47.7	44.5	43.5	22.9	15.9	18.6	21.2	8.8	3.2	8.6	3.8	1.9	0.2	0.4	0.6	0.0	0.0
Vietnam	95.7	98.8	88.4	57.1	62.9	76.1	46.5	5.5	53.5	18.4	0.2	11.8	0.2	1.3	1.5	0.2	1.0	0.0	0.0	0.0
China	99.0	91.0	74.6	73.6	42.1	41.0	54.3	46.4	19.0	11.7	47.3	10.4	32.6	13.9	11.8	0.3	1.2	1.6	0.1	0.2
Japan	97.6	85.4	57.3	49.4	32.0	25.6	19.2	19.5	15.5	18.9	15.5	21.0	4.0	2.4	7.9	1.2	0.0	0.0	0.0	0.0
South Korea	98.0	90.0	73.3	68.0	32.7	36.0	42.0	18.0	10.0	14.0	18.7	15.3	9.3	8.7	6.0	0.0	0.7	1.3	0.0	1.3
Taiwan	98.7	97.0	86.3	60.4	59.3	61.7	59.6	29.1	46.4	11.6	24.8	10.2	18.6	10.0	0.5	0.5	0.3	0.8	0.0	0.3
India	97.3	88.1	60.3	49.6	43.8	48.9	25.5	24.0	29.4	34.2	14.3	10.0	0.7	2.4	8.2	0.1	0.1	0.0	0.5	0.1
Pakistan	100.0	94.7	73.5	35.4	70.8	58.4	23.9	27.4	26.5	47.8	18.6	8.8	1.8	2.7	12.4	0.0	0.0	0.0	0.0	0.0
Saudi Arabia	99.7	98.4	89.5	37.3	69.5	52.4	30.0	37.0	28.1	43.2	35.7	9.7	10.3	2.7	4.3	0.8	0.0	0.5	0.0	0.0
United Arab Emirates	100.0	95.0	90.1	37.6	60.4	36.6	21.8	24.8	23.8	24.8	17.8	13.9	5.0	11.9	7.9	1.0	0.0	0.0	0.0	0.0
Oman	100.0	97.4	76.3	22.4	75.0	57.9	10.5	44.7	25.0	48.7	30.3	1.3	5.3	0.0	7.9	1.3	0.0	0.0	0.0	0.0
Kuwait	100.0	100.0	83.1	35.6	69.6	61.0	20.3	20.3	30.5	40.7	16.9	6.8	0.0	0.0	5.1	0.0	0.0	0.0	0.0	0.0
Iran	100.0	95.5	81.0	50.5	67.6	50.5	21.6	18.9	27.0	30.6	19.8	1.8	7.2	1.8	3.6	0.0	0.0	0.0	0.0	0.0
Canada	99.2	87.1	49.2	65.9	45.5	39.4	38.6	34.8	25.8	21.2	26.5	22.0	9.1	3.8	15.9	11.4	0.8	1.5	0.0	0.0
United States	98.6	93.0	56.6	60.0	39.8	38.6	20.3	25.3	21.3	9.2	14.7	9.6	6.0	7.6	9.0	3.4	1.2	2.2	0.0	0.4
United Kingdom	99.7	92.5	50.0	58.4	45.1	41.6	29.3	32.2	21.6	18.2	18.3	17.6	10.7	6.0	11.7	5.8	0.6	2.8	0.1	0.0
Ireland	100.0	84.7	62.7	59.3	49.2	32.2	25.4	27.1	13.6	15.3	25.4	20.3	15.3	6.8	11.9	0.0	5.1	0.0	0.0	0.0
Sweden	98.5	94.1	51.5	66.2	51.5	44.1	26.5	29.4	20.6	26.5	17.6	17.6	11.8	1.5	5.9	14.7	1.5	2.9	0.0	0.0
Denmark	100.0	93.6	39.7	67.9	64.1	59.0	28.2	26.9	32.1	28.2	15.4	7.7	3.8	1.3	15.4	14.1	2.6	0.0	0.0	0.0
Finland	100.0	86.8	23.7	63.2	52.6	42.1	21.1	55.3	36.8	39.5	42.1	50.0	23.7	2.6	10.5	26.3	2.6	5.3	0.0	0.0
Norway	100.0	82.9	71.4	68.6	68.6	40.0	28.6	28.6	11.4	5.7	22.9	22.9	11.4	0.0	22.9	5.7	0.0	5.7	14.3	0.0
Italy	100.0	91.5	51.6	62.2	53.7	50.5	18.6	38.3	27.7	17.6	25.5	18.6	19.7	0.0	8.0	8.5	0.0	1.6	0.5	0.0
Spain	100.0	92.1	41.5	54.6	53.0	47.8	26.8	30.6	26.5	15.8	18.9	15.0	10.9	1.9	9.0	4.9	0.0	0.0	0.5	0.0
France	99.8	90.9	55.7	58.8	50.9	48.8	28.8	33.5	24.7	18.8	24.8	17.4	11.5	3.1	7.1	8.2	0.3	1.1	0.5	0.2
Belgium	100.0	82.7	26.5	60.2	44.9	43.9	26.5	45.9	23.5	31.6	46.9	29.6	13.3	0.0	21.4	16.3	1.0	2.0	0.0	0.0
Netherlands	100.0	89.7	43.3	58.9	51.0	41.9	32.0	35.7	26.6	20.9	27.3	23.2	8.4	3.4	14.8	6.7	0.7	1.2	0.2	0.0
Germany	99.4	90.2	47.9	55.5	47.6	39.3	23.0	32.5	23.0	18.5	24.6	16.2	13.2	3.0	9.7	9.4	0.5	1.0	0.1	0.0
Switzerland	100.0	84.2	48.2	56.1	48.9	43.2	28.1	46.8	13.7	28.1	30.2	25.9	5.0	0.0	15.8	9.4	0.0	7.9	0.0	0.0
Russia	99.2	87.3	63.9	59.3	54.2	40.7	21.8	10.5	15.5	8.7	6.2	4.6	4.4	1.8	5.2	2.2	0.0	0.0	0.0	0.0
Australia	99.4	86.4	46.5	60.1	43.0	35.9	27.7	33.6	17.6	21.6	23.5	20.5	9.2	3.6	13.2	5.6	2.0	2.2	0.6	0.3
New Zealand	97.6	83.2	49.6	62.4	35.2	21.6	30.4	21.6	20.0	18.4	18.4	24.8	3.2	4.0	12.8	5.6	0.8	0.0	0.0	0.0
South Africa	98.0	88.0	54.0	54.0	64.0	42.0	16.0	26.0	30.0	36.0	18.0	8.0	4.0	0.0	4.0	0.0	0.0	0.0	0.0	0.0
Central Asia	99.1	94.7	81.4	38.9	63.7	61.9	24.8	17.7	29.2	20.4	10.6	8.0	2.7	3.5	3.5	0.0	0.0	0.0	0.0	0.0
Others Asean	96.7	96.5	76.7	45.7	42.4	59.4	26.3	1.9	26.3	17.5	0.7	4.7	0.0	0.5	3.0	0.0	0.0	0.0	0.2	0.0
Others South Asia	96.9	90.6	79.5	57.5	55.9	68.5	33.9	17.3	26.8	17.3	12.6	7.1	0.8	0.0	5.5	0.0	0.0	0.0	0.0	0.0
Others West Asia	100.0	97.3	84.3	41.0	71.7	59.0	19.4	36.4	28.7	36.9	27.3	4.9	9.1	2.9	4.7	0.2	0.2	0.0	0.0	0.0
Others Americas	98.6	89.0	52.4	60.7	50.3	47.6	26.6	24.1	23.1	15.2	16.2	14.5	5.9	1.7	9.7	6.6	0.3	0.7	0.0	0.0
Others Europe	99.0	90.4	51.1	57.3	54.1	46.3	22.3	32.6	22.1	22.4	25.6	18.9	9.6	2.0	9.7	7.8	1.1	1.7	0.4	0.1
Others	99.2	95.5	81.2	39.8	63.9	60.2	21.8	21.1	27.8	18.8	13.5	9.0	4.5	3.8	3.0	0.0	0.8	0.0	0.0	0.0
TOTAL	93.1	82.3	72.4	45.5	26.1	25.6	15.7	13.3	12.9	10.7	8.5	5.7	4.5	3.6	2.9	1.0	0.7	0.3	0.3	0.1

INFORMATION ON MALAYSIA FROM TRADITIONAL MEDIA

COUNTRY OF NATIONALITY	Others	Printed Media (Magazine, Newspaper, Brochure, Flyers)	Travel Agent	Airlines	Outdoor Advertising (Billboard)	TV Advertisement	Travel Fair/Expo
Singapore	87.7	17.9	0.9	2.9	12.5	8.5	2.1
Thailand	20.0	21.9	70.0	4.9	0.5	0.2	0.4
Indonesia	84.7	28.7	14.9	14.3	6.0	6.1	4.3
Brunei	70.9	41.6	0.5	3.2	0.9	7.4	0.9
Philippines	73.6	51.8	7.5	27.0	11.4	7.2	13.0
Vietnam	40.6	31.7	80.7	17.7	8.3	4.6	11.1
China	64.7	25.3	23.2	25.5	17.1	2.8	7.2
Japan	67.8	43.2	11.0	42.5	8.2	28.8	34.2
South Korea	61.5	57.7	3.8	21.2	34.6	7.7	40.4
Taiwan	57.9	34.7	59.3	19.0	11.6	7.7	10.2
India	51.2	43.1	48.8	23.1	11.4	6.8	10.3
Pakistan	71.9	74.2	20.2	6.7	2.2	11.2	14.6
Saudi Arabia	67.9	53.3	34.2	10.0	6.7	5.0	10.4
United Arab Emirates	67.2	60.7	21.3	13.1	14.8	8.2	23.0
Oman	58.7	84.8	10.9	19.6	2.2	6.5	6.5
Kuwait	70.6	0.0	8.8	2.9	82.4	2.9	0.0
Iran	54.5	61.0	26.0	1.3	6.5	5.2	9.1
Canada	62.2	55.6	11.1	31.1	11.1	8.9	13.3
United States	57.6	50.8	15.5	15.1	10.5	8.4	7.1
United Kingdom	70.8	56.3	11.0	25.3	13.8	5.6	14.1
Ireland	56.5	82.6	0.0	17.4	30.4	0.0	17.4
Sweden	58.8	58.8	5.9	35.3	23.5	5.9	17.6
Denmark	72.7	69.7	15.2	12.1	9.1	3.0	6.1
Finland	60.0	100.0	0.0	40.0	0.0	0.0	0.0
Norway	62.5	81.3	0.0	12.5	12.5	18.8	12.5
Italy	74.4	68.4	5.1	18.8	13.7	12.0	20.5
Spain	73.5	77.1	9.6	18.1	8.4	12.0	10.8
France	72.5	64.9	9.2	14.9	11.1	8.9	12.7
Belgium	66.0	80.9	2.1	2.1	2.1	4.3	4.3
Netherlands	66.1	65.0	2.3	29.9	15.8	7.9	11.3
Germany	72.4	61.6	9.3	18.0	12.2	10.8	21.2
Switzerland	74.5	64.7	9.8	5.9	7.8	17.6	13.7
Russia	68.8	72.5	4.1	12.5	15.3	7.1	24.1
Australia	67.1	52.1	9.0	29.5	15.5	6.3	15.7
New Zealand	65.0	62.5	10.0	20.0	22.5	12.5	22.5
South Africa	58.6	0.0	17.2	3.4	72.4	6.9	3.4
Central Asia	70.4	63.4	7.0	38.0	11.3	9.9	23.9
Others Asean	50.0	25.5	60.1	6.4	5.8	7.1	8.3
Others South Asia	69.0	39.4	21.1	19.7	7.0	12.7	7.0
Others West Asia	74.6	73.9	20.9	8.6	10.8	6.3	10.4
Others Americas	66.9	64.6	11.8	18.1	11.8	10.2	12.6
Others Europe	71.5	74.1	9.3	12.8	12.7	7.2	17.1
Others	67.8	65.5	5.7	35.6	12.6	13.8	21.8
TOTAL	73.6	29.5	15.7	11.1	10.6	7.1	6.0

INFORMATION ON MALAYSIA FROM INTERNET

COUNTRY OF NATIONALITY	Search Engine (Google, Mozilla, Internet Explorer, etc.)	Social Media (Instagram, Facebook, Twitter, YouTube, TikTok, Vlog)	Travel Review Website (Expedia, Kayak, etc.)	Official Travel Website	Online Travel Agent	Travel Webinar
Singapore	70.2	68.5	20.2	4.8	5.9	0.0
Thailand	79.1	56.7	2.6	7.7	0.5	0.1
Indonesia	91.6	63.8	19.4	9.3	8.1	0.4
Brunei	89.9	65.9	19.3	4.7	0.7	0.2
Philippines	88.9	68.9	39.9	15.9	9.2	0.6
Vietnam	85.4	68.1	32.8	19.5	22.3	2.1
China	93.0	75.6	50.5	17.6	11.0	1.1
Japan	95.2	84.8	68.2	21.2	24.0	1.0
South Korea	94.4	94.4	66.4	21.8	14.5	1.4
Taiwan	88.0	77.4	50.1	17.5	14.0	0.0
India	88.5	75.9	43.4	24.4	20.9	2.0
Pakistan	87.0	67.6	41.7	21.4	23.0	2.0
Saudi Arabia	88.5	49.4	29.0	22.2	9.3	1.9
United Arab Emirates	86.7	70.4	43.9	20.9	14.8	1.7
Oman	97.3	49.3	28.8	18.5	17.8	0.0
Kuwait	94.4	42.6	18.5	16.3	15.3	0.0
Iran	90.8	69.4	31.6	9.6	5.5	1.4
Canada	93.0	80.5	56.3	9.3	16.7	0.0
United States	91.5	75.6	45.1	13.3	9.2	0.0
United Kingdom	95.7	73.0	55.8	17.3	13.4	1.5
Ireland	96.6	75.9	62.1	21.9	21.9	1.6
Sweden	90.6	71.9	60.9	12.2	19.0	0.9
Denmark	97.3	74.3	48.6	12.2	19.0	0.9
Finland	97.2	86.1	61.1	19.9	21.4	0.3
Norway	97.1	71.4	42.9	19.0	12.1	0.0
Italy	93.6	70.1	51.3	26.6	3.1	1.6
Spain	97.2	60.8	38.0	16.2	14.9	0.0
France	90.7	68.5	42.9	44.4	38.9	0.0
Belgium	93.8	71.9	49.0	5.7	0.0	0.0
Netherlands	98.7	71.8	56.7	18.2	15.0	0.0
Germany	91.7	72.5	54.8	12.4	20.3	0.6
Switzerland	100.0	82.8	52.2	18.9	17.3	0.8
Russia	95.5	64.9	44.1	16.7	13.5	0.0
Australia	95.2	80.3	58.8	14.1	23.4	0.0
New Zealand	93.2	88.9	56.4	21.2	23.9	0.4
South Africa	89.6	54.2	20.8	29.1	20.1	0.7
Central Asia	93.6	70.6	53.2	16.0	7.8	0.0
Others Asean	81.6	72.2	24.6	19.3	15.7	0.8
Others South Asia	90.4	67.8	47.0	20.1	19.5	0.2
Others West Asia	88.7	57.0	30.7	22.2	29.1	0.0
Others Americas	91.5	75.6	45.1	14.6	12.5	0.0
Others Europe	95.4	69.8	49.5	17.4	0.9	0.0
Others	92.2	72.7	51.6	19.5	5.5	0.0
TOTAL	81.8	68.8	27.8	10.4	9.6	0.4





