MINISTRY OF HOTELS AND TOURISM

DOMESTIC TOURISM SURVEY OF MYANMAR 2024

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ACKNOWLEDGEMENT

Domestic Tourism Survey of Myanmar, 2024 report is the outcome of the key findings of domestic tourism survey 2024, which was conducted by the Tourism Research Section (TRS) established at the Ministry of Hotels and Tourism (MOHT).

Rebuilding domestic tourism in post pandemic period has been one of the recovery processes within Tourism Industry throughout the countries while international tourism business, has been halted by COVID. Hence, Domestic Tourism plays the pivotal role in national economy of the country in revitalizing of the livelihoods of the local and bolstering the local government's funds. Hence, the release of this survey has been great resourceful on re-boosting of the whole Tourism Industry of Myanmar.

The release of report in English and Myanmar would be great supportiveness for all tourism stakeholders in Myanmar in their tourism marketing and promotion strategies.

It is heart-felt thanks to Tourism Related Ministries, Departments and Organizations, Directorate of Hotels and Tourism (DHT) and branch offices in the States and Regions for their efforts on fieldwork data collection, the team members of Tourism Research Section who are responsible for overseeing all aspects of the survey process from initiation to completion, the stakeholders within tourism and hospitality industry, the respondents who willingly participated in the Domestic Tourism Survey 2024.

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Director General

Ministry of Hotels and Tourism

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EXECUTIVE SUMMARY

A brief of Domestic Tourism Statistics for 2024

- Total number of domestic travelers based on hotels and guesthouses accommodation "10.517 million" in 2024.
- Top 5 domestic visitor arrivals by states and regions in 2024: Mandalay – 2.588 million (25%), Yangon 2.501 million (24%), Ayeyarwaddy – 1.408 million (13%), Shan – 1.356 million (12%), and other Regions/States – 2.664 million (26%).

A Brief of Domestic Tourism Survey-2024

The Tourism Research Section, Directorate of Hotels and Tourism, Ministry of Hotels and Tourism conducted Domestic Tourism Survey in 30 cities at 12 States and Regions throughout Myanmar from 22nd Oct, to 1st week of December, 2024. Domestic visitors were interviewed at the 23 designated exit points and 136 tourist attraction points. The key findings of Domestic Tourism Survey 2024 are as follows;

The respondent profiles of the Domestic Tourism Survey 2024 indicate:

The Top 5 respondents from States and Regions visiting around in Myanmar during the current survey period were respondents from; Ayeyarwady Region (17 %), Yangon Region and Mandalay Region (16 %), Bago Region (9 %) and Shan State (8 %).

- Visitor ratio by Urban areas, Suburban regions and Rural areas– Urban (82%), Suburban (11%) and Rural (7%);
- Visitor ratio by Gender – Male (53%) and Female (47%);
- Visitor ratio by Age Group – Age Group 30-39 (31%), 20-29 (28%), 40-49 (22%), 50-59 (11%), 60 and above (5%) and 15-19 (3%);
- Visitor Occupation – ranging from Service/ Salesperson (21%) with the highest to Higher Management (MD/ Director) (2%) with the lowest;

- Economic Sector - ranging from Self Employed (49%) with the highest to Foreign Investment (1%) with the lowest.

Key findings of Travelling Experience by Domestic Visitors throughout (the whole year) 2024 are as follows:

a) Visitors have taken **2 trips** in 2024 and taken **8 days** on average and 5 days by mode;
b) Average Length of stay in accommodation places in 2024 - **6 days**
c) Visitor arrivals in **November** (30 %) and in **October** (23%) which are the highest travelling months in 2024 by domestic visitors.
d) The average expenditure of a domestic visitor in 2024 year-round is **MMK 960,000** Kyats; and the average expenditure per person per day is **MMK 120,000** Kyats.