SELECTED MARKET PROFILE

SINGAPORE

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	10,163,882	8,308,230	(18.3)
	Tourist Receipts (RM Million)	20,547.30	19,500.67	(5.1)
	Average Per Capita (RM)	2,021.60	2,347.15	16.1
	Average Per Diem (RM)	777.54	852.38	9.6
				DIFFERENCE
	Average Length of Stay (Nights)	2.6	2.8	0.2
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Shopping	43.0	48.7	5.7
	Accommodation	21.5	16.9	(4.6)
	Food & Beverages	14.0	15.8	1.8
	Local Transportation	6.4	5.6	(0.8)
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Female	49.5	52.0	2.5
	Marital Status:			
	Married	67.8	77.7	9.9
	Occupational Group:			
	Professional/ Technical	26.0	21.3	(4.7)
	Management/ Administration	23.5	18.2	(5.3)
	Sales/ Clerical	13.3	17.6	4.3
	Age Group:			
	31 - 40	31.0	34.1	3.1
	41 - 50	34.2	28.5	(5.7)
	22 - 30	7.5	17.1	9.6
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Shopping	23.0	55.0	32.0
	VFR	27.5	48.8	21.3
	Holiday	40.8	47.9	7.1
	Travel Arrangement:			
	Independent	97.3	99.7	2.4
	Frequency of Visit:			
	Repeat	95.9	96.6	0.7
	Travelling Companion:			
	Family/ Relatives	25.3	34.6	9.3
	Spouse	37.4	29.0	(8.4)
	Alone	18.9	17.4	(1.5)
	Major Activities Engaged:			
	Free & Easy	N/A	86.3	N/C
	Shopping	82.2	76.1	(6.1)
	Sightseeing in the City	74.5	71.7	(2.8)
	Local Cuisine	N/A	38.4	N/C
	Lead Time to Decide Trip:			
	< 1 week	23.9	43.8	19.9
	1 - 3 months	15.3	18.5	3.2
	1 week < 2 weeks	22.7	14.7	(8.0)
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Others	0.2	87.7	87.5
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	17.9	N/C
	Outdoor Advertising (Billboard)	1.9	12.5	10.6
	TV Advertisement	2.5	8.5	6.0
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	19.5	70.2	50.7
	Social Media	19.2	68.5	49.3
	Travel Review Website	15.7	20.2	4.5
	Online Travel Agent	15.2	5.9	(9.3)
	Stated Visited in Malaysia:			
	Langkawi	*N/A	70.9	N/C
	Johor	55.6	65.6	10.0
	Kuala Lumpur	31.4	20.7	(10.7)
	Items Purchased:			
	Foodstuff	92.2	96.0	4.0
	Apparels/ Clothes	50.1	59.3	9.2
	Cosmetics/ Personal Care	66.7	37.0	(29.7)
	Household Goods	85.2	31.3	(-53.9)
	Main Factors in Choosing Malaysia:			
	Value for Money	55.3	83.1	27.8
	Easily Accessible	52.3	35.5	(16.8)
	Shopping Haven	50.8	34.9	(15.9)

*For 2023, Langkawi and Kedah is count separately

THAILAND

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	1,884,306	1,551,282	(17.7)
	Tourist Receipts (RM Million)	3,963.80	2,950.77	(25.6)
	Average Per Capita (RM)	2,103.60	1,902.15	(9.6)
	Average Per Diem (RM)	429.31	476.83	11.1
				DIFFERENCE
	Average Length of Stay (Nights)	4.9	4.0	(0.9)
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Shopping	31.6	33.0	1.4
	Accommodation	22.2	26.2	4.0
	Local Transportation	N/A	17.9	N/C
	Food & Beverages	13.8	16.1	2.3
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Male	47.6	50.8	3.2
	Marital Status:			
	Married	35.4	88.0	52.6
	Occupational Group:			
	Professional/ Technical	11.2	51.7	40.5
	Management/ Administration	23.3	10.7	(12.6)
	Teacher/ Lecturer	N/A	9.7	N/C
	Age Group:			
	31 - 40	50.0	48.9	(1.1)
	41 - 50	24.4	32.3	7.9
	22 - 30	9.9	10.6	0.7
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	64.3	91.3	27.0
	Shopping	12.8	51.1	38.3
	VFR	11.9	32.3	20.4
	Travel Arrangement:			
	Independent	89.7	96.5	6.8
	Frequency of Visit:			
	Repeat	69.2	81.7	12.5
	Travelling Companion:			
	Family/ Relatives	16.0	69.1	53.1
	Friends	39.6	17.1	(22.5)
	Spouse	24.9	8.0	(16.9)
	Major Activities Engaged:			
	Sightseeing in the City	93.0	97.9	4.9
	Free & Easy	N/A	96.8	N/C
	Shopping	68.9	73.2	4.3
	Local Cuisine	N/A	8.9	N/C
	Lead Time to Decide Trip:			
	< 1 week	0.3	60.8	60.5
	1 - 3 months	55.3	11.9	(43.4)
	4 - 6 months	5.4	10.6	5.2
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Travel Agent	9.4	70.0	60.6
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	21.9	N/C
	Others	0.0	20.0	20.0
	Airlines	26.1	4.9	(21.2)
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	23.3	79.1	55.8
	Social Media	19.3	56.7	37.4
	Official Travel Website	N/A	7.7	N/C
	Travel Review Website	15.3	2.6	(12.7)
	Stated Visited in Malaysia:			
	Johor	15.7	67.1	51.4
	Perlis	0.0	62.2	62.2
	Kedah	*N/A	53.3	N/C
	Items Purchased:			
	Foodstuff	91.9	98.3	6.4
	Apparels/ Clothes	65.8	72.2	6.4
	Cosmetics/ Personal Care	17.7	55.3	37.6
	Pharmaceutical	0.3	48.7	48.4
	Main Factors in Choosing Malaysia:			
	Vibrant & Modern Cities	N/A	82.4	N/C
	Shopping Haven	22.8	75.5	52.7
	Food Haven	N/A	72.1	N/C

*For 2023, Langkawi and Kedah is count separately

INDONESIA

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	3,623,277	3,108,165	(14.2)
	Tourist Receipts (RM Million)	12,939.00	11,732.43	(9.3)
	Average Per Capita (RM)	3,571.10	3,774.71	5.7
	Average Per Diem (RM)	686.75	753.45	9.7
				DIFFERENCE
	Average Length of Stay (Nights)	5.2	5.0	(0.2)
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Medical	15.5	29.9	14.4
	Shopping	31.6	27.5	(4.1)
	Accommodation	14.3	12.7	(1.6)
	Food & Beverages	11.8	11.8	0.0
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Female	56.8	52.3	(4.5)
	Marital Status:			
	Married	71.1	74.2	3.1
	Occupational Group:			
	Management/ Administration	17.1	17.2	0.1
	Professional/ Technical	14.0	16.4	2.4
	Businessman	N/A	13.0	N/C
	Age Group:			
	31 - 40	34.4	29.0	(5.4)
	41 - 50	26.2	25.6	(0.6)
	22 - 30	9.4	19.5	10.1
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	43.5	56.9	13.4
	Medical	24.9	34.4	9.5
	VFR	17.8	24.7	6.9
	Travel Arrangement:			
	Independent	95.6	94.2	(1.4)
	Frequency of Visit:			
	Repeat	84.1	81.4	(2.7)
	Travelling Companion:			
	Family/ Relatives	46.2	47.5	1.3
	Spouse	25.1	22.1	(3.0)
	Friends	14.1	18.9	4.8
	Major Activities Engaged:			
	Free & Easy	N/A	97.6	N/C
	Sightseeing in the City	84.0	86.5	2.5
	Shopping	71.9	84.3	12.4
	Local Cuisine	N/A	53.6	N/C
	Lead Time to Decide Trip:			
	1 - 3 months	45.4	46.3	0.9
	3 weeks < 4 weeks	10.2	19.6	9.4
	4 - 6 months	11.3	16.1	4.8
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Others	0.3	84.7	84.4
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	28.7	N/C
	Travel Agent	2.0	14.9	12.9
	Airlines	10.4	14.3	3.9
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	24.0	91.6	67.6
	Social Media	22.7	63.8	41.1
	Travel Review Website	9.8	19.4	9.6
	Official Travel Website	N/A	9.3	N/C
	Stated Visited in Malaysia:			
	Kuala Lumpur	51.7	32.0	(19.7)
	Melaka	28.9	26.8	(2.1)
	Johor	29.9	25.7	(4.2)
	Items Purchased:			
	Foodstuff	94.9	96.3	1.4
	Apparels/ Clothes	59.7	55.3	(4.4)
	Chocolates	27.1	45.7	18.6
	Cosmetics/ Personal Care	36.8	37.1	0.3
	Main Factors in Choosing Malaysia:			
	Easily Accessible	57.0	64.2	7.2
	Vibrant & Modern Cities	N/A	53.8	N/C
	Safe & Secure	N/A	52.3	N/C

BRUNEI

INDICATOR	2019	2023	CHANGE %
ARRIVALS AND RECEIPTS			
Tourist Arrivals	1,216,123	811,833	(33.2)
Tourist Receipts (RM Million)	2,813.00	1,958.73	(30.4)
Average Per Capita (RM)	2,313.10	2,412.72	4.3
Average Per Diem (RM)	797.62	820.26	2.8
			DIFFERENCE
Average Length of Stay (Nights)	2.9	2.9	0.0
EXPENDITURE COMPONENTS	2019 (%)	2023 (%)	DIFFERENCE
Shopping	48.3	47.5	(0.8)
Accommodation	21.6	18.0	(3.6)
Food & Beverages	14.4	15.0	0.6
Domestic Airfares	N/A	8.4	N/C
DEMOGRAPHIC PROFILE	2019 (%)	2023 (%)	DIFFERENCE
Gender:			
Female	47.9	54.5	6.6
Marital Status:			
Married	57.9	76.0	18.1
Occupational Group:			
Management/ Administration	21.3	26.5	5.2
Professional/ Technical	20.8	17.9	(2.9)
Government	16.1	16.1	0.0
Age Group:			
31 - 40	36.5	36.3	(0.2)
22 - 30	8.7	31.0	22.3
41 - 50	33.3	17.6	(15.7)
TRAVELLING PATTERN	2019 (%)	2023 (%)	DIFFERENCE
Main Purpose of Visit:			
Holiday	61.5	78.4	16.9
Shopping	19.8	39.8	20.0
VFR	13.9	17.0	3.1
Travel Arrangement:			
Independent	100	99.8	(0.2)
Frequency of Visit:			
Repeat	93.3	95.9	2.6
Travelling Companion:			
Family/ Relatives	60.8	63.5	2.7
Spouse	16.9	21.9	5.0
Friends	13.2	9.8	(3.4)
Major Activities Engaged:			
Free & Easy	N/A	98.1	N/C
Shopping	94.5	84.3	(10.2)
Sightseeing in the City	90.8	75.3	(15.5)
Local Cuisine	N/A	52.6	N/C
Lead Time to Decide Trip:			
2 weeks < 3 weeks	14.2	29.4	15.2
3 weeks < 4 weeks	14.2	21.8	7.6
1 - 3 months	35.5	21.2	(14.7)
Information Obtained Before Coming to Malaysia (Traditional Media):			
Others	0.1	70.9	70.8
Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	41.6	N/C
TV Advertisement	2.8	7.4	4.6
Airlines	13.8	3.2	(10.6)
Information Obtained Before Coming to Malaysia (Internet):			
Search Engine	23.8	89.9	66.1
Social Media	25.1	65.9	40.8
Travel Review Website	13.1	19.3	6.2
Official Travel Website	N/A	4.7	N/C
Stated Visited in Malaysia:			
Sarawak	58.8	90.4	31.6
Labuan	24.2	18.0	(6.2)
Kuala Lumpur	37.9	11.6	(26.3)
Items Purchased:			
Foodstuff	89.0	92.4	3.4
Apparels/ Clothes	71.9	70.0	(1.9)
Household Goods	68.2	43.4	(24.8)
Cosmetics/ Personal Care	69.2	31.2	(38.0)
Main Factors in Choosing Malaysia:			
Shopping Haven	77.1	61.1	(16.0)
Value for Money	53.4	50.7	(2.7)
Food Haven	N/A	49.8	N/C

PHILIPPINES

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	421,908	339,282	(19.6)
	Tourist Receipts (RM Million)	1,382.90	1,323.90	(4.3)
	Average Per Capita (RM)	3,277.60	3,902.05	19.1
	Average Per Diem (RM)	728.36	878.84	20.7
				DIFFERENCE
	Average Length of Stay (Nights)	4.5	4.4	(0.1)
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Shopping	33.7	35.4	1.7
	Accommodation	23.8	18.6	(5.2)
	Food & Beverages	14.6	14.5	(0.1)
	International Airfares	N/A	13.9	N/C
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Female	55.6	58.0	2.4
	Marital Status:			
	Married	43.9	52.0	8.1
	Occupational Group:			
	Professional/ Technical	21.1	31.3	10.2
	Management/ Administration	27.5	22.5	(5.0)
	Sales/ Clerical	17.8	21.9	4.1
	Age Group:			
	31 - 40	56.0	43.5	(12.5)
	22 - 30	9.2	37.5	28.3
	41 - 50	22.5	11.6	(10.9)
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	78.6	84.5	5.9
	Shopping	2.8	22.8	20.0
	VFR	9.6	11.5	1.9
	Travel Arrangement:			
	Independent	95.2	94.6	(0.6)
	Frequency of Visit:			
	First Time	36.8	51.0	14.2
	Travelling Companion:			
	Friends	34.0	40.6	6.6
	Family/ Relatives	24.6	26.1	1.5
	Spouse	23.9	22.7	(1.2)
	Major Activities Engaged:			
	Free & Easy	N/A	97.2	N/C
	Sightseeing in the City	96.7	95.7	(1.0)
	Shopping	80.0	80.3	0.3
	Local Cuisine	N/A	47.7	N/C
	Lead Time to Decide Trip:			
	1 - 3 months	42.3	40.0	(2.3)
	4 - 6 months	11.5	20.6	9.1
	3 weeks < 4 weeks	8.8	17.3	8.5
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Others	0.0	73.6	73.6
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	51.8	N/C
	Airlines	17.8	27.0	9.2
	Travel Fair/ Expo	0.9	13.0	12.1
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	21.7	88.9	67.2
	Social Media	21.2	68.9	47.7
	Travel Review Website	17.1	39.9	22.8
	Official Travel Website	N/A	15.9	N/C
	Stated Visited in Malaysia:			
	Kuala Lumpur	80.6	61.9	(18.7)
	Selangor	36.8	35.8	(1.0)
	Pahang	29.8	29.6	(0.2)
	Items Purchased:			
	Foodstuff	94.6	93.6	(1.0)
	Apparels/ Clothes	70.3	72.6	2.3
	Handicraft/ Souvenir	95.7	58.0	(37.7)
	Cosmetics/ Personal Care	39.7	48.6	8.9
	Main Factors in Choosing Malaysia:			
	Value for Money	42.8	55.2	12.4
	Vibrant & Modern Cities	N/A	51.2	N/C
	Easily Accessible	52.3	49.2	(3.1)

VIETNAM

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	400,346	344,361	(14.0)
	Tourist Receipts (RM Million)	1,507.80	1,288.46	(14.5)
	Average Per Capita (RM)	3,766.30	3,741.60	(0.7)
	Average Per Diem (RM)	660.75	613.38	(7.2)
				DIFFERENCE
	Average Length of Stay (Nights)	5.7	6.1	0.4
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Shopping	24.1	64.8	40.7
	Food & Beverages	N/A	16.4	N/C
	International Airfares	20.8	5.8	(15.0)
	Accommodation	21.8	5.0	(16.8)
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Female	49.1	51.7	2.6
	Marital Status:			
	Married	68.3	66.1	(2.2)
	Occupational Group:			
	Management/ Administration	22.9	26.6	3.7
	Sales/ Clerical	18.6	23.8	5.2
	Professional/ Technical	N/A	16.0	N/C
	Age Group:			
	31 - 40	48.0	41.7	(6.3)
	41 - 50	27.6	25.1	(2.5)
	22 - 30	9.3	23.3	14.0
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Shopping	0.1	14.8	14.7
	Holiday	91.7	9.0	(82.7)
	MICE	N/A	4.1	N/C
	Travel Arrangement:			
	Package	72.7	84.7	12.0
	Frequency of Visit:			
	First Time	81.5	89.5	8.0
	Travelling Companion:			
	Friends	32.2	36.1	3.9
	Family/ Relatives	28.3	27.7	(0.6)
	Spouse	22.1	16.0	(6.1)
	Major Activities Engaged:			
	Sightseeing in the City	99.6	98.8	(0.8)
	Free & Easy	N/A	95.7	N/C
	Shopping	81.8	88.4	6.6
	Visit Heritage Site	63.9	76.1	12.2
	Lead Time to Decide Trip:			
	1 - 3 months	33.0	58.6	43.8
	4 - 6 months	28.6	16.1	(18.5)
	3 weeks < 4 weeks	4.5	14.4	9.9
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Travel Agent	60.1	80.7	20.6
	Others	0.6	40.6	40.0
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	31.7	N/C
	Airlines	20.2	17.7	(2.5)
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	26.9	85.4	58.5
	Social Media	22.4	68.1	45.7
	Travel Review Website	10.1	32.8	22.7
	Online Travel Agent	11.6	22.3	10.7
	Stated Visited in Malaysia:			
	Kuala Lumpur	96.2	95.1	(1.1)
	Melaka	75.1	68.6	(6.5)
	Pahang	39.8	56.6	16.8
	Items Purchased:			
	Foodstuff	95.7	95.3	(0.4)
	Handicraft/ Souvenir	87.5	77.2	(10.3)
	Chocolates	50.9	73.5	22.6
	Apparels/ Clothes	69.6	69.2	(0.4)
	Main Factors in Choosing Malaysia:			
	Vibrant & Modern Cities	N/A	70.8	N/C
	Shopping Haven	54.4	54.3	(0.1)
	Safe & Secure	N/A	50.6	N/C

CHINA

INDICATOR	2019	2023	CHANGE %
ARRIVALS AND RECEIPTS			
Tourist Arrivals	3,114,257	1,474,114	(52.7)
Tourist Receipts (RM Million)	15,325.30	8,827.75	(42.4)
Average Per Capita (RM)	4,921.00	5,988.51	21.7
Average Per Diem (RM)	768.91	998.09	29.8
			DIFFERENCE
Average Length of Stay (Nights)	6.4	6.0	(0.4)
EXPENDITURE COMPONENTS	2019 (%)	2023 (%)	DIFFERENCE
Shopping	34.6	23.3	(11.3)
International Airfares	13.0	18.9	5.9
Accommodation	21.5	17.0	(4.5)
Food & Beverages	10.2	14.1	3.9
DEMOGRAPHIC PROFILE	2019 (%)	2023 (%)	DIFFERENCE
Gender:			
Male	49.1	53.6	4.5
Marital Status:			
Married	63.7	78.0	14.3
Occupational Group:			
Management/ Administration	26.2	26.8	0.6
Professional/ Technical	19.1	25.8	6.7
Businessman	N/A	14.2	N/C
Age Group:			
31 - 40	37.3	48.9	11.6
41 - 50	34.2	23.6	(10.6)
22 - 30	6.6	19.8	13.2
TRAVELLING PATTERN	2019 (%)	2023 (%)	DIFFERENCE
Main Purpose of Visit:			
Holiday	83.5	92.0	8.5
Shopping	11.9	21.7	9.8
VFR	2.4	10.3	7.9
Travel Arrangement:			
Independent	61.3	86.6	25.3
Frequency of Visit:			
First Time	78.6	76.4	(2.2)
Travelling Companion:			
Family/ Relatives	33.4	43.0	9.6
Spouse	30.6	27.8	(2.8)
Friends	29.6	17.3	(12.3)
Major Activities Engaged:			
Free & Easy	N/A	99.0	N/C
Sightseeing in the City	97.5	91.0	(6.5)
Shopping	85.9	74.6	(11.3)
Local Cuisine	N/A	73.6	N/C
Lead Time to Decide Trip:			
1 - 3 months	22.4	49.5	27.1
4 - 6 months	30.2	18.9	(18.5)
3 weeks < 4 weeks	3.9	10.4	6.5
Information Obtained Before Coming to Malaysia (Traditional Media):			
Others	0.0	64.7	64.7
Airlines	13.4	25.5	12.1
Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	25.3	N/C
Travel Agent	52.3	23.2	(29.1)
Information Obtained Before Coming to Malaysia (Internet):			
Search Engine	20.1	93.0	72.9
Social Media	22.3	75.6	53.3
Travel Review Website	15.5	50.5	35.0
Online Travel Agent	12.3	24.0	11.7
Stated Visited in Malaysia:			
Sabah	50.5	47.3	(3.2)
Kuala Lumpur	74.2	33.0	(41.2)
Selangor	28.2	17.3	(10.9)
Items Purchased:			
Foodstuff	94.9	96.5	1.6
Apparels/ Clothes	80.7	77.5	(3.2)
Handicraft/ Souvenir	94.2	70.1	(24.1)
Cosmetics/ Personal Care	80.9	59.5	(21.4)
Main Factors in Choosing Malaysia:			
Value for Money	38.8	63.2	24.4
Easily Accessible	45.2	60.5	15.3
Islands & Beaches	N/A	57.3	N/C

JAPAN

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	424,694	229,892	(45.9)
	Tourist Receipts (RM Million)	2,275.10	1,364.42	(40.0)
	Average Per Capita (RM)	5,935.04	5,357.00	10.8
	Average Per Diem (RM)	776.38	847.86	9.2
				DIFFERENCE
	Average Length of Stay (Nights)	6.9	7.0	0.1
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	International Airfares	24.0	27.5	3.5
	Accommodation	23.5	27.4	3.9
	Shopping	24.5	16.2	(8.3)
	Food & Beverages	9.1	12.8	3.7
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Male	57.3	61.0	3.7
	Marital Status:			
	Married	53.1	68.0	14.9
	Occupational Group:			
	Professional/ Technical	26.1	37.8	11.7
	Management/ Administration	23.2	16.8	(6.4)
	Businessman	16.3	16.5	0.2
	Age Group:			
	31 - 40	40.2	44.5	4.3
	41 - 50	29.6	25.3	(4.3)
	22 - 30	9.0	19.2	10.2
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	70.0	66.7	(3.3)
	Business	20.1	22.1	2.0
	VFR	0.2	5.0	4.8
	Travel Arrangement:			
	Independent	89.0	96.3	7.3
	Frequency of Visit:			
	First Time	69.1	60.7	(8.4)
	Travelling Companion:			
	Spouse	23.5	29.0	5.5
	Friends	31.5	25.9	(5.6)
	Family/ Relatives	N/A	15.5	N/C
	Major Activities Engaged:			
	Free & Easy	N/A	97.6	N/C
	Sightseeing in the City	93.5	85.4	(8.1)
	Shopping	75.2	57.3	(17.9)
	Local Cuisine	N/A	49.4	N/C
	Lead Time to Decide Trip:			
	1 - 3 months	45.9	41.5	(4.4)
	4 - 6 months	10.2	22.6	12.4
	3 weeks < 4 weeks	11.1	18.9	7.8
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Others	0.5	67.8	67.3
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	43.2	N/C
	Airlines	29.0	42.5	13.5
	Travel Fair/ Expo	6.1	34.2	28.1
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	22.5	95.2	72.7
	Social Media	16.8	84.8	68.0
	Travel Review Website	13.5	68.2	54.7
	Official Travel Website	N/A	21.8	N/C
	Stated Visited in Malaysia:			
	Kuala Lumpur	96.2	56.4	(39.8)
	Langkawi	*N/A	36.9	N/C
	Selangor	35.8	31.7	(4.1)
	Items Purchased:			
	Foodstuff	84.1	96.3	12.2
	Handicraft/ Souvenir	97.7	50.3	(47.4)
	Apparels/ Clothes	64.9	45.1	(19.8)
	Chocolates	34.1	42.1	8
	Main Factors in Choosing Malaysia:			
	Safe & Secure	N/A	68.6	N/C
	Value for Money	63.6	61.0	(2.6)
	Easily Accessible	51.7	60.7	9.0

*For 2023, Langkawi and Kedah is count separately

SOUTH KOREA

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	673,065	400,853	(40.4)
	Tourist Receipts (RM Million)	3,346.20	2,278.09	(31.9)
	Average Per Capita (RM)	4,971.60	5,683.10	14.3
	Average Per Diem (RM)	742.03	861.08	16.0
				DIFFERENCE
	Average Length of Stay (Nights)	6.7	6.6	(0.1)
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Accommodation	23.6	31.3	7.7
	Shopping	32.8	27.4	(5.4)
	Food & Beverages	10.8	14.8	4.0
	International Airfares	13.4	8.5	(4.9)
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Male	44.9	57.3	12.4
	Marital Status:			
	Married	58.2	68.0	9.8
	Occupational Group:			
	Professional/ Technical	27.4	30.5	3.1
	Management/ Administration	27.9	26.7	(1.2)
	Businessman	N/A	12.7	N/C
	Age Group:			
	31 - 40	36.6	46.7	10.1
	22 - 30	6.1	24.0	17.9
	41 - 50	30.3	18.7	(11.6)
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	81.8	81.0	(0.8)
	Business	1.2	12.2	11.0
	Shopping	12.7	6.1	(6.6)
	Travel Arrangement:			
	Independent	54.6	98.0	43.4
	Frequency of Visit:			
	First Time	87.6	84.7	(2.9)
	Travelling Companion:			
	Spouse	32.0	26.7	(5.3)
	Family/ Relatives	31.5	26.0	(5.5)
	Friends	33.1	24.7	(8.4)
	Major Activities Engaged:			
	Free & Easy	N/A	98.0	N/C
	Sightseeing in the City	97.1	90.0	(7.1)
	Shopping	93.1	73.3	(19.8)
	Local Cuisine	N/A	68.0	N/C
	Lead Time to Decide Trip:			
	1 - 3 months	22.0	34.7	12.7
	4 - 6 months	24.3	18.7	(5.6)
	3 weeks < 4 weeks	4.8	14.7	9.9
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Others	0.0	61.5	61.5
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	57.7	N/C
	Travel Fair/ Expo	0.0	40.4	40.4
	Outdoor Advertising (Billboard)	0.0	34.6	34.6
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	19.9	94.4	74.5
	Social Media	24.1	94.4	70.3
	Travel Review Website	17.5	66.4	48.9
	Official Travel Website	N/A	17.5	N/C
	Stated Visited in Malaysia:			
	Kuala Lumpur	79.1	51.3	(27.8)
	Langkawi	*N/A	27.3	N/C
	Selangor	33.5	25.3	(8.2)
	Items Purchased:			
	Foodstuff	95.2	96.7	1.5
	Handicraft/ Souvenir	85.9	64.0	(21.9)
	Apparels/ Clothes	85.9	58.0	(27.9)
	Cosmetics/ Personal Care	48.0	52.7	4.7
	Main Factors in Choosing Malaysia:			
	Value for Money	46.6	73.3	26.7
	Safe & Secure	N/A	57.3	N/C
	Easily Accessible	52.9	47.3	(5.6)

*For 2023, Langkawi and Kedah is count separately

TAIWAN

INDICATOR	2019	2023	CHANGE %
ARRIVALS AND RECEIPTS			
Tourist Arrivals	382,916	283,380	(26.0)
Tourist Receipts (RM Million)	2,233.20	1,613.64	(27.7)
Average Per Capita (RM)	5,832.20	5,694.28	(2.4)
Average Per Diem (RM)	940.68	965.13	2.6
			DIFFERENCE
Average Length of Stay (Nights)	6.2	5.9	(0.3)
EXPENDITURE COMPONENTS	2019 (%)	2023 (%)	DIFFERENCE
Shopping	37.5	35.3	(2.2)
International Airfares	9.4	19.3	9.9
Accommodation	22.9	14.7	(8.2)
Food & Beverages	10.7	13.2	2.5
DEMOGRAPHIC PROFILE	2019 (%)	2023 (%)	DIFFERENCE
Gender:			
Male	48.8	51.2	2.4
Marital Status:			
Married	65.2	72.0	6.8
Occupational Group:			
Professional/ Technical	39.6	33.7	(5.9)
Management/ Administration	28.6	28.6	0.0
Businessman	N/A	13.5	N/C
Age Group:			
31 - 40	39.8	45.0	5.2
22 - 30	8.5	25.1	16.6
41 - 50	32.7	24.3	(8.4)
TRAVELLING PATTERN	2019 (%)	2023 (%)	DIFFERENCE
Main Purpose of Visit:			
Holiday	94.4	89.9	(4.5)
Shopping	0.0	11.1	11.1
MICE	N/A	7.1	N/C
Travel Arrangement:			
Independent	75.1	52.0	(23.1)
Frequency of Visit:			
First Time	81.2	85.2	4.0
Travelling Companion:			
Family/ Relatives	39.7	30.2	(9.5)
Friends	21.7	29.1	7.4
Spouse	36.5	26.1	(10.4)
Major Activities Engaged:			
Free & Easy	N/A	98.7	N/C
Sightseeing in the City	98.2	97.0	(1.2)
Shopping	82.3	86.3	4.0
Visit Heritage Site	44.9	61.7	16.8
Lead Time to Decide Trip:			
1 - 3 months	14.6	49.9	35.3
4 - 6 months	39.2	17.0	(18.5)
7 - 9 months	N/A	11.1	N/C
Information Obtained Before Coming to Malaysia (Traditional Media):			
Travel Agent	46.9	59.3	12.4
Others	0.0	57.9	57.9
Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	34.7	N/C
Airlines	5.9	19.0	13.1
Information Obtained Before Coming to Malaysia (Internet):			
Search Engine	16.4	88.0	71.6
Social Media	23.1	77.4	54.3
Travel Review Website	19.4	50.1	30.7
Official Travel Website	N/A	24.4	N/C
Stated Visited in Malaysia:			
Kuala Lumpur	23.7	65.5	41.8
Selangor	8.8	35.3	26.5
Melaka	8.8	29.1	20.3
Items Purchased:			
Foodstuff	96.9	97.6	0.7
Handicraft/ Souvenir	93.7	79.0	(14.7)
Apparels/ Clothes	91.1	72.8	(18.3)
Chocolates	36.3	61.5	25.2
Main Factors in Choosing Malaysia:			
Value for Money	14.5	59.6	45.1
Vibrant & Modern Cities	N/A	59.0	N/C
Shopping Haven	51.6	50.7	(0.9)

INDIA

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	735,309	671,846	(8.6)
	Tourist Receipts (RM Million)	3,619.60	3,369.66	(6.9)
	Average Per Capita (RM)	4,922.60	5,015.52	1.9
	Average Per Diem (RM)	683.69	748.59	9.5
				DIFFERENCE
	Average Length of Stay (Nights)	7.2	6.7	(0.5)
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Shopping	22.9	35.1	12.2
	Accommodation	20.1	22.2	2.1
	Food & Beverages	14.2	14.2	0.0
	International Airfares	17.9	12.2	(5.7)
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Male	54.4	55.4	1.0
	Marital Status:			
	Married	77.4	83.2	5.8
	Occupational Group:			
	Professional/ Technical	21.1	28.3	7.2
	Management/ Administration	22.7	24.8	2.1
	Housewife	11.8	13.0	1.2
	Age Group:			
	31 - 40	37.7	43.9	6.2
	41 - 50	30.6	27.1	(3.5)
	22 - 30	6.0	12.6	6.6
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	72.2	93.3	21.1
	Shopping	20.2	12.8	(7.4)
	VFR	1.7	4.3	2.6
	Travel Arrangement:			
	Independent	57.0	64.8	7.8
	Frequency of Visit:			
	First Time	83.0	87.1	4.1
	Travelling Companion:			
	Family/ Relatives	49.7	49.0	(0.7)
	Spouse	27.9	29.0	1.1
	Friends	16.2	14.7	(1.2)
	Major Activities Engaged:			
	Free & Easy	N/A	97.3	N/C
	Sightseeing in the City	95.4	88.1	(7.3)
	Shopping	84.1	60.3	(23.8)
	Local Cuisine	N/A	49.6	N/C
	Lead Time to Decide Trip:			
	1 - 3 months	34.6	45.5	10.9
	4 - 6 months	21.2	26.5	5.3
	7 - 9 months	N/A	12.4	N/C
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Others	0.3	51.2	50.9
	Travel Agent	41.4	48.8	7.4
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	43.1	N/C
	Airlines	26.4	23.1	(3.3)
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	23.3	88.5	65.2
	Social Media	20.6	75.9	55.3
	Travel Review Website	10.0	43.4	33.4
	Online Travel Agent	12.7	23.0	10.3
	Stated Visited in Malaysia:			
	Kuala Lumpur	97.4	81.9	(15.5)
	Selangor	57.5	44.2	(13.3)
	Pahang	46.2	41.6	(4.6)
	Items Purchased:			
	Foodstuff	91.1	91.0	(0.1)
	Handicraft/ Souvenir	90.9	56.9	(34)
	Apparels/ Clothes	68.1	55.0	(13.1)
	Chocolates	47.1	52.9	5.8
	Main Factors in Choosing Malaysia:			
	Multi-racial Country	N/A	47.1	N/C
	Value for Money	59.1	46.2	(12.9)
	Vibrant & Modern Cities	N/A	46.0	N/C