Key Findings of Travelling Experience on Current Trip by Domestic visitors are as follows:

a) 43% of Total Visitors have visited (2-3) times on current trip; 27% for the first-time visit; and 18 % (others) for 4-5 times;
b) For modes of transportation, 47% by Public Bus; 20% by Domestic Airlines, 15% by their private cars and 8% by car rental services;
c) About 39 % of total visitors visited for Holidays, Leisure and Recreation Purposes; 19 % for Business and 15 % for Meditation/Pilgrimage purposes on current trip;
d) About 64% arranged the trips by themselves; 21% by friends; 13% by their family and 1% by colleague and agency;
e) 26% of total visitors traveled alone whereas 20% travelled with their spouses, 19% with their friends, 14% with colleagues, 10% with relatives, 6% by family (with children) and 4% by family (with no children);
f) About 33% got the sources of information for travelling from their past experience; whereas 31% from their friend and colleagues, 27% from family, 8% from other (social media, internet, website, tour operator and brochure);

g) The Average Length of Stay of a domestic visitor on this current trip is 4 days and 3 nights; whereas median is 3 days and 2 nights; and mode is 2 days and 1 night;
h) About 40% stayed at Hotels and Similar; 30% at residences of their friends; 19% at Motels and 3% at others; and 5% for day return and at monasteries.
i) The most visited destinations among domestic tourists were Yangon, Mandalay, Taunggyi, Bagan, Nay Pyi Taw, Kyaik Hto, Pathein, Ngwe Saung, Pyin Oo Lwin;
j) The breakdown of the expenditures on this current trip were 36% on Transportation, 20% on Shopping, 13% on Accommodation, Food and Beverage, 10% on others and 7% on Recreation.
k) In relation to travel services, the satisfaction of domestic travelers was found to be 53% unsatisfied, 21% satisfied, and 22% average.
l) Nearly half of the total visitors (41%) suggested for improvement on Basic Infrastructure, (16%) for improvement on Transportation Services; and (12%) for reduction on Transportation Fares.

The Findings of Domestic Tourism Survey 2024 indicate a great initiative to provide recommendations which will support for conducting Domestic Tourism Survey in the coming year. Based on–these findings, both public and private sector of the Tourism Industry would be able to have insights into the travelling behaviors of the domestic visitors and their purpose of trips to tourist destinations in order to promote creativity of tourism products and services, beneficial to local communities in and around key tourist destinations and provide better services to the local travelers.

1. INTRODUCTION

The tourism and hospitality sector plays an important role and contributes significantly towards every country's economy, as in Myanmar the GDP was composed of Services Sector, Industry Sector and Agriculture Sector. Though the tourism sector was part of Service Sector in Myanmar, its percentage of contribution has not been calculated in detail at present. As Tourism Industry is the smokeless industry and beneficial to the environment, most developing and developed countries throughout the world has been focusing on tourism and hospitality businesses.

While international tourism has been among the most affected and halted during the COVID-19 pandemic due to travel bans and restrictions around the world, due to the sharp decline worldwide, the national economy has been severely affected. Hence, since travel restriction has become relaxed globally, destination around the world has started focusing on their domestic tourism businesses and according to UNWTO's advice, domestic tourism has recovered faster than international travel (inbound tourism) with great opportunities for the countries to recover from the socio-economic impact from the pandemic. Even though inbound tourism has been soaring in Myanmar as compared to 2019, domestic tourism has been rebounded to the situation in 2019. Hence, in line with the UNWTO Secretary-General statement "UNWTO expects domestic tourism to return faster and stronger than international travel. Given the size of domestic tourism, this will help many destinations recover from the economic impacts of the pandemic, while at the same time safeguarding jobs, protecting livelihoods and allowing the social benefits tourism offers to also return", we should focus more efforts on the Domestic Tourism to re-boost the whole Tourism Industry.

The domestic visitors' arrival in Myanmar in 2024 was 10.517 million and 10.62 million in 2023 and so it is decreased 1 percent comparing within the two years. But it is increased 100 percent comparing to 2019, before COVID-19 period. The condition of the domestic

visitor arrivals throughout the States and Regions of Myanmar from 2018 to 2024 can be seen in the following Table 1.1.

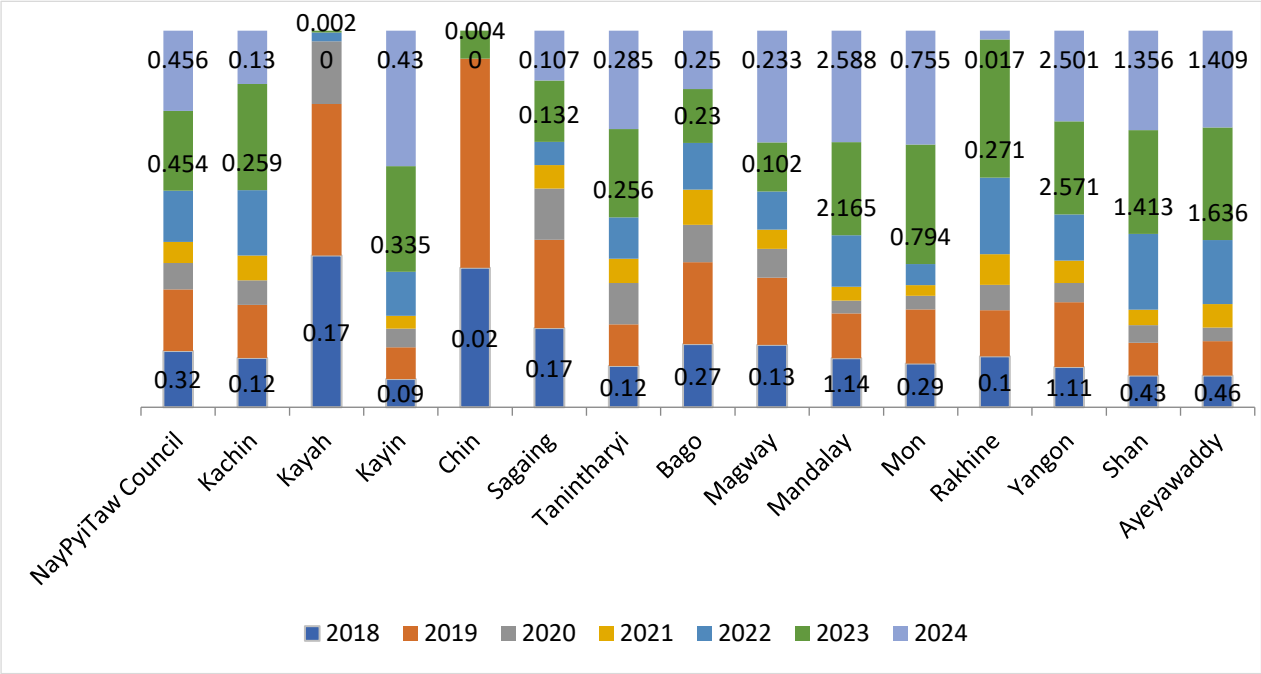


Figure 1.1: Domestic Visitor Arrivals by States and Regions by Year (2018-2024)

Table 1.1: Domestic Visitor Arrivals by States and Regions by Year (2018-2024)

(In million)

State & Regions	2018	2019	2020	2021	2022	2023	2024
Nay Pyi Taw Council	0.32	0.35	0.15	0.12	0.29	0.454	0.456
Kachin	0.12	0.13	0.06	0.06	0.16	0.259	0.130
Kayah	0.17	0.17	0.07	0.00	0.01	0.002	0.000
Kayin	0.09	0.10	0.06	0.04	0.14	0.335	0.430
Chin	0.02	0.03	N/A	N/A	N/A	0.004	N/A
Sagaing	0.17	0.19	0.11	0.05	0.05	0.132	0.107
Tanintharyi	0.12	0.12	0.12	0.07	0.12	0.256	0.285
Bago	0.27	0.35	0.16	0.15	0.20	0.230	0.250
Magway	0.13	0.14	0.06	0.04	0.08	0.102	0.233
Mandalay	1.14	1.04	0.30	0.32	1.20	2.165	2.588
Mon	0.29	0.36	0.09	0.07	0.14	0.794	0.755
Rakhine	0.10	0.09	0.05	0.06	0.15	0.271	0.017
Yangon	1.11	1.79	0.53	0.62	1.27	2.571	2.501
Shan	0.43	0.45	0.24	0.21	1.03	1.413	1.356
Ayeyawaddy	0.46	0.50	0.20	0.34	0.93	1.636	1.409
Total	**4.94**	**5.80**	**2.20**	**2.14**	**5.78**	**10.624**	**10.517**

Source: Ministry of Hotels and Tourism, Myanmar

2. OBJECTIVES

Domestic Tourism Survey was conducted by MOHT Tourism Research Section and DHT offices in the States and Regions from 2nd week of October to 1st week of December 2024 at the identified tourist destination points with the following objectives:

1) To assess the volume of travel generated for domestic tourism by specific regions
2) To analyze the marketing strategies by understanding the travel sentiment of the people
3) To provide the domestic tourism expenditure statistics
4) To evaluate their trips and satisfaction with different services in order to enhance the better ones

3. METHODOLOGY

3.1 Sampling Method

Sampling plan is included in the survey design taking into consideration that sampling is useful if the population size is large; as both the cost and time associated with obtaining information from the population is high. Details regarding sampling methodology can be found in the Annex.