PAKISTAN

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	105,757	107,657	1.8
	Tourist Receipts (RM Million)	458.60	541.75	18.1
	Average Per Capita (RM)	4,336.40	5,032.19	16.1
	Average Per Diem (RM)	610.76	811.64	32.9
				DIFFERENCE
	Average Length of Stay (Nights)	7.1	6.2	(0.9)
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Shopping	29.9	44.8	14.9
	Accommodation	25.4	19.9	(5.5)
	Food & Beverages	16.1	13.5	(2.6)
	Entertainment	N/A	6.0	N/C
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Male	59.3	54.9	(4.4)
	Marital Status:			
	Married	76.1	74.3	(1.8)
	Occupational Group:			
	Professional/ Technical	22.0	33.4	11.4
	Management/ Administration	14.2	20.4	6.2
	Businessman	14.5	16.8	2.3
	Age Group:			
	31 - 40	43.1	33.6	(9.5)
	22 - 30	14.0	28.3	14.3
	41 - 50	26.2	23.9	(2.3)
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	66.5	75.9	9.4
	VFR	3.8	16.1	12.3
	Shopping	0.0	11.6	11.6
	Travel Arrangement:			
	Independent	93.5	73.5	(20.0)
	Frequency of Visit:			
	First Time	69.8	70.8	1.0
	Travelling Companion:			
	Family/ Relatives	30.3	44.6	14.3
	Spouse	32.1	25.0	(7.1)
	Friends	27.4	16.1	(11.3)
	Major Activities Engaged:			
	Free & Easy	N/A	100.0	N/C
	Sightseeing in the City	93.6	94.7	1.1
	Shopping	79.5	73.5	(6.0)
	Parks & Garden	N/A	70.8	N/C
	Lead Time to Decide Trip:			
	1 - 3 months	43.2	71.7	28.5
	3 weeks < 4 weeks	3.2	8.8	5.6
	7 - 9 months	N/A	8.8	N/C
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	74.2	N/C
	Others	0.0	71.9	71.9
	Travel Agent	7.8	20.1	12.3
	Travel Fair/ Expo	4.3	14.6	10.3
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	26.9	87.0	60.1
	Social Media	23.4	67.6	44.2
	Travel Review Website	9.4	41.7	32.3
	Official Travel Website	N/A	22.2	N/C
	Stated Visited in Malaysia:			
	Kuala Lumpur	87.6	95.3	7.7
	Selangor	67.8	53.1	(14.7)
	Pahang	49.0	45.1	(3.9)
	Items Purchased:			
	Foodstuff	86.8	86.7	(0.1)
	Apparels/ Clothes	64.8	73.5	8.7
	Handicraft/ Souvenir	82.1	61.9	(20.2)
	Chocolates	39.9	54.0	14.1
	Main Factors in Choosing Malaysia:			
	Family Fun & Friendly	N/A	61.9	N/C
	Vibrant & Modern Cities	N/A	57.5	N/C
	Value for Money	57.7	45.1	(12.6)

SAUDI ARABIA

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	121,444	51,375	(57.7)
	Tourist Receipts (RM Million)	1,416.10	572.01	(59.6)
	Average Per Capita (RM)	11,660.10	11,133.89	(4.5)
	Average Per Diem (RM)	1,079.64	1,003.05	(7.1)
				DIFFERENCE
	Average Length of Stay (Nights)	10.8	11.1	0.3
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Shopping	25.4	40.9	15.5
	Accommodation	24.1	25.9	1.8
	Food & Beverages	13.0	13.5	0.5
	Local Transportation	N/A	6.5	N/C
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Male	52.9	56.8	3.9
	Marital Status:			
	Married	78.2	84.3	6.1
	Occupational Group:			
	Professional/ Technical	33.9	34.9	1.0
	Businessman	12.4	18.9	6.5
	Housewife	17.3	18.4	1.1
	Age Group:			
	31 - 40	57.5	44.3	(13.2)
	22 - 30	9.7	30.3	20.6
	41 - 50	21.5	16.8	(4.7)
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	75.9	89.1	13.2
	Shopping	0.6	21.7	21.1
	Honeymoon	20.3	20.9	0.6
	Travel Arrangement:			
	Independent	73.0	75.1	2.1
	Frequency of Visit:			
	First Time	82.2	73.2	(9.0)
	Travelling Companion:			
	Family/ Relatives	27.9	50.8	22.9
	Spouse	63.1	43.2	(19.9)
	Friends	6.9	3.2	(3.7)
	Major Activities Engaged:			
	Free & Easy	N/A	99.7	N/C
	Sightseeing in the City	98.8	98.4	(0.4)
	Shopping	90.6	89.5	(1.1)
	Parks & Garden	N/A	69.5	N/C
	Lead Time to Decide Trip:			
	1 - 3 months	43.7	60.0	16.3
	4 - 6 months	16.6	21.1	4.5
	3 weeks < 4 weeks	4.1	12.4	8.3
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Others	0.2	67.9	67.7
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	53.3	N/C
	Travel Agent	17.6	34.2	16.6
	Travel Fair/ Expo	3.8	10.4	6.6
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	21.0	88.5	67.5
	Social Media	16.5	49.4	32.9
	Travel Review Website	12.1	29.0	16.9
	Official Travel Website	N/A	18.5	N/C
	Stated Visited in Malaysia:			
	Kuala Lumpur	99.8	98.1	(1.7)
	Langkawi	*N/A	62.4	N/C
	Selangor	64.8	50.3	(14.5)
	Items Purchased:			
	Foodstuff	83.2	83.2	0.0
	Apparels/ Clothes	72.4	74.3	1.9
	Handicraft/ Souvenir	90.6	64.9	(25.7)
	Shoes	41.7	58.4	16.7
	Main Factors in Choosing Malaysia:			
	Vibrant & Modern Cities	N/A	56.8	N/C
	Shopping Haven	56.0	55.7	(0.3)
	Family Fun & Friendly	N/A	54.9	N/C

*for 2023, Langkawi and Kedah is count separately

UNITED ARAB EMIRATES

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	11,174	7,877	(29.5)
	Tourist Receipts (RM Million)	112.80	96.36	(14.6)
	Average Per Capita (RM)	10,094.90	12,233.54	21.2
	Average Per Diem (RM)	1,040.71	1,223.35	17.5
				DIFFERENCE
	Average Length of Stay (Nights)	9.7	10.0	0.3
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Shopping	25.0	48.7	23.7
	Accommodation	25.2	23.8	(1.4)
	Food & Beverages	16.2	10.6	(5.6)
	Local Transportation	11.2	4.2	(7.0)
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Male	51.7	59.4	7.7
	Marital Status:			
	Married	50.4	72.3	21.9
	Occupational Group:			
	Professional/ Technical	41.5	47.5	6.0
	Businessman	12.2	13.9	1.7
	Housewife	N/A	8.9	N/C
	Age Group:			
	31 - 40	43.5	56.4	12.9
	22 - 30	10.2	21.8	11.6
	41 - 50	28.2	13.9	(14.3)
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	72.6	82.2	9.6
	Shopping	1.8	15.8	14.0
	Honeymoon	3.7	11.9	8.2
	Travel Arrangement:			
	Independent	89.2	85.1	(4.1)
	Frequency of Visit:			
	First Time	69.4	77.2	7.8
	Travelling Companion:			
	Family/ Relatives	47.6	41.8	(5.8)
	Spouse	23.8	35.7	11.9
	Friends	12.2	17.3	5.1
	Major Activities Engaged:			
	Free & Easy	N/A	100.0	N/C
	Sightseeing in the City	98.8	95.0	(3.8)
	Shopping	86.0	90.1	4.1
	Parks & Garden	N/A	60.4	N/C
	Lead Time to Decide Trip:			
	1 - 3 months	39.0	61.4	22.4
	4 - 6 months	21.4	13.9	(7.5)
	7 - 9 months	N/A	10.9	N/C
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Others	0.0	67.2	67.2
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	60.7	N/C
	Travel Fair/ Expo	4.3	23.0	18.7
	Travel Agent	6.1	21.3	15.2
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	22.7	86.7	64.0
	Social Media	20.1	70.4	50.3
	Travel Review Website	12.2	43.9	31.7
	Official Travel Website	N/A	16.3	N/C
	Stated Visited in Malaysia:			
	Kuala Lumpur	99.3	97.0	(2.3)
	Selangor	59.6	55.4	(4.2)
	Langkawi	*N/A	50.0	N/C
	Items Purchased:			
	Foodstuff	82.7	90.1	7.4
	Apparels/ Clothes	74.1	76.2	2.1
	Chocolates	28.4	64.4	36.0
	Handicraft/ Souvenir	87.0	58.9	(28.1)
	Main Factors in Choosing Malaysia:			
	Value for Money	80.5	60.4	(20.1)
	Shopping Haven	64.0	57.4	(6.6)
	Vibrant & Modern Cities	N/A	53.5	N/C

*For 2023, Langkawi and Kedah is count separately

OMAN

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	23,911	18,078	(24.4)
Tourist Receipts (RM Million)	218.10	169.85	(22.1)	
Average Per Capita (RM)	9,122.20	9,395.55	3.0	
Average Per Diem (RM)	991.54	958.73	(3.3)	
				DIFFERENCE
Average Length of Stay (Nights)	9.2	9.8	0.6	
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Accommodation	25.1	30.9	5.8
	Shopping	26.9	30.4	3.5
	Food & Beverages	14.6	19.3	4.7
	Local Transportation	11.8	8.5	(3.3)
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Male	55.2	53.9	(1.3)
	Marital Status:			
	Married	74.1	92.1	18.0
	Occupational Group:			
	Professional/ Technical	44.0	46.1	2.1
	Management/ Administration	N/A	17.1	N/C
	Housewife	17.4	13.2	(4.2)
	Age Group:			
	31 - 40	48.7	42.1	(6.6)
	41 - 50	29.2	28.9	(0.3)
	22 - 30	6.5	25.0	18.5
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	71.8	95.9	24.1
	Shopping	0.0	9.5	9.5
	MICE	N/A	2.7	N/C
	Travel Arrangement:			
	Independent	79.9	97.4	17.5
	Frequency of Visit:			
	Repeat	27.4	55.3	27.9
	Travelling Companion:			
	Family/ Relatives	36.3	68.4	32.1
	Spouse	53.0	22.4	(30.6)
	Friends	6.5	5.3	(1.2)
	Major Activities Engaged:			
	Free & Easy	N/A	100.0	N/C
	Sightseeing in the City	98.4	97.4	(1.0)
	Shopping	88.2	76.3	(11.9)
	Parks & Garden	N/A	75.0	N/C
	Lead Time to Decide Trip:			
	1 - 3 months	53.5	53.9	0.4
	7 - 9 months	N/A	17.1	N/C
	4 - 6 months	14.8	15.8	1.0
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	84.8	N/C
	Others	0.0	58.7	58.7
	Airlines	19.3	19.6	(7.5)
	Travel Agent	11.9	10.9	(1.0)
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	27.1	97.3	70.2
	Social Media	14.9	49.3	34.4
	Travel Review Website	12.3	28.8	16.5
	Official Travel Website	N/A	9.6	N/C
	Stated Visited in Malaysia:			
Kuala Lumpur	99.0	95.0	(4.0)	
Selangor	78.2	67.1	(11.1)	
Pahang	54.9	60.5	5.6	
Items Purchased:				
Foodstuff	76.0	84.2	8.2	
Apparels/ Clothes	63.1	75.0	11.9	
Handicraft/ Souvenir	82.4	73.7	(8.7)	
Chocolates	25.4	46.1	20.7	
Main Factors in Choosing Malaysia:				
Vibrant & Modern Cities	N/A	69.7	N/C	
Family Fun & Friendly	N/A	59.2	N/C	
Value for Money	51.2	40.8	(10.4)	

KUWAIT

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	9,632	11,944	24.0
	Tourist Receipts (RM Million)	87.50	137.96	57.7
	Average Per Capita (RM)	9,080.00	11,550.35	27.2
	Average Per Diem (RM)	890.20	1,121.39	26.0
				DIFFERENCE
	Average Length of Stay (Nights)	10.2	10.3	0.1
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Shopping	30.3	37.7	7.4
	Accommodation	29.4	33.6	4.2
	Food & Beverages	12.3	12.4	0.1
	Local Transportation	10.3	7.1	(3.2)
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Male	55.8	57.6	1.8
	Marital Status:			
	Married	74.5	86.4	11.9
	Occupational Group:			
	Professional/ Technical	39.3	42.2	2.9
	Student	N/A	13.6	N/C
	Housewife	16.7	13.6	(3.1)
	Age Group:			
	22 - 30	10.3	33.9	23.6
	31 - 40	42.6	33.9	(8.7)
	41 - 50	32.6	16.9	(15.7)
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	90.0	93.0	3.0
	Shopping	2.7	12.3	9.6
	Sports	0.0	12.3	12.3
	Travel Arrangement:			
	Independent	89.9	88.1	(1.8)
	Frequency of Visit:			
	First Time	74.3	72.9	(1.4)
	Travelling Companion:			
	Family/ Relatives	51.7	45.8	(5.9)
	Spouse	42.3	35.6	(6.7)
	Student Group	N/A	16.9	N/C
	Major Activities Engaged:			
	Free & Easy	N/A	100.0	N/C
	Sightseeing in the City	94.7	100.0	5.3
	Shopping	96.7	83.1	(13.6)
	Parks & Garden	N/A	69.6	N/C
	Lead Time to Decide Trip:			
	1 - 3 months	43.0	78.0	43.8
	4 - 6 months	15.5	15.3	(0.2)
	3 weeks < 4 weeks	6.7	3.4	(3.3)
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Outdoor Advertising (Billboard)	20.0	82.4	62.4
	Others	0.0	70.6	70.6
	Travel Agent	17.3	8.8	(8.5)
	Airlines	16.7	2.9	(13.8)
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	29.3	94.4	65.1
	Social Media	14.4	42.6	28.2
	Travel Review Website	12.2	18.5	6.3
	Online Travel Agent	13.0	16.7	3.7
	Stated Visited in Malaysia:			
	Kuala Lumpur	93.8	95.0	1.2
	Selangor	66.1	55.9	(10.2)
	Pahang	49.5	45.8	(3.7)
	Items Purchased:			
	Foodstuff	80.6	66.1	(14.5)
	Handicraft/ Souvenir	93.8	66.1	(27.7)
	Apparels/ Clothes	68.1	61.0	(7.1)
	Chocolates	41.0	47.5	6.5
	Main Factors in Choosing Malaysia:			
	Vibrant & Modern Cities	N/A	74.6	N/C
	Shopping Haven	59.1	55.9	(3.2)
	Family Fun & Friendly	N/A	52.5	N/C