The Purposive Sampling/Judgment Sampling and the Voluntary Response Sampling methods were applied in conducting the Domestic Tourism Survey 2024 which are described as follows;

a) **Purposive Sampling/Judgment Sampling** - A random sampling methodology where a sample group with specific attributes were targeted. The TRS Survey

Team selected domestic visitors for the targeted respondents at the tourist destination point, exit point and accommodation unit.

b) **Voluntary Response Sampling** - A type of sample made up of self-chosen participants who volunteer to take online surveys. The TRS Survey Team developed survey QR links for voluntary response and distributed at the exit points and destination sites.

c) **Sample Size Calculation Formula -** The estimated sample size will be used; a standard known finite population sample size calculation methodology in which the sample size measurement is available for each population unit (sector). Based on 2023 domestic visitor, the sample size is calculated with a formula based on the advice of the UNWTO experts of 2019

Sample Size calculation formula for inbound tourism survey recommended by UNWTO

UNWTO refer the Krejcie- Morgan (1970) formula:

$$\text{سي غ} \frac{+ \cdot \ . \ 0 \ 1}{. \text{ طي } \rho \ \% \text{ طى } + \cdot 0 \ 1}$$

Where:

n = Sample Size

N = Population Size

P = Proportion in which the characteristics under study appears in the population (share of tourists travelling on a package tour)

E = allowable error, i.e., the maximum error accepted in estimating the characteristics under study (E=0.05)

K = Normal score base on desired confidence level = 1.96

3.2 Sample Allocation

The sample size has been calculated based on a formula published in 2019 by UNWTO experts. The aim of the Domestic Tourism Survey 2024 was to conduct survey on the local visitors travelling around the Myanmar who visited at the destination sites and were at the exit points through 12 States and Regions of Myanmar. The sample allocations were as follow.

a) Although it was planned to collect the household survey for the Domestic Tourism Survey as per year-round survey calendar in order to cover nationwide population of Myanmar, there were multiple challenges to conduct Household survey. Hence, the TRS expert team considered Tourist Destination Points where DHT branch offices are located. Although there are many DHT branch offices throughout Myanmar, only DHT branch offices (19 offices) located at 12 States and Regions except Chin State, Rakhine State and Kayah State conducted for domestic tourism survey.
b) The Plan also included the Booster Sample or Voluntary Sampling; for which the Questionnaire Link QR Pamphlets were distributed at the designated hotels for the domestic visitors to answer the online survey (self-administrative survey).

3.2.1 Completed Samples by Areas

Although it was planned 7,179 samples to be collected at the 23 designated exit points (bus terminal, domestic airport, railway station) and 136 tourist attraction points (pagodas, parks, zoos and recreation) in 36 cities at 12 States and Regions, altogether 7,179 samples were collected including 45 QR Survey Link Samples;

Table 3.2.1: Completed Samples for Domestic Tourism Survey 2024

Sr.	States and Regions	Cities	Face to Face Samples	Self-administrative with QR Survey Link Sample	Total
1.	Nay Pyi Taw	NPT	350		350
2.	Kachin	Myitkyina	100		100
		Putao	90		90
3.	Kayin	Hpa-An	149	1	150
		Myawaddy	65		65
4.	Mon	Mawlamyine	173	1	174
		Kyaik Hto	201	3	204
5.	Shan	Taunggyi/ Inlay	448	2	450
		Kalaw	150		150
		Muse	125		125
		Kyaing Tong	247	3	250
		Tachilake	250		250
6.	Yangon	Yangon	1,608	2	1,610
7.	Sagaing	Monywa	25	3	28
		Sagaing/ Mingun	38	2	40
		Shwebo	25		25
8.	Tanintharyi	Dawei	65		65
		Kawthaung	70		70
		Myeik	45		45
9.	Bago	Bago	100		Bago
		Taungoo	54	13	67
		Pyay	70		70
10.	Magway	Magway	98	2	100