IRAN

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	46,559	19,908	(57.2)
	Tourist Receipts (RM Million)	398.30	195.83	(50.8)
	Average Per Capita (RM)	8,554.60	9,836.67	15.0
	Average Per Diem (RM)	961.19	1,035.44	7.7
				DIFFERENCE
	Average Length of Stay (Nights)	8.9	9.5	0.6
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Shopping	24.9	39.9	15.0
	Accommodation	25.4	24.0	(1.4)
	Food & Beverages	15.2	12.9	(2.3)
	Local Transportation	12.5	6.5	(6.0)
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Female	45.4	51.4	6.0
	Marital Status:			
	Married	73.1	81.1	8.0
	Occupational Group:			
	Professional/ Technical	33.5	39.7	6.2
	Housewife	13.5	15.3	1.8
	Management/ Administration	17.2	14.4	(2.8)
	Age Group:			
	31 - 40	46.2	47.7	1.5
	41 - 50	31.6	30.6	(1.0)
	22 - 30	7.8	11.7	3.9
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	92.1	97.2	5.1
	VFR	1.4	10.2	8.8
	Shopping	0.0	9.3	9.3
	Travel Arrangement:			
	Independent	79.4	80.2	0.8
	Frequency of Visit:			
	First Time	78.0	76.6	(1.4)
	Travelling Companion:			
	Family/ Relatives	47.9	54.1	6.2
	Spouse	40.5	37.8	(2.7)
	Friends	8.4	6.3	(2.1)
	Major Activities Engaged:			
	Free & Easy	N/A	100.0	N/C
	Sightseeing in the City	97.2	95.5	(1.7)
	Shopping	72.0	81.0	9.0
	Parks & Garden	N/A	67.6	N/C
	Lead Time to Decide Trip:			
	1 - 3 months	55.3	68.5	13.2
	4 - 6 months	3.7	14.4	10.7
	3 weeks < 4 weeks	1.9	13.5	11.6
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	61.0	N/A
	Others	0.0	54.5	54.5
	Travel Agent	14.0	26.0	12.0
	Travel Fair/ Expo	14.4	9.1	(5.3)
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	21.3	90.8	69.5
	Social Media	24.1	69.4	45.3
	Travel Review Website	14.3	31.6	17.3
	Official Travel Website	N/A	13.3	N/C
	Stated Visited in Malaysia:			
	Kuala Lumpur	98.0	94.6	(3.4)
	Selangor	88.3	45.9	(42.4)
	Langkawi	*N/A	34.9	N/C
	Items Purchased:			
	Foodstuff	93.0	90.1	(2.9)
	Handicraft/ Souvenir	87.3	73.9	(13.4)
	Apparels/ Clothes	66.2	63.1	(3.1)
	Chocolates	34.7	47.7	13.0
	Main Factors in Choosing Malaysia:			
	Vibrant & Modern Cities	N/A	64.0	N/C
	Family Fun & Friendly	N/A	56.8	N/C
	Shopping Haven	61.4	52.3	(9.1)

*For 2023, Langkawi and Kedah is count separately

CANADA

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	87,568	71,981	(17.8)
Tourist Receipts (RM Million)	435.70	406.10	(6.8)	
Average Per Capita (RM)	4,975.80	5,641.76	13.4	
Average Per Diem (RM)	546.79	688.02	25.8	
				DIFFERENCE
Average Length of Stay (Nights)	9.1	8.2	(0.9)	
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Accommodation	25.4	30.3	4.9
	Food & Beverages	16.3	16.7	0.4
	Shopping	25.0	13.3	(11.7)
	International Airfares	N/A	11.2	N/C
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Male	51.6	52.8	1.2
	Marital Status:			
	Married	41.4	65.9	24.5
	Occupational Group:			
	Professional/ Technical	30.3	28.0	(2.3)
	Management/ Administration	26.4	18.9	(7.5)
	Sales/ Clerical	N/A	9.8	N/C
	Age Group:			
	31 - 40	44.7	40.9	(3.8)
	22 - 30	13.3	25.0	11.7
	41 - 50	23.6	21.2	(2.4)
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	80.8	93.8	13.0
	Shopping	0.0	5.4	5.4
	Business	3.4	5.4	2.0
	Travel Arrangement:			
	Independent	100.0	100.0	0.0
	Frequency of Visit:			
	First Time	71.1	75.8	4.7
	Travelling Companion:			
	Spouse	22.7	45.5	22.8
	Friends	35.5	22.7	(12.8)
	Family/ Relatives	27.1	16.7	(10.4)
	Major Activities Engaged:			
	Free & Easy	N/A	99.2	N/C
	Sightseeing in the City	96.1	87.1	(9.0)
	Local Cuisine	N/A	65.9	N/C
	Shopping	54.7	49.2	(5.5)
	Lead Time to Decide Trip:			
	1 - 3 months	41.1	39.4	(1.7)
	4 - 6 months	19.8	28.8	9.0
	7 - 9 months	N/A	14.4	N/C
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Others	0.0	62.2	62.2
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	55.6	N/C
	Airlines	36.5	31.1	(5.4)
	Travel Fair/ Expo	2.0	13.3	11.3
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	26.0	93.0	67.0
	Social Media	22.8	80.5	57.7
	Travel Review Website	13.8	56.3	42.5
	Official Travel Website	N/A	21.9	N/C
	Stated Visited in Malaysia:			
Kuala Lumpur	80.0	50.8	(29.2)	
Langkawi	*N/A	40.9	N/C	
Selangor	47.2	22.0	(25.2)	
Items Purchased:				
Foodstuff	92.4	99.2	6.8	
Handicraft/ Souvenir	94.9	62.1	(32.8)	
Apparels/ Clothes	68.2	50.0	(18.2)	
Cosmetics/ Personal Care	24.2	42.4	18.2	
Main Factors in Choosing Malaysia:				
Safe & Secure	N/A	70.5	N/C	
Value for Money	61.1	65.9	4.8	
Easily Accessible	39.4	53.0	13.6	

*For 2023, Langkawi and Kedah is count separately

UNITED STATES

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	269,928	229,476	(15.0)
	Tourist Receipts (RM Million)	1,276.30	1,298.01	1.7
	Average Per Capita (RM)	4,728.50	5,656.40	19.6
	Average Per Diem (RM)	519.62	716.00	37.8
				DIFFERENCE
	Average Length of Stay (Nights)	9.1	7.9	(1.2)
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Accommodation	26.5	32.1	5.6
	Shopping	27.3	22.5	(4.8)
	Food & Beverages	15.8	15.3	(0.5)
	International Airfares	N/A	9.2	N/C
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Male	55.5	52.0	(3.5)
	Marital Status:			
	Married	44.0	69.9	25.9
	Occupational Group:			
	Professional/ Technical	37.6	32.0	(5.6)
	Management/ Administration	24.3	16.1	(8.2)
	Businessman	N/A	14.7	N/C
	Age Group:			
	31 - 40	39.5	33.7	(5.8)
	41 - 50	20.6	30.7	10.1
	22 - 30	17.1	15.5	(1.6)
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	82.9	82.5	(0.4)
	VFR	4.6	16.9	12.3
	Business	2.8	8.3	5.5
	Travel Arrangement:			
	Independent	99.4	97.2	(2.2)
	Frequency of Visit:			
	First Time	67.3	51.6	(15.7)
	Travelling Companion:			
	Spouse	35.5	37.6	2.1
	Friends	35.9	25.2	(10.7)
	Family/ Relatives	18.0	19.4	1.4
	Major Activities Engaged:			
	Free & Easy	N/A	98.6	N/C
	Sightseeing in the City	95.8	93.0	(2.8)
	Local Cuisine	N/A	60.0	N/C
	Shopping	62.1	56.6	(5.5)
	Lead Time to Decide Trip:			
	1 - 3 months	18.9	41.0	22.1
	4 - 6 months	28.0	25.7	(2.3)
	3 weeks < 4 weeks	4.3	12.0	7.7
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Others	0.0	57.6	57.6
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	50.8	N/C
	Travel Agent	4.0	15.5	11.5
	Airlines	21.3	15.1	(6.2)
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	24.3	91.5	67.2
	Social Media	19.1	75.6	56.5
	Travel Review Website	16.1	45.1	29.0
	Online Travel Agent	14.1	19.0	4.9
	Stated Visited in Malaysia:			
	Kuala Lumpur	74.7	45.8	(28.9)
	Penang	44.3	30.7	(13.6)
	Langkawi	*N/A	23.1	N/C
	Items Purchased:			
	Foodstuff	96.8	97.2	0.4
	Handicraft/ Souvenir	93.0	52.2	(40.8)
	Apparels/ Clothes	67.1	47.6	(19.5)
	Cosmetics/ Personal Care	30.5	34.3	3.8
	Main Factors in Choosing Malaysia:			
	Value for Money	47.3	67.3	20.0
	Safe & Secure	N/A	62.0	N/C
	Easily Accessible	42.9	59.2	16.3

*for 2023, Langkawi and Kedah is count separately

UNITED KINGDOM

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	346,485	272,297	(21.4)
Tourist Receipts (RM Million)	2,111.30	1,866.99	(11.6)	
Average Per Capita (RM)	6,093.50	6856.43	12.5	
Average Per Diem (RM)	634.74	770.39	21.4	
				DIFFERENCE
Average Length of Stay (Nights)	9.6	8.9	(0.7)	
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Accommodation	19.2	29.9	10.7
	Shopping	29.9	19.2	(10.7)
	Food & Beverages	16.8	15.4	(1.4)
	International Airfares	N/A	11.8	N/C
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Male	53.9	54.9	(1.0)
	Marital Status:			
	Married	59.7	73.0	13.3
	Occupational Group:			
	Professional/ Technical	33.9	34.6	0.7
	Management/ Administration	25.4	21.2	(4.2)
	Sales/ Clerical	N/A	7.9	N/C
	Age Group:			
	31 - 40	42.3	40.8	(1.5)
	22 - 30	11.1	23.1	12.0
	41 - 50	21.9	22.4	0.5
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	83.9	92.4	8.5
	VFR	5.9	7.8	1.9
	Shopping	0.3	6.7	6.4
	Travel Arrangement:			
	Independent	99.2	98.4	(0.8)
	Frequency of Visit:			
	First Time	59.5	60.7	1.2
	Travelling Companion:			
	Spouse	43.5	50.6	7.1
	Friends	27.0	21.9	(5.1)
	Family/ Relatives	19.9	20.8	0.9
	Major Activities Engaged:			
	Free & Easy	N/A	99.7	N/C
	Sightseeing in the City	95.6	92.5	(3.1)
	Local Cuisine	N/A	58.4	N/C
	Shopping	69.1	50.0	(19.1)
	Lead Time to Decide Trip:			
	1 - 3 months	35.5	42.9	7.4
	4 - 6 months	18.3	25.0	6.7
	7 - 9 months	N/A	12.3	N/C
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Others	0.0	70.8	70.8
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	56.3	N/C
	Airlines	23.0	25.3	2.3
	Travel Fair/ Expo	2.8	14.1	11.3
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	24.4	95.7	71.3
	Social Media	18.1	73.0	54.9
	Travel Review Website	14.7	55.8	41.1
	Online Travel Agent	14.6	21.4	6.8
Stated Visited in Malaysia:				
Kuala Lumpur	87.0	61.5	(25.5)	
Langkawi	*N/A	34.5	N/C	
Selangor	42.5	29.8	(12.7)	
Items Purchased:				
Foodstuff	90.7	98.1	7.4	
Handicraft/ Souvenir	75.7	58.1	(17.6)	
Apparels/ Clothes	57.5	49.0	(8.5)	
Cosmetics/ Personal Care	18.1	29.9	11.8	
Main Factors in Choosing Malaysia:				
Value for Money	61.6	65.3	3.7	
Safe & Secure	N/A	56.3	N/C	
Easily Accessible	45.5	51.6	6.1	

*For 2023, Langkawi and Kedah is count separately

IRELAND

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	19,696	18,127	(7.97)
Tourist Receipts (RM Million)	94.50	101.62	7.5	
Average Per Capita (RM)	4,799.90	5,605.76	16.8	
Average Per Diem (RM)	551.71	718.69	30.3	
				DIFFERENCE
Average Length of Stay (Nights)	8.7	7.8	(0.9)	
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Accommodation	23.1	32.8	9.7
International Airfares	N/A	19.6	N/C	
Food & Beverages	16.8	15.5	(1.3)	
Shopping	24.4	12.4	(12.0)	
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
Male	45.9	52.5	6.6	
Marital Status:				
Married	45.8	61.0	15.2	
Occupational Group:				
Professional/ Technical	25.8	28.9	3.1	
Management/ Administration	21.5	25.4	3.9	
Student	N/A	11.9	N/C	
Age Group:				
22 - 30	11.0	39.0	28.0	
31 - 40	54.5	28.8	(25.7)	
41 - 50	19.6	13.6	(6.0)	
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
Holiday	73.1	100.0	26.9	
Shopping	0.0	5.6	5.6	
VFR	12.9	4.0	(8.9)	
Travel Arrangement:				
Independent	90.9	100.0	9.1	
Frequency of Visit:				
First Time	72.0	89.8	17.8	
Travelling Companion:				
Spouse	39.8	47.5	7.7	
Friends	28.0	23.7	(4.3)	
Family/ Relatives	21.5	22.0	0.5	
Major Activities Engaged:				
Free & Easy	N/A	100.0	N/C	
Sightseeing in the City	92.5	84.7	(7.8)	
Shopping	61.3	62.7	1.4	
Local Cuisine	N/A	59.3	N/C	
Lead Time to Decide Trip:				
1 - 3 months	51.6	52.5	0.9	
4 - 6 months	7.5	20.3	12.8	
3 weeks < 4 weeks	9.7	6.8	(2.9)	
Information Obtained Before Coming to Malaysia (Traditional Media):				
Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	82.6	N/C	
Others	0.0	56.5	56.5	
Outdoor Advertising (Billboard)	8.6	30.4	21.8	
Airlines	16.1	17.4	1.3	
Information Obtained Before Coming to Malaysia (Internet):				
Search Engine	27.8	96.6	68.8	
Social Media	15.9	75.9	60.0	
Travel Review Website	16.6	62.1	45.5	
Official Travel Website	N/A	19.0	N/C	
Stated Visited in Malaysia:				
Kuala Lumpur	100.0	71.2	(28.8)	
Selangor	25.5	42.4	16.9	
Langkawi	*N/A	37.3	N/C	
Items Purchased:				
Foodstuff	90.4	100.0	9.6	
Handicraft/ Souvenir	78.3	66.1	(12.2)	
Apparels/ Clothes	49.4	54.2	4.8	
Cosmetics/ Personal Care	14.5	35.6	21.1	
Main Factors in Choosing Malaysia:				
Easily Accessible	44.1	64.4	20.3	
Safe & Secure	N/A	57.6	N/C	
Value for Money	54.8	47.5	(7.3)	

*For 2023, Langkawi and Kedah is count separately

SWEDEN

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	29,592	18,006	(39.2)
Tourist Receipts (RM Million)	138.80	99.61	(28.2)	
Average Per Capita (RM)	4,692.00	5,532.14	17.9	
Average Per Diem (RM)	609.35	747.59	22.7	
				DIFFERENCE
Average Length of Stay (Nights)	7.7	7.4	(0.3)	
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Accommodation	25.7	32.7	7.0
	Shopping	25.8	16.4	(9.4)
	International Airfares	10.8	14.7	3.9
	Food & Beverages	14.7	13.4	(1.3)
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Male	50.4	50.0	(0.4)
	Marital Status:			
	Single	50.8	54.4	3.6
	Occupational Group:			
	Management/ Administration	37.7	27.9	(9.8)
	Professional/ Technical	36.3	22.1	(14.2)
	Sales/ Clerical	N/A	10.3	N/C
	Age Group:			
	22 - 30	12.9	50.0	37.1
	31 - 40	49.3	25.0	(24.3)
	51 - 60	8.2	13.2	5.0
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	91.7	97.0	5.3
	Shopping	0.0	6.0	6.0
	VFR	0.0	4.5	4.5
	Travel Arrangement:			
	Independent	100.0	100.0	0.0
	Frequency of Visit:			
	First Time	59.6	79.4	19.8
	Travelling Companion:			
	Friends	16.0	51.5	35.5
	Spouse	39.6	29.4	(10.2)
	Family/ Relatives	24.9	7.4	(17.5)
	Major Activities Engaged:			
	Free & Easy	N/A	98.5	N/C
	Sightseeing in the City	97.3	94.1	(3.2)
	Local Cuisine	N/A	66.2	N/C
	Shopping	66.4	51.5	(14.9)
	Lead Time to Decide Trip:			
	4 - 6 months	20.7	33.8	13.1
	1 - 3 months	40.7	32.4	(8.3)
	7 - 9 months	N/A	17.6	N/C
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Others	0.0	58.8	58.8
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	58.8	N/C
	Airlines	14.7	35.3	20.6
	Outdoor Advertising (Billboard)	5.6	23.5	17.9
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	25.1	90.6	65.5
	Social Media	19.1	71.9	52.8
	Travel Review Website	13.4	60.9	47.5
	Official Travel Website	N/A	26.6	N/C
	Stated Visited in Malaysia:			
Kuala Lumpur	85.4	48.5	(36.9)	
Selangor	34.0	35.3	1.3	
Langkawi	*N/A	33.8	N/C	
Items Purchased:				
Foodstuff	97.2	97.1	(0.1)	
Handicraft/ Souvenir	72.7	76.5	3.8	
Apparels/ Clothes	62.9	41.2	(21.7)	
Liquor	7.0	32.4	25.4	
Main Factors in Choosing Malaysia:				
Value for Money	62.8	58.8	(4.0)	
Easily Accessible	50.3	54.4	4.1	
Safe & Secure	N/A	50.0	N/C	