11.	Mandalay	Mandalay	667	3	670
		Bagan	419	1	420
		Pyin Oo Lwin	263	6	269
		Kayukse	140		140
12.	Ayeyarwaddy	Pathein	100		100
		Chaungtha	498	2	500
		Ngwe Saung	500		500
	Total		**7,134**	**45**	**7,179**

3.3 Survey Questionnaire

A questionnaire is "a research instrument" consisting of a series of questions (or other types of prompts) for the purpose of gathering information from respondents.

The Survey Questionnaire for the Domestic Tourism Survey was developed in Computer Assisted Personal Interviews (CAPI), and QR Code Link format. The Questionnaire has been designed Myanmar Language as it is intended to ask the Local visitors. *(The survey questionnaire in English is described in details in the Annex)*

3.3.1 Key Points in Survey Questionnaire

The Domestic Survey-2024 Questionnaire is comprised of three modules which are as follows:

Module (1) Visitor Demographic Profile

1) Residence by State/Region
2) Demographic (Age, Gender, Occupation etc.)

Module (2) Travel experience in 2024

1) Travel experience in 2024 (number of trips, total days, visited areas, estimated total expenditure)

Module (3) Information about current trip

1) Purpose of Visit
2) Self -arrangement / Tour company
3) Travelling Partner
4) Length of Stay
5) Types of Accommodation
6) Mode of Transport
7) Origin and Destination
8) Tourist Attraction Sites
9) Total Expenditure and Breakdown (Accommodation, Transportation, Food, Shopping and others)
10) Satisfaction on this Trip
11) Suggestion to Improve Tourism Development

3.4 Respondents and Survey Areas

The respondents for the Domestic Tourism Survey were

(i) Domestic Same-day Visitors; and

(ii) Domestic Over-night Visitors (who stayed at the hotels, with the friends and relatives and visiting at the destination sites)

Same-day Domestic Visitors are those living in Myanmar for at least a year who travel less than 24 hours within the country, 50 km or more, to and from the destination taking four hours and more using tourism facilities such as transportation, accommodation, food & beverages and recreation.

Overnight Domestic Visitors are those living in Myanmar for at least a year who travel more than 24 hours and less than 12 months within the country, 50 km or more, to and from the destination taking four hours and more using tourism facilities such as transportation, accommodation, food & beverages and recreation.

3.5 Data Collection Methods and Procedures

3.5.1 Data Collection Methods and Procedures

In conducting the Domestic Tourism Survey 2024, the TRS Survey Teams applied the Face-to-Face Interview (Computer-Assisted Personal Interview - CAPI) of Primary Data Collection Methods. In carrying out CAPI Interviews, the TRS Survey Teams approached domestic visitors at designated exit points and destination sites depending on the consent of the respondents. The Domestic Tourism Survey Questionnaire QR Links were shared to the visitors at the Hotels and compiled the guests' online voluntary response samples from the selected hotels located designated survey areas.

The details of data collection procedures are as follows:

(1) Destination sites

Destination Sites include pagodas, parks, recreation center, zoos and others. Data collection was conducted at the visitors' point of tourist destination of the designated cities when the visitors had relaxed and were available to participate in the interview. In case of visitors' refusal to participate, the data collection has been recorded as "refusals" and taken into account when calculating the percentage of the visitors' willingness to respond. Survey team members explained the purpose of the survey to the visitors in order to receive their cooperation. The survey team interviewed the visitors "Face-to-Face" or requested the local to complete the survey question forms.

(2) Exit Points

The Domestic Tourism survey was conducted at the exit points (bus terminal, domestic airport and railway station) of the designated survey areas when the visitors got relaxed and had sufficient time to participate in the interview. Data collection methods were face-to-face interviews between the Interviewers and the Respondents, and Self-Administered Interviews in case the respondents could complete the survey forms independently. Exit Points includes Domestic Airport, Bus Terminal, Railway Station and Jetty or River Port.

(3) QR Survey Link (Online survey)

The TRS Survey teams distributed Questionnaire link QR code to the visitors either at the exit points, destination sites and hotels check-in counters, and they made necessary arrangements for the visitors to be seated comfortably in order to complete the Questionnaires independently.QR Survey Link (Domestic Survey Questionnaire)

Photo: *QR Survey Link (Online Survey)*

Photo: Distribution of QR Code Pamphlets for Online survey

3.6 Distribution of QR code pamphlets

The TRS Survey team distributed pamphlets to the visitors at the exit points, destination sites and Selected Hotels at the Survey Area for their participation in the Domestic Tourism Survey 2024 via QR Code Link, which is made available in Myanmar. 164 pamphlets were distributed during the survey period; however, the respondents' participation covered 45 questionnaires successfully.

3.7 Survey Limitation

Survey limitation in research can be defined as "a shortcoming or flaw that can result from things like a flawed methodology, small study sample size and resource unavailability. A study cannot be inclusive of every possible aspect or completely flawless. As such, inclusion of the limitations of any kind of Survey is essential to reflect transparency and honesty." *(Referred to the "Handbook for Tourism Research Center")*

Limitations of the Domestic survey 2024 can be described as follows:

(a) Limitation on Survey Design

The Domestic Tourism Survey should be conducted through Household data collection, however, due to the nature of the survey, and other current measures it was conducted at the destination sites and at the exit points where the DHT branch offices are located. Furthermore, the survey was conducted in 30 Cities of 12 States and Regions except Chin State, Rakhine State, and Kayah State because of the current security concerns in Myanmar, although it was intended to cover the whole domestic travelers across 14 States and Regions and Union Territory.

(b) Limitation on Sample Size

The sample size for domestic tourism survey is 7,360 including 181 sample size from Chin State, Rakhine State and Kayah State. Since the survey was conducted only until the first week of December, which was the peak season, the data only represented the average amount of consumption by domestic travelers in December.

(c) Limitation on Data Collection Method

Nowadays, although the Face-to-Face Interview method is still popular, online-survey would be better to conduct in terms of the time and energy. The interviewee was interviewed by Face-to-face data collection method by filling out questionnaire using a tablet or smart phone (CAPI).

(d) Limitation on Respondent's response

In the interviewing, the main limitation in terms of expenditure is that the expenditure might not be accurate as the survey was conducted on the respondents' half –way through their trips and the respondents have not finished their trips. Expenditure was a bit difficult to get the right expenditure from the respondents in the fieldwork data collection as respondents also had to recall their memories hard and could not remember each and every expenditure they have spent throughout the whole trips. Besides, the respondents bumped into difficulties in calculating total expenditure they have used. Sometimes, the respondents forgot to put the data in their expenditure section.

(e) Limitation on Human Resources Capacity

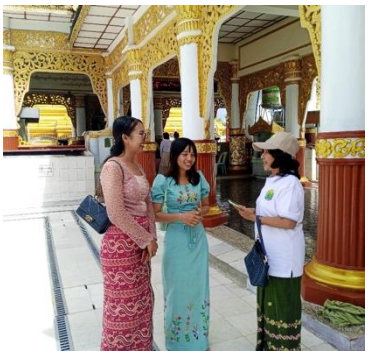
Although the basic research training was delivered to the staffs by the Tourism Research Section, there is still a need for field experienced interviewers who needs the trainings in terms of research tools in conducting the Survey successfully. After conducting a domestic tourism survey, the team with the limited resources registered and analyzed over 7,000 survey questionnaires.

(f) Security Concern

As some areas (e.g Rakhine State, Kayah State and Chin State) have presence of security issues, fieldwork data collections at some destinations in those areas cannot be conducted.