*For 2023, Langkawi and Kedah is count separately

DENMARK

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	22,314	16,053	(28.1)
Tourist Receipts (RM Million)	98.50	86.95	(11.7)	
Average Per Capita (RM)	4,412.30	5,416.16	22.8	
Average Per Diem (RM)	469.39	660.51	40.7	
				DIFFERENCE
Average Length of Stay (Nights)	9.4	8.2	(1.2)	
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Accommodation	28.9	29.8	0.9
	Shopping	28.5	20.3	(8.2)
	Food & Beverages	15.1	17.7	2.6
	Organised Tour	N/A	10.5	N/C
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Female	64.0	55.1	(8.9)
	Marital Status:			
	Married	38.7	60.3	21.6
	Occupational Group:			
	Professional/ Technical	27.4	32.0	4.6
	Management/ Administration	29.5	28.2	(1.3)
	Sales/ Clerical	N/A	6.4	N/C
	Age Group:			
	22 - 30	20.4	34.6	14.2
	41 - 50	21.2	34.6	13.4
	31 - 40	44.0	26.9	(17.1)
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	94.7	96.1	1.4
	Shopping	0.0	6.3	6.3
	VFR	0.0	3.9	3.9
	Travel Arrangement:			
	Independent	97.4	97.4	0.0
	Frequency of Visit:			
	First Time	61.5	83.3	21.8
	Travelling Companion:			
	Family/ Relatives	21.1	33.3	12.2
	Spouse	40.0	30.8	(9.2)
	Friends	38.9	25.6	(13.3)
	Major Activities Engaged:			
	Free & Easy	N/A	100.0	N/C
	Sightseeing in the City	92.6	93.6	1.0
	Local Cuisine	N/A	67.9	N/C
	Parks & Garden	38.4	64.1	25.7
	Lead Time to Decide Trip:			
	1 - 3 months	18.9	46.2	43.8
	4 - 6 months	15.8	26.9	18.5
	7 - 9 months	N/A	11.5	N/C
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Others	0.0	72.7	72.7
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	69.7	N/C
	Travel Agent	1.1	15.2	14.1
	Airlines	16.8	12.1	(4.7)
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	27.7	97.3	69.6
	Social Media	13.4	74.3	60.9
	Travel Review Website	20.8	48.6	27.8
	Official Travel Website	N/A	16.2	N/C
	Stated Visited in Malaysia:			
Kuala Lumpur	73.6	80.8	7.2	
Selangor	43.1	47.4	4.3	
Langkawi	*N/A	32.1	N/C	
Items Purchased:				
Foodstuff	94.4	96.2	1.8	
Handicraft/ Souvenir	77.8	51.3	(26.5)	
Apparels/ Clothes	63.3	50.0	(13.3)	
Cosmetics/ Personal Care	7.8	29.5	21.7	
Main Factors in Choosing Malaysia:				
Value for Money	57.9	64.1	6.2	
Food Haven	N/A	55.1	N/C	
Safe & Secure	N/A	53.8	N/C	

*for 2023, Langkawi and Kedah is count separately

FINLAND

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	13,557	8,907	(34.3)
Tourist Receipts (RM Million)	56.50	44.70	(20.9)	
Average Per Capita (RM)	4,166.20	5,018.21	20.5	
Average Per Diem (RM)	612.68	687.43	12.2	
				DIFFERENCE
Average Length of Stay (Nights)	6.8	7.3	0.5	
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Accommodation	15.4	31.2	15.8
	International Airfares	16.0	14.3	(1.7)
	Food & Beverages	16.9	13.3	(3.6)
	Organised Tour	N/A	12.9	N/C
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Female	47.8	60.5	12.7
	Marital Status:			
	Married	31.3	60.5	29.2
	Occupational Group:			
	Management/ Administration	37.0	50.0	13.0
	Professional/ Technical	19.4	15.8	(3.6)
	Housewife	N/A	7.9	N/C
	Age Group:			
	22 - 30	10.8	42.1	31.3
	31 - 40	52.2	39.5	(12.7)
	41 - 50	22.7	13.2	(9.5)
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	78.7	94.7	16.0
	Shopping	0.0	5.3	5.3
	VFR	6.5	5.3	(1.2)
	Travel Arrangement:			
	Independent	92.4	100.0	7.6
	Frequency of Visit:			
	First Time	70.1	94.7	24.6
	Travelling Companion:			
	Spouse	33.6	65.8	32.2
	Friends	47.7	31.6	(16.1)
	Alone	N/A	2.6	N/C
	Major Activities Engaged:			
	Free & Easy	N/A	100.0	N/C
	Sightseeing in the City	91.4	86.8	(4.6)
	Local Cuisine	N/A	63.2	N/C
	Water Activities	55.2	55.3	0.1
	Lead Time to Decide Trip:			
	4 - 6 months	12.1	39.5	27.4
	7 - 9 months	N/A	34.2	N/C
	1 - 3 months	47.7	21.1	(26.6)
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	100.0	N/C
	Others	0.0	60.0	60.0
	Airlines	21.5	40.0	18.5
	Travel Agent	11.2	0.0	(11.2)
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	23.0	97.2	74.2
	Social Media	15.5	86.1	70.6
	Travel Review Website	18.9	61.1	42.2
	Official Travel Website	N/A	44.4	N/C
Stated Visited in Malaysia:				
Langkawi	*N/A	71.7	N/C	
Kuala Lumpur	90.9	44.7	(46.2)	
Selangor	46.0	23.7	(22.3)	
Items Purchased:				
Foodstuff	83.7	92.1	8.4	
Handicraft/ Souvenir	86.7	60.5	(26.2)	
Apparels/ Clothes	53.1	39.5	(13.6)	
Cosmetics/ Personal Care	14.3	31.6	17.3	
Main Factors in Choosing Malaysia:				
Islands & Beaches	N/A	81.6	N/C	
Safe & Secure	N/A	78.9	N/C	
Eco Tourism	N/A	68.4	N/C	

*For 2023, Langkawi and Kedah is count separately

NORWAY

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	14,585	9,981	(31.6)
Tourist Receipts (RM Million)	59.70	48.94	(18.0)	
Average Per Capita (RM)	4,090.40	4,902.87	19.9	
Average Per Diem (RM)	545.39	636.74	16.7	
				DIFFERENCE
Average Length of Stay (Nights)	7.5	7.7	0.2	
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Accommodation	28.8	35.6	6.8
Food & Beverages	16.9	21.1	4.2	
Shopping	26.7	17.3	(9.4)	
International Airfares	7.9	8.9	1.0	
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
Male	53.8	51.4	(2.4)	
Marital Status:				
Married	63.9	74.3	10.4	
Occupational Group:				
Professional/ Technical	33.3	48.5	15.2	
Management/ Administration	24.1	14.3	(9.8)	
Housewife	N/A	8.6	N/C	
Age Group:				
31 - 40	40.4	54.3	13.9	
22 - 30	36.5	20.0	(16.5)	
41 - 50	8.3	11.4	3.1	
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
Holiday	69.1	93.0	23.9	
VFR	3.6	12.1	8.5	
Shopping	0.0	5.3	5.3	
Travel Arrangement:				
Independent	100.0	100.0	0.0	
Frequency of Visit:				
First Time	54.7	57.1	2.4	
Travelling Companion:				
Spouse	52.8	57.1	4.3	
Family/ Relatives	9.4	28.6	19.2	
Friends	35.8	11.4	(24.4)	
Major Activities Engaged:				
Free & Easy	N/A	100.0	N/C	
Sightseeing in the City	85.5	82.9	(2.6)	
Shopping	85.5	71.4	(14.1)	
Local Cuisine	N/A	68.6	N/C	
Lead Time to Decide Trip:				
1 - 3 months	47.2	57.1	43.8	
4 - 6 months	15.1	17.1	2.0	
7 - 9 months	N/A	11.4	(3.7)	
Information Obtained Before Coming to Malaysia (Traditional Media):				
Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	81.3	N/C	
Others	0.0	62.5	62.5	
TV Advertisement	0.0	18.8	18.8	
Airlines	41.8	12.5	(29.3)	
Information Obtained Before Coming to Malaysia (Internet):				
Search Engine	25.0	97.1	72.1	
Social Media	13.7	71.4	57.7	
Travel Review Website	22.6	42.9	20.3	
Official Travel Website	N/A	5.7	N/C	
Stated Visited in Malaysia:				
Kuala Lumpur	68.6	77.1	8.5	
Selangor	65.7	51.4	(14.3)	
Langkawi	* N/A	22.9	N/C	
Items Purchased:				
Foodstuff	92.5	97.1	4.6	
Handicraft/ Souvenir	98.1	74.3	(23.8)	
Apparels/ Clothes	62.3	51.4	(10.9)	
Cosmetics/ Personal Care	15.1	45.7	30.6	
Main Factors in Choosing Malaysia:				
Value for Money	64.2	68.6	4.4	
Family Fun & Friendly	N/A	60.0	N/C	
Easily Accessible	45.3	54.3	9.0	

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ITALY

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	54,710	48,440	(11.5)
Tourist Receipts (RM Million)	239.30	251.47	5.1	
Average Per Capita (RM)	4,373.30	5,191.36	18.7	
Average Per Diem (RM)	546.66	625.46	14.4	
				DIFFERENCE
Average Length of Stay (Nights)	8.0	8.3	0.3	
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Accommodation	19.2	30.2	11.0
	Shopping	20.3	18.6	(1.7)
	Food & Beverages	17.4	18.2	0.8
	Organised Tour	N/A	8.7	N/C
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Male	56.2	55.3	(0.9)
	Marital Status:			
	Married	50.1	59.0	8.9
	Occupational Group:			
	Professional/ Technical	36.9	41.4	4.5
	Management/ Administration	24.4	16.0	(8.4)
	Manual Worker	7.7	8.0	0.3
	Age Group:			
	31 - 40	53.8	50.5	(3.3)
	22 - 30	11.3	28.7	17.4
	41 - 50	21.0	16.0	(5.0)
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	75.3	87.0	11.7
	Business	1.6	8.2	6.6
	Shopping	0.0	6.3	6.3
	Travel Arrangement:			
	Independent	93.1	98.4	5.3
	Frequency of Visit:			
	First Time	80.5	78.7	(1.8)
	Travelling Companion:			
	Spouse	33.3	34.4	1.1
	Friends	27.8	32.8	5.0
	Family/ Relatives	20.7	16.1	(4.6)
	Major Activities Engaged:			
	Free & Easy	N/A	100.0	N/C
	Sightseeing in the City	94.5	91.5	(3.0)
	Local Cuisine	N/A	62.2	N/C
	Parks & Garden	N/A	53.7	N/C
	Lead Time to Decide Trip:			
	1 - 3 months	32.6	50.5	17.9
	4 - 6 months	20.7	30.9	10.2
	3 weeks < 4 weeks	1.1	6.4	5.3
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Others	0.0	74.4	74.4
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	68.4	N/C
	Travel Fair/ Expo	3.6	20.5	16.9
	Airlines	20.3	18.8	(1.5)
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	25.0	93.6	68.6
	Social Media	20.4	70.1	49.7
	Travel Review Website	11.8	51.3	39.5
	Official Travel Website	N/A	18.2	N/A
	Stated Visited in Malaysia:			
	Kuala Lumpur	92.3	77.1	(15.2)
	Selangor	44.1	50.0	5.9
	Langkawi	* N/A	25.5	N/C
	Items Purchased:			
Foodstuff	94.1	96.8	2.7	
Handicraft/ Souvenir	83.1	60.6	(22.5)	
Apparels/ Clothes	53.5	55.3	1.8	
Chocolates	19.5	30.3	10.8	
Main Factors in Choosing Malaysia:				
Value for Money	65.4	59.0	(6.4)	
Family Fun & Friendly	N/A	54.3	N/C	
Safe & Secure	N/A	53.7	N/C	

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SPAIN

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	43,616	40,762	(6.54)
	Tourist Receipts (RM Million)	182.20	221.16	21.4
	Average Per Capita (RM)	4,177.90	5,425.73	29.9
	Average Per Diem (RM)	469.43	609.63	29.9
				DIFFERENCE
	Average Length of Stay (Nights)	8.9	8.9	0.0
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Accommodation	19.1	30.5	11.4
	Food & Beverages	16.9	17.1	0.2
	Shopping	20.2	15.4	(4.8)
	International Airfares	N/A	11.4	N/C
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Male	33.3	50.5	17.2
	Marital Status:			
	Married	40.8	59.8	19.0
	Occupational Group:			
	Professional/ Technical	21.2	30.4	9.2
	Management/ Administration	37.1	23.0	(14.1)
	Sales/ Clerical	N/A	7.9	N/C
	Age Group:			
	31 - 40	56.1	42.1	(14.0)
	22 - 30	11.3	38.3	27.0
	41 - 50	21.0	15.0	(6.0)
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	92.3	94.6	2.3
	Shopping	0.0	5.7	5.7
	VFR	0.7	3.0	2.3
	Travel Arrangement:			
	Independent	98.5	98.1	(0.4)
	Frequency of Visit:			
	First Time	79.0	86.6	7.6
	Travelling Companion:			
	Spouse	39.1	39.3	0.2
	Friends	43.7	37.7	(6.0)
	Family/ Relatives	13.5	17.5	4.0
	Major Activities Engaged:			
	Free & Easy	N/A	100.0	N/C
	Sightseeing in the City	95.9	92.1	(3.8)
	Local Cuisine	N/A	54.6	N/C
	Parks & Garden	N/A	53.0	N/C
	Lead Time to Decide Trip:			
	1 - 3 months	38.0	51.9	43.8
	4 - 6 months	23.5	22.7	18.5
	7 - 9 months	N/A	12.8	N/C
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	77.1	N/C
	Others	0.0	73.5	73.5
	Airlines	29.4	18.1	(11.3)
	TV Advertisement	7.3	12.0	4.7
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	22.9	97.2	74.3
	Social Media	17.4	60.8	43.4
	Travel Review Website	12.8	38.0	25.2
	Online Travel Agent	14.6	20.3	5.7
	Stated Visited in Malaysia:			
	Kuala Lumpur	93.8	83.9	(9.9)
	Selangor	47.9	42.6	(5.3)
	Penang	46.8	21.6	(25.2)
	Items Purchased:			
	Foodstuff	92.6	98.6	6.0
	Handicraft/ Souvenir	81.9	58.7	(23.2)
	Apparels/ Clothes	55.8	40.2	(15.6)
	Cosmetics/ Personal Care	20.5	18.0	(2.5)
	Main Factors in Choosing Malaysia:			
	Vibrant & Modern Cities	N/A	59.0	N/C
	Value for Money	57.8	57.1	(0.7)
	Easily Accessible	52.8	46.2	(6.6)