Field interview at Hpaan

Field interview at Yangon Airport



Field interview at Magamuni Pagoda, Mandalay

Field interview at Kyaing Tong City

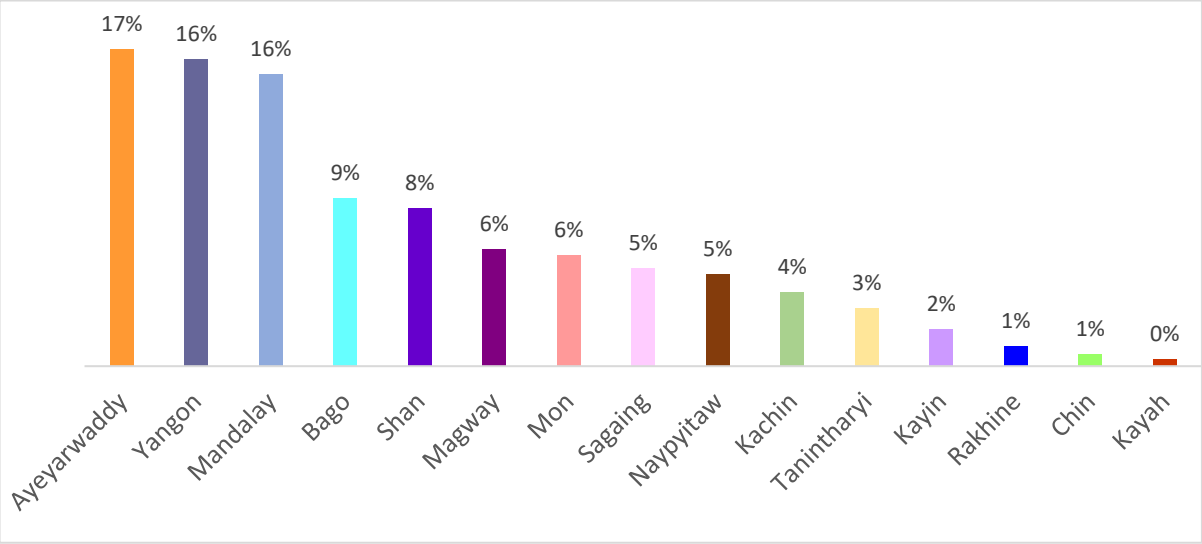
Field interview at Myawaddy

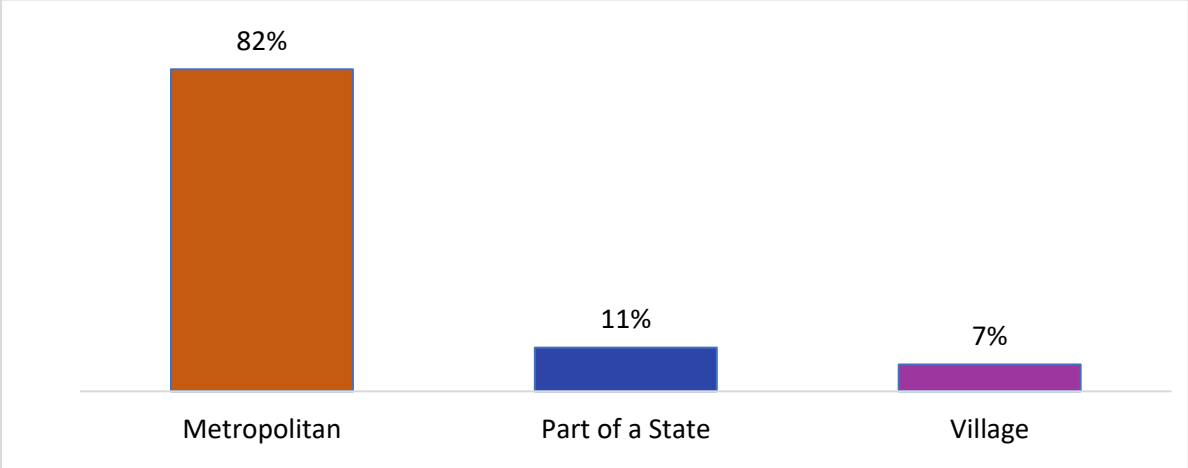
4.SURVEY FINDINGS

4.1 Survey Findings and Analyzing

4.1.1 Profile of Domestic Visitors

4.1.1.1 Residences of Respondents by States and Regions





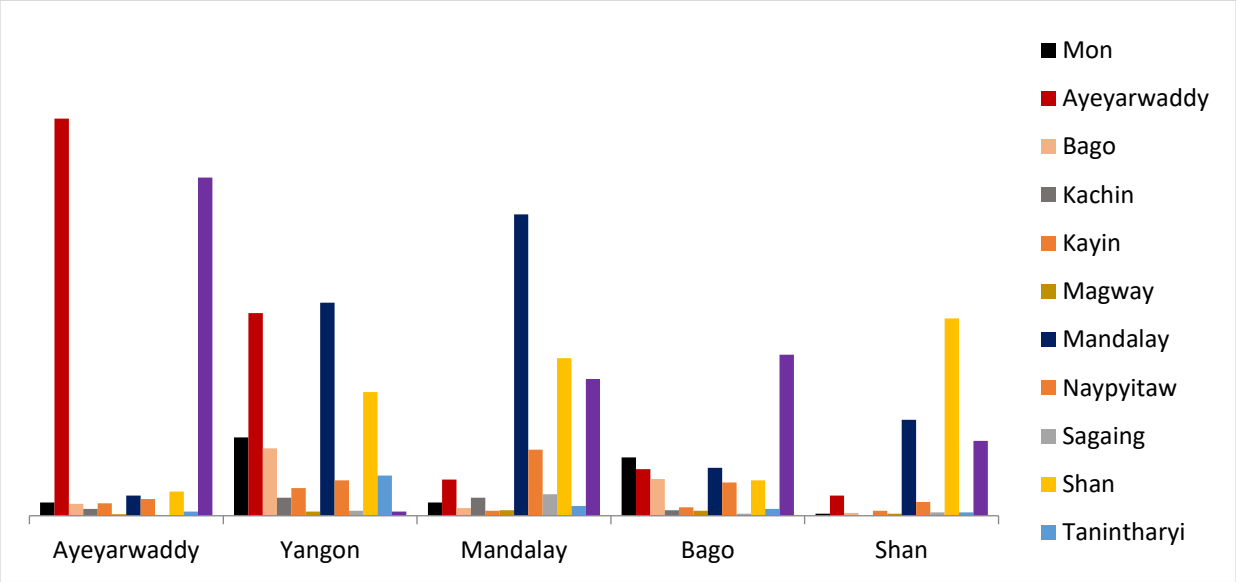
Base 7,179

Figure (4.1.1.1): Respondents by States and Regions

The respondents came from various States and Regions, with 17 % from Ayeyarwaddy Region, 16% from Yangon Region