FRANCE

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	141,661	115,145	(18.7)
Tourist Receipts (RM Million)	629.80	622.84	(1.1)	
Average Per Capita (RM)	4,445.90	5,409.16	21.7	
Average Per Diem (RM)	467.99	607.77	29.9	
				DIFFERENCE
Average Length of Stay (Nights)	9.5	8.9	(0.6)	
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Accommodation	22.6	29.0	6.4
	Shopping	24.6	18.3	(6.3)
	Food & Beverages	18.9	17.5	(1.4)
	International Airfares	N/A	10.9	N/C
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Female	47.1	51.6	4.5
	Marital Status:			
	Married	45.1	60.9	15.8
	Occupational Group:			
	Professional/ Technical	33.5	34.4	0.9
	Management/ Administration	24.4	19.2	(5.2)
	Student	N/A	9.3	N/C
	Age Group:			
	31 - 40	53.4	38.3	(15.1)
22 - 30	13.5	35.7	22.2	
41 - 50	20.9	15.5	(5.4)	
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	84.9	94.5	9.6
	Shopping	0.0	4.9	4.9
	VFR	2.4	4.7	2.3
	Travel Arrangement:			
	Independent	98.8	95.2	(3.6)
	Frequency of Visit:			
	First Time	66.3	74.7	8.4
	Travelling Companion:			
	Spouse	37.1	39.8	2.7
	Friends	33.2	33.2	0.0
	Family/ Relatives	22.6	22.2	(0.4)
	Major Activities Engaged:			
	Free & Easy	N/A	99.8	N/C
	Sightseeing in the City	94.2	90.9	(3.3)
	Local Cuisine	N/A	58.8	N/C
	Shopping	76.0	55.7	(20.3)
	Lead Time to Decide Trip:			
	1 - 3 months	43.7	51.8	8.1
	4 - 6 months	13.8	22.5	8.7
	3 weeks < 4 weeks	2.0	7.6	5.6
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Others	0.0	72.5	72.5
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	64.9	N/A
	Airlines	22.8	14.9	(7.9)
	Travel Fair/ Expo	2.1	12.7	10.6
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	22.2	90.7	68.5
	Social Media	18.3	68.5	50.2
	Travel Review Website	13.1	42.9	29.8
	Official Travel Website	N/A	18.9	N/C
Stated Visited in Malaysia:				
Kuala Lumpur	95.2	72.9	(22.3)	
Selangor	56.8	42.8	(14.0)	
Langkawi	*N/A	30.9	N/C	
Items Purchased:				
Foodstuff	91.1	96.7	5.6	
Handicraft/ Souvenir	70.9	60.6	(10.3)	
Apparels/ Clothes	54.6	50.7	(3.9)	
Cosmetics/ Personal Care	17.0	30.1	13.1	
Main Factors in Choosing Malaysia:				
Value for Money	53.7	54.4	0.7	
Vibrant & Modern Cities	N/A	52.4	N/C	
Family Fun & Friendly	N/A	47.3	N/C	

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BELGIUM

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	22,082	17,726	(19.7)
Tourist Receipts (RM Million)	89.30	89.20	(0.1)	
Average Per Capita (RM)	4,042.60	5,032.00	24.5	
Average Per Diem (RM)	475.60	613.66	29.0	
				DIFFERENCE
Average Length of Stay (Nights)	8.5	8.2	(0.3)	
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Accommodation	28.0	33.2	5.2
Food & Beverages	17.3	18.9	1.6	
Shopping	26.5	18.7	(7.8)	
International Airfares	N/A	7.9	N/C	
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
Female	40.6	53.1	12.5	
Marital Status:				
Married	43.7	56.1	12.4	
Occupational Group:				
Management/ Administration	36.8	35.1	(1.7)	
Professional/ Technical	31.0	26.8	(4.2)	
Housewife	N/A	8.2	N/C	
Age Group:				
22 - 30	13.0	40.8	27.8	
31 - 40	50.0	38.8	(11.2)	
41 - 50	21.4	15.3	(6.1)	
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
Holiday	83.6	100.0	16.4	
VFR	7.6	6.8	(0.8)	
Shopping	0.0	4.5	4.5	
Travel Arrangement:				
Independent	98.7	98.0	(0.7)	
Frequency of Visit:				
First Time	57.7	86.7	29.0	
Travelling Companion:				
Friends	20.1	34.7	14.6	
Spouse	45.0	33.7	(11.3)	
Family/ Relatives	30.2	25.5	(4.7)	
Major Activities Engaged:				
Free & Easy	N/A	100.0	N/C	
Sightseeing in the City	98.2	82.7	(15.5)	
Local Cuisine	N/A	60.2	N/C	
Island Hopping	55.0	46.9	(8.1)	
Lead Time to Decide Trip:				
1 - 3 months	42.6	41.8	(0.8)	
4 - 6 months	17.7	32.7	15.0	
7 - 9 months	N/A	15.3	N/C	
Information Obtained Before Coming to Malaysia (Traditional Media):				
Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	80.9	N/C	
Others	0.0	66.0	66.0	
TV Advertisement	4.2	4.3	0.1	
Travel Fair/ Expo	0.0	4.3	4.3	
Information Obtained Before Coming to Malaysia (Internet):				
Search Engine	22.9	93.8	70.9	
Social Media	19.5	71.9	52.4	
Travel Review Website	17.4	49.0	31.6	
Official Travel Website	N/A	16.7	N/C	
Stated Visited in Malaysia:				
Langkawi	*N/A	58.2	N/C	
Kuala Lumpur	93.2	58.2	(35.0)	
Selangor	56.6	27.6	(29.0)	
Items Purchased:				
Foodstuff	85.9	85.7	(0.2)	
Handicraft/ Souvenir	91.2	60.2	(31.0)	
Apparels/ Clothes	49.4	39.8	(9.6)	
Cosmetics/ Personal Care	11.2	33.7	22.5	
Main Factors in Choosing Malaysia:				
Islands & Beaches	N/A	60.2	N/C	
Safe & Secure	N/A	51.0	N/C	
Family Fun & Friendly	N/A	43.9	N/C	

*For 2023, Langkawi and Kedah is count separately

NETHERLANDS

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	82,110	68,448	(16.6)
Tourist Receipts (RM Million)	330.40	387.27	17.2	
Average Per Capita (RM)	4,024.10	5,657.92	40.6	
Average Per Diem (RM)	419.18	569.21	35.8	
				DIFFERENCE
Average Length of Stay (Nights)	9.6	9.9	0.3	
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Accommodation	21.5	31.5	10.0
	Food & Beverages	18.3	18.1	(0.2)
	Shopping	22.4	13.2	(9.2)
	Organised Tour	N/A	9.9	N/C
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Female	47.0	51.0	4.0
	Marital Status:			
	Married	44.6	67.5	22.9
	Occupational Group:			
	Professional/ Technical	25.0	31.8	6.8
	Management/ Administration	29.7	25.6	(4.1)
	Sales/ Clerical	N/A	9.9	N/C
	Age Group:			
	31 - 40	29.6	39.4	9.8
	22 - 30	21.2	33.5	12.3
	41 - 50	28.3	19.0	(9.3)
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	94.9	97.7	2.8
	Shopping	0.0	3.9	3.9
	Business	1.2	2.3	1.1
	Travel Arrangement:			
	Independent	99.2	99.8	0.6
	Frequency of Visit:			
	First Time	79.0	79.6	0.6
	Travelling Companion:			
	Spouse	36.4	42.9	6.5
	Friends	37.9	28.1	(9.8)
	Family/ Relatives	20.0	22.9	2.9
	Major Activities Engaged:			
	Free & Easy	N/A	100.0	N/C
	Sightseeing in the City	96.4	89.7	(6.7)
	Local Cuisine	N/A	58.9	N/C
	Parks & Garden	N/A	51.0	N/C
	Lead Time to Decide Trip:			
	1 - 3 months	32.0	41.4	43.8
	4 - 6 months	23.7	29.1	18.5
	7 - 9 months	N/A	14.8	N/C
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Others	0.3	66.1	65.8
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	65.0	N/C
	Airlines	23.9	29.9	6.0
	Outdoor Advertising (Billboard)	6.6	15.8	9.2
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	24.3	98.7	74.4
	Social Media	15.7	71.8	56.1
	Travel Review Website	15.3	56.7	41.4
	Online Travel Agent	15.4	23.4	8.0
	Stated Visited in Malaysia:			
Kuala Lumpur	93.0	67.0	(26.0)	
Langkawi	*N/A	44.3	N/C	
Selangor	40.8	34.7	(6.1)	
Items Purchased:				
Foodstuff	94.4	97.3	2.9	
Handicraft/ Souvenir	80.7	63.5	(17.2)	
Apparels/ Clothes	62.5	45.3	(17.2)	
Cosmetics/ Personal Care	21.6	30.5	8.9	
Main Factors in Choosing Malaysia:				
Safe & Secure	N/A	62.6	N/C	
Value for Money	61.4	61.3	(0.1)	
Vibrant & Modern Cities	N/A	52.7	N/C	

*For 2023, Langkawi and Kedah is count separately

GERMANY

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	130,221	125,987	(3.25)
	Tourist Receipts (RM Million)	629.70	698.40	10.9
	Average Per Capita (RM)	4,835.90	5,543.47	14.6
	Average Per Diem (RM)	555.85	701.70	26.2
				DIFFERENCE
	Average Length of Stay (Nights)	8.7	7.9	(0.8)
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Accommodation	24.1	30.9	6.8
	Food & Beverages	16.2	17.6	1.4
	Shopping	23.6	16.7	(6.9)
	International Airfares	N/A	11.0	N/C
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Male	53.9	53.8	(0.1)
	Marital Status:			
	Married	51.4	68.3	16.9
	Occupational Group:			
	Professional/ Technical	27.3	32.4	5.1
	Management/ Administration	32.1	24.3	(7.8)
	Sales/ Clerical	N/A	8.8	N/C
	Age Group:			
	31 - 40	54.0	49.3	(4.7)
	22 - 30	12.5	26.4	13.9
	41 - 50	20.8	22.3	1.5
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	90.4	96.5	6.1
	Shopping	0.0	7.0	7.0
	VFR	2.8	4.1	1.3
	Travel Arrangement:			
	Independent	99.0	96.8	(2.2)
	Frequency of Visit:			
	First Time	70.4	81.2	10.8
	Travelling Companion:			
	Spouse	44.3	51.5	7.2
	Friends	33.2	30.1	(3.1)
	Family/ Relatives	14.9	14.2	(0.7)
	Major Activities Engaged:			
	Free & Easy	N/A	99.4	N/C
	Sightseeing in the City	95.8	90.2	(5.6)
	Local Cuisine	N/A	55.5	N/C
	Shopping	75.0	47.9	(27.1)
	Lead Time to Decide Trip:			
	1 - 3 months	39.4	49.9	(10.5)
	4 - 6 months	19.1	23.8	4.7
	7 - 9 months	N/A	13.3	N/C
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Others	0.1	72.4	72.3
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	61.6	N/C
	Travel Fair/ Expo	2.3	21.2	18.9
	Airlines	23.4	18.0	(5.4)
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	22.5	91.7	69.2
	Social Media	17.1	72.5	55.4
	Travel Review Website	13.9	54.8	40.9
	Online Travel Agent	13.7	23.9	10.2
	Stated Visited in Malaysia:			
	Kuala Lumpur	94.0	72.2	(21.8)
	Langkawi	*N/A	40.6	N/C
	Selangor	43.7	33.1	(10.6)
	Items Purchased:			
	Foodstuff	92.2	97.7	5.5
	Handicraft/ Souvenir	72.7	53.4	(19.3)
	Apparels/ Clothes	54.0	45.8	(8.2)
	Cosmetics/ Personal Care	19.3	28.8	9.5
	Main Factors in Choosing Malaysia:			
	Value for Money	61.1	59.5	(1.6)
	Safe & Secure	N/A	57.2	N/C
	Easily Accessible	45.6	51.7	6.1

*for 2023, Langkawi and Kedah is count separately

SWITZERLAND

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	25,659	23,312	(9.15)
Tourist Receipts (RM Million)	112.70	118.49	5.1	
Average Per Capita (RM)	4,390.80	5,082.85	15.8	
Average Per Diem (RM)	482.51	586.93	21.6	
				DIFFERENCE
Average Length of Stay (Nights)	9.1	8.7	(0.4)	
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Accommodation	18.7	33.8	15.1
	Shopping	21.9	15.8	(6.1)
	Food & Beverages	18.2	15.5	(2.7)
	Organised Tour	N/A	11.1	N/C
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Male	51.0	50.4	(0.6)
	Marital Status:			
	Married	53.2	69.8	16.6
	Occupational Group:			
	Professional/ Technical	33.3	44.7	11.4
	Management/ Administration	37.4	20.1	(17.3)
	Student	N/A	5.8	N/C
	Age Group:			
	31 - 40	48.2	42.4	(5.8)
	22 - 30	11.2	26.6	15.4
	41 - 50	24.3	22.3	(2.0)
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	93.6	90.6	(3.0)
	Business	1.8	3.7	1.9
	Shopping	0.0	2.2	2.2
	Travel Arrangement:			
	Independent	91.7	95.7	4.0
	Frequency of Visit:			
	First Time	72.3	81.3	9.0
	Travelling Companion:			
	Spouse	39.2	51.8	12.6
	Friends	38.0	21.6	(16.4)
	Family/ Relatives	12.3	19.4	7.1
	Major Activities Engaged:			
	Free & Easy	N/A	100.0	N/C
	Sightseeing in the City	97.1	84.2	(12.9)
	Local Cuisine	N/A	56.1	N/C
	Parks & Garden	N/A	48.9	N/C
	Lead Time to Decide Trip:			
	1 - 3 months	48.6	35.3	(13.3)
	4 - 6 months	9.4	33.8	24.4
	3 weeks < 4 weeks	1.8	12.9	11.1
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Others	1.2	74.5	N/C
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	64.7	N/C
	TV Advertisement	9.9	17.6	7.7
	Travel Fair/ Expo	1.2	13.7	12.5
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	25.4	100.0	74.6
	Social Media	16.4	82.8	66.4
	Travel Review Website	18.7	52.2	33.5
	Official Travel Website	N/A	29.1	N/C
	Stated Visited in Malaysia:			
	Kuala Lumpur	96.0	58.3	(37.7)
	Langkawi	*N/A	42.4	N/C
	Selangor	57.5	34.5	(23.0)
	Items Purchased:			
Foodstuff	94.7	98.6	3.9	
Handicraft/ Souvenir	88.2	69.8	(18.4)	
Apparels/ Clothes	61.8	49.6	(12.2)	
Cosmetics/ Personal Care	22.4	30.9	8.5	
Main Factors in Choosing Malaysia:				
Value for Money	47.3	66.9	19.6	
Safe & Secure	N/A	62.6	N/C	
Easily Accessible	37.9	54.7	16.8	

*For 2023, Langkawi and Kedah is count separately

RUSSIA

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	79,984	109,689	37.1
	Tourist Receipts (RM Million)	368.50	586.93	59.3
	Average Per Capita (RM)	4,607.40	5,350.83	16.1
	Average Per Diem (RM)	523.57	629.51	20.2
				DIFFERENCE
	Average Length of Stay (Nights)	8.8	8.5	(0.3)
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Accommodation	21.8	29.1	7.3
	Shopping	19.2	26.4	7.2
	Food & Beverages	18.4	16.7	(1.7)
	International Airfares	15.6	11.8	(3.8)
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Male	52.6	51.8	(0.8)
	Marital Status:			
	Married	49.8	67.3	17.5
	Occupational Group:			
	Professional/ Technical	23.0	43.0	20.0
	Management/ Administration	24.5	18.3	(6.2)
	Sales/ Clerical	N/A	5.2	N/C
	Age Group:			
	31 - 40	56.6	46.4	(10.2)
	22 - 30	8.0	34.7	26.7
	41 - 50	25.0	14.3	(10.7)
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	83.3	96.1	12.8
	Shopping	0.0	4.5	4.5
	Business	3.8	2.5	(1.3)
	Travel Arrangement:			
	Independent	98.5	97.4	(1.1)
	Frequency of Visit:			
	First Time	83.8	77.0	(6.8)
	Travelling Companion:			
	Spouse	25.1	40.9	15.8
	Family/ Relatives	28.7	27.4	(1.3)
	Friends	38.0	25.8	(12.2)
	Major Activities Engaged:			
	Free & Easy	N/A	99.2	N/C
	Sightseeing in the City	96.2	87.3	(8.9)
	Shopping	69.2	63.9	(5.3)
	Local Cuisine	N/A	59.3	N/C
	Lead Time to Decide Trip:			
	1 - 3 months	44.7	54.8	10.1
	4 - 6 months	22.0	17.3	(4.7)
	3 weeks < 4 weeks	6.1	13.7	7.6
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	72.5	N/C
	Others	0.0	68.8	68.8
	Travel Fair/ Expo	2.6	24.1	21.5
	Outdoor Advertising (Billboard)	7.5	15.3	7.8
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	27.9	95.5	67.6
	Social Media	20.0	64.9	44.9
	Travel Review Website	15.7	44.1	28.4
	Official Travel Website	N/A	16.0	N/C
	Stated Visited in Malaysia:			
	Kuala Lumpur	98.0	85.7	(12.3)
	Selangor	53.9	44.4	(9.5)
	Langkawi	*N/A	11.3	N/C
	Items Purchased:			
	Foodstuff	97.4	96.6	(0.8)
	Handicraft/ Souvenir	77.1	56.2	(20.9)
	Apparels/ Clothes	52.7	51.8	(0.9)
	Cosmetics/ Personal Care	22.1	34.3	12.2
	Main Factors in Choosing Malaysia:			
	Value for Money	63.8	59.1	(4.7)
	Family Fun & Friendly	N/A	55.0	N/C
	Vibrant & Modern Cities	N/A	53.8	N/C

*For 2023, Langkawi and Kedah is count separately

AUSTRALIA

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	368,271	343,438	(6.74)
Tourist Receipts (RM Million)	1,739.10	2,092.28	20.3	
Average Per Capita (RM)	4,722.20	6,092.16	29.0	
Average Per Diem (RM)	621.34	834.54	34.3	
				DIFFERENCE
Average Length of Stay (Nights)	7.6	7.3	(0.3)	
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Accommodation	25.0	27.3	2.3
Shopping	25.3	18.1	(7.2)	
International Airfares	14.8	17.1	2.3	
Food & Beverages	12.7	14.9		
				DIFFERENCE
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	
	Gender:			
Male	52.0	50.9	(1.1)	
Marital Status:				
Married	38.1	71.5	33.4	
Occupational Group:				
Professional/ Technical	29.3	32.6	3.3	
Management/ Administration	24.4	21.9	(2.5)	
Housewife	N/A	8.4	N/C	
Age Group:				
31 - 40	39.4	40.7	1.3	
41 - 50	23.5	23.2	(0.3)	
22 - 30	10.0	23.0		
				DIFFERENCE
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	
	Main Purpose of Visit:			
Holiday	82.5	94.6	12.1	
VFR	5.0	6.8	1.8	
Shopping	0.0	6.5	6.5	
Travel Arrangement:				
Independent	99.0	99.9	0.9	
Frequency of Visit:				
First Time	55.7	56.1	0.4	
Travelling Companion:				
Spouse	44.0	45.9	1.9	
Friends	23.8	24.4	0.6	
Family/ Relatives	22.7	23.4	0.7	
Major Activities Engaged:				
Free & Easy	N/A	99.4	N/C	
Sightseeing in the City	94.4	86.4	(8.0)	
Local Cuisine	N/A	60.1	N/C	
Shopping	64.9	46.5	(18.4)	
Lead Time to Decide Trip:				
1 - 3 months	34.1	41.9	7.8	
4 - 6 months	20.0	28.4	8.4	
7 - 9 months	N/A	10.7	N/C	
Information Obtained Before Coming to Malaysia (Traditional Media):				
Others	0.0	67.1	67.1	
Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	52.1	N/C	
Airlines	20.3	29.5	9.2	
Travel Fair/ Expo	0.8	15.7	14.9	
Information Obtained Before Coming to Malaysia (Internet):				
Search Engine	26.2	95.2	69.0	
Social Media	18.6	80.3	61.7	
Travel Review Website	14.7	58.8	44.1	
Official Travel Website	N/A	20.1	N/C	
Stated Visited in Malaysia:				
Kuala Lumpur	76.1	47.7	(28.4)	
Langkawi	*N/A	37.4	N/C	
Selangor	33.1	26.0	(7.1)	
Items Purchased:				
Foodstuff	95.3	96.6	1.3	
Handicraft/ Souvenir	73.4	57.6	(15.8)	
Apparels/ Clothes	67.7	48.3	(19.4)	
Cosmetics/ Personal Care	22.8	37.1	14.3	
Main Factors in Choosing Malaysia:				
Value for Money	61.7	67.2	5.5	
Safe & Secure	N/A	64.7	N/C	
Easily Accessible	49.9	55.9	6.0	

*For 2023, Langkawi and Kedah is count separately

NEW ZEALAND

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	50,140	42,955	(14.3)
	Tourist Receipts (RM Million)	222.60	251.81	13.1
	Average Per Capita (RM)	4,439.80	5,862.17	32.0
	Average Per Diem (RM)	599.97	874.95	45.8
				DIFFERENCE
	Average Length of Stay (Nights)	7.4	6.7	(0.7)
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Accommodation	26.8	31.2	4.4
	International Airfares	14.0	17.4	3.4
	Shopping	27.5	15.5	(12.0)
	Food & Beverages	12.4	15.4	3.0
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Male	43.3	52.8	9.5
	Marital Status:			
	Married	62.9	81.6	18.7
	Occupational Group:			
	Professional/ Technical	38.4	34.4	(4.0)
	Management/ Administration	17.1	22.4	5.3
	Retired	N/A	14.4	N/C
	Age Group:			
	31 - 40	49.6	34.4	(15.2)
	41 - 50	19.9	31.2	11.3
	22 - 30	14.1	13.6	(0.5)
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	83.4	93.1	9.7
	VFR	2.1	4.3	2.2
	MICE	N/A	4.3	N/C
	Travel Arrangement:			
	Independent	100.0	96.8	(3.2)
	Frequency of Visit:			
	First Time	45.5	80.0	34.5
	Travelling Companion:			
	Spouse	47.9	54.4	6.5
	Family/ Relatives	26.7	24.8	(1.9)
	Friends	16.4	12.8	(3.6)
	Major Activities Engaged:			
	Free & Easy	N/A	97.6	N/C
	Sightseeing in the City	82.4	83.2	0.8
	Local Cuisine	N/A	62.4	N/C
	Shopping	64.1	49.6	(14.5)
	Lead Time to Decide Trip:			
	1 - 3 months	27.4	35.2	7.8
	4 - 6 months	17.1	24.0	6.9
	7 - 9 months	N/A	18.4	N/C
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Others	0.0	65.0	65.0
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	62.5	N/C
	Outdoor Advertising (Billboard)	2.1	22.5	20.4
	Travel Fair/ Expo	0.7	22.5	21.8
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	31.1	93.2	62.1
	Social Media	22.5	88.9	66.4
	Travel Review Website	16.6	56.4	39.8
	Online Travel Agent	14.9	29.1	14.2
	Stated Visited in Malaysia:			
	Kuala Lumpur	57.3	47.2	(10.1)
	Langkawi	N/A	45.6	N/C
	Selangor	40.2	24.0	(16.2)
	Items Purchased:			
	Foodstuff	92.1	96.0	3.9
	Handicraft/ Souvenir	86.3	55.2	(31.1)
	Apparels/ Clothes	54.0	48.8	(5.2)
	Cosmetics/ Personal Care	18.7	32.0	13.3
	Main Factors in Choosing Malaysia:			
	Safe & Secure	N/A	74.4	N/C
	Value for Money	54.1	68.6	14.5
	Easily Accessible	45.9	61.6	15.7

*For 2023, Langkawi and Kedah is count separately

SOUTH AFRICA

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	22,674	15,155	(33.2)
	Tourist Receipts (RM Million)	98.70	74.75	(24.3)
	Average Per Capita (RM)	4,352.90	4,932.20	13.3
	Average Per Diem (RM)	551.00	675.64	22.6
				DIFFERENCE
	Average Length of Stay (Nights)	7.9	7.3	(0.6)
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Shopping	36.2	37.2	1.0
	Accommodation	28.7	21.0	(7.7)
	Food & Beverages	13.6	16.1	2.5
	International Airfares	N/A	8.8	N/C
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Female	48.5	52.0	3.5
	Marital Status:			
	Married	51.7	68.0	16.3
	Occupational Group:			
	Professional/ Technical	35.4	36.9	1.5
	Student	17.0	20.4	3.4
	Management/ Administration	N/A	16.3	N/C
	Age Group:			
	41 - 50	20.1	34.0	13.9
	31 - 40	43.6	22.0	(21.6)
	18 - 21	2.9	20.0	17.1
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	71.7	86.4	14.7
	Shopping	0.0	9.0	9.0
	Business	0.9	2.3	1.4
	Travel Arrangement:			
	Independent	88.9	92.0	3.1
	Frequency of Visit:			
	First Time	72.9	70.0	(2.9)
	Travelling Companion:			
	Family/ Relatives	40.8	38.8	(2.0)
	Spouse	28.3	24.5	(3.8)
	Friends	11.7	16.3	4.6
	Major Activities Engaged:			
	Free & Easy	N/A	98.0	N/C
	Sightseeing in the City	96.3	88.0	(8.3)
	Parks & Garden	N/A	64.0	N/C
	Shopping	83.6	54.0	(29.6)
	Lead Time to Decide Trip:			
	1 - 3 months	44.4	66.0	21.6
	4 - 6 months	11.2	26.0	14.8
	3 weeks < 4 weeks	6.3	6.0	(0.3)
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Outdoor Advertising (Billboard)	11.8	72.4	60.6
	Others	0.0	58.6	58.6
	Travel Agent	7.7	17.2	9.5
	TV Advertisement	2.7	6.9	4.2
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	21.8	89.6	67.8
	Social Media	21.6	54.2	32.6
	Travel Review Website	11.5	20.8	9.3
	Official Travel Website	N/A	14.6	N/C
	Stated Visited in Malaysia:			
	Kuala Lumpur	96.5	82.0	(14.5)
	Selangor	65.8	32.0	(33.8)
	Langkawi	*N/A	20.0	N/C
	Items Purchased:			
	Foodstuff	80.8	92.0	11.2
	Handicraft/ Souvenir	75.3	54.0	(21.3)
	Apparels/ Clothes	53.4	48.0	(5.4)
	Cosmetics/ Personal Care	16.9	36.0	19.1
	Main Factors in Choosing Malaysia:			
	Family Fun & Friendly	N/A	58.0	N/C
	Vibrant & Modern Cities	N/A	56.0	N/C
	Safe & Secure	N/A	42.0	N/C

*For 2023, Langkawi and Kedah is count separately

CENTRAL ASIA

ARRIVALS AND RECEIPTS	INDICATOR	2019	2023	CHANGE %
	Tourist Arrivals	35,931	25,097	(30.2)
	Tourist Receipts (RM Million)	160.60	125.36	(21.9)
	Average Per Capita (RM)	4,470.10	4,994.88	11.7
	Average Per Diem (RM)	507.97	693.73	36.6
				DIFFERENCE
	Average Length of Stay (Nights)	8.8	7.2	(1.6)
EXPENDITURE COMPONENTS	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Shopping	26.9	37.6	10.7
	Accommodation	23.8	28.7	4.9
	Food & Beverages	19.5	16.4	(3.1)
	Local Transportation	11.4	6.6	(4.8)
DEMOGRAPHIC PROFILE	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Gender:			
	Male	50.1	57.5	7.4
	Marital Status:			
	Married	57.3	60.2	2.9
	Occupational Group:			
	Professional/ Technical	29.3	38.0	8.7
	Management/ Administration	27.7	15.9	(11.8)
	Athlete	N/A	10.6	N/C
	Age Group:			
	31 - 40	48.2	47.8	(0.4)
	22 - 30	11.1	31.0	19.9
	41 - 50	23.6	9.7	(13.9)
TRAVELLING PATTERN	INDICATOR	2019 (%)	2023 (%)	DIFFERENCE
	Main Purpose of Visit:			
	Holiday	83.1	75.2	(7.9)
	VFR	0.6	8.0	7.4
	Business	2.9	2.7	(0.2)
	Travel Arrangement:			
	Independent	91.9	94.7	2.8
	Frequency of Visit:			
	First Time	76.9	83.2	6.3
	Travelling Companion:			
	Friends	24.0	37.4	13.4
	Family/ Relatives	31.4	30.3	(1.1)
	Spouse	27.6	19.2	(8.4)
	Major Activities Engaged:			
	Free & Easy	N/A	99.1	N/C
	Sightseeing in the City	95.2	94.7	(0.5)
	Shopping	79.6	81.4	1.8
	Parks & Garden	N/A	63.7	N/C
	Lead Time to Decide Trip:			
	1 - 3 months	52.8	38.1	(14.7)
	4 - 6 months	16.6	28.3	11.7
	3 weeks < 4 weeks	6.1	10.6	4.5
	Information Obtained Before Coming to Malaysia (Traditional Media):			
	Others	0.0	70.4	70.4
	Printed Media (Magazine, Newspaper, Brochure, Flyer)	N/A	63.4	N/C
	Airlines	33.5	38.0	4.5
	Travel Fair/ Expo	4.5	23.9	19.4
	Information Obtained Before Coming to Malaysia (Internet):			
	Search Engine	21.9	93.6	71.7
	Social Media	19.7	70.6	50.9
	Travel Review Website	15.0	53.2	38.2
	Official Travel Website	N/A	17.4	N/C
	Stated Visited in Malaysia:			
	Kuala Lumpur	99.2	93.8	(5.4)
	Selangor	67.1	56.6	(10.5)
	Pahang	39.0	31.0	(8.0)
	Items Purchased:			
	Foodstuff	87.8	92.9	5.1
	Apparels/ Clothes	61.5	88.5	27.0
	Handicraft/ Souvenir	74.3	80.5	6.2
	Chocolates	37.5	69.9	32.4
	Main Factors in Choosing Malaysia:			
	Vibrant & Modern Cities	N/A	85.0	N/C
	Family Fun & Friendly	N/A	64.6	N/C
	Value for Money	66.3	57.5	(8.8)

EXPLANATORY NOTES

DEFINITION

CLASSIFICATION OF VISITORS, TOURISTS & EXCURSIONISTS

Classification is by Country of Nationality since 2012. Prior to 2012, classification was by Country of Residence

VISITOR

A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.

TOURIST (OR OVERNIGHT STAY)

A visitor (inbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay.

EXCURSIONIST (OR SAME DAY VISITOR)

A visitor (inbound) is classified as a same-day visitor (or excursionist) if his/her trip does not include an overnight stay.

$$\textit{Tourist} + \textit{Excursionist} = \textit{Visitor}$$

AVERAGE PER CAPITA EXPENDITURE

Refers to expenditure per person per trip. This is computed by dividing the total expenditure (tourist receipts) by total number of tourists (tourist arrivals).

AVERAGE PER DIEM EXPENDITURE

Refers to expenditure per person per day. This is computed by dividing the average per capita expenditure by the average length of stay.

AVERAGE LENGTH OF STAY

Refers to average duration of stay per trip. Computed by dividing the actual duration of stay of all tourists by total number of arrivals.

EXPLANATORY NOTES

METHODOLOGY

TOURIST ARRIVALS

Source: Immigration Department of Malaysia

DEPARTING VISITOR SURVEY

Face-to-face interviews were conducted with 50,000 international tourists as they were departing from:

- Kuala Lumpur International Airport, Sepang
- Kuala Lumpur International Airport 2, Sepang
- Bayan Lepas International Airport, Penang
- Langkawi International Airport, Kedah
- Kuching International Airport, Sarawak
- Kota Kinabalu International Airport, Sabah
- Bangunan Sultan Iskandar, Johor
- Bukit Kayu Hitam Immigration Complex, Kedah
- Pagoh Rest Area, North South Highway, Johor
- Sg. Tujuh Immigration Complex, Miri, Sarawak
- ICQS Melaka
- Port of Stulang Laut, Johor
- Labuan Jetty, Labuan

Disproportionate random sampling was employed: i.e. respondents were selected based on country of nationality and mode of transport. Smaller markets were sampled disproportionately higher for more reliable and accurate cross tabulations. In view of the disproportionate random sample, the survey data was weighted.

EXPLANATORY NOTES

ABBREVIATION

*	-	Less than 0.1
ALOS	-	Average Length of Stay
APC	-	Average Per Capita Expenditure
COR	-	Country of Residence
F&B	-	Food and Beverage
Int.	-	International
Dom.	-	Domestic
Mil.	-	Million
Bil.	-	Billion
N/C	-	Non Compatible
N.A	-	Non Available
RM	-	Ringgit Malaysia
UAE	-	United Arab Emirates
UK	-	United Kingdom
USA	-	United States of America
VFR	-	Visiting Friends and Relatives

APPRECIATION

- Ministry of Tourism, Arts and Culture, Malaysia
- Ministry of Finance, Malaysia
- Ministry of Economy, Malaysia
- Bank Negara Malaysia
- Department of Statistics, Malaysia
- Immigration Department of Malaysia
- Royal Malaysian Customs Department
- Malaysia Airports Holdings Berhad (MAHB)
- Malaysia Healthcare Travel Council (MHTC)
- Projek Lebuhraya Utara Selatan Berhad (PLUS)
- LDA Labuan (Holdings Sdn. Bhd.)
- Berjaya Waterfront Sdn. Bhd.

NOTES

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