and Mandalay Region, 9 % from Bago Region, 8 % from Shan State, 6 % from Magway Region and Mon State, and 5 % from Sagaing Region and Nay Pyi Taw.

According to the findings, about 82% of the respondents are those who live in urban areas, 11% are from suburban regions, and 7 % are from rural areas, respectively.

4.1.1.2 Visited Destinations by Most Traveling States and Regions



Base: 7,179

Figure (4.1.1.2): Visited Destinations by Most Traveling States and Regions

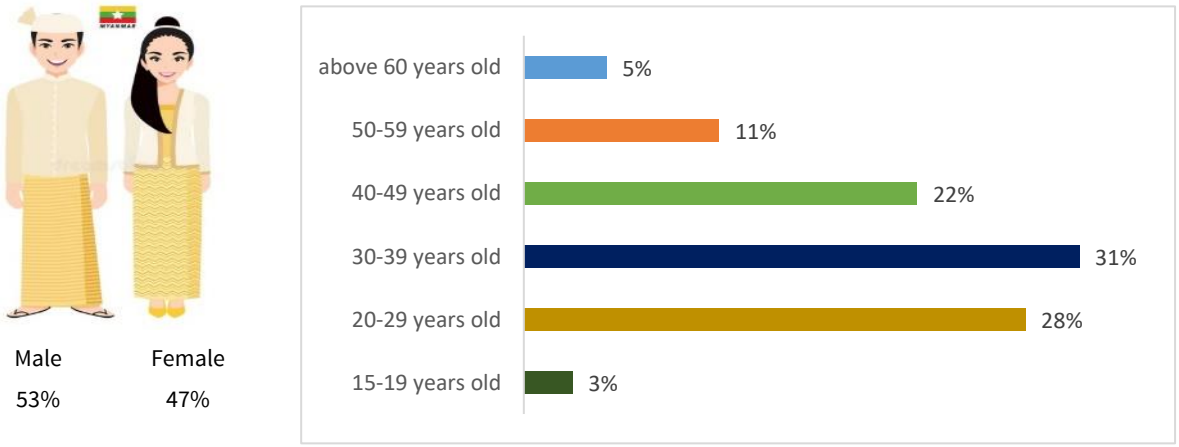
According to the analysis of the travel patterns of the respondents, the most frequent travelers from the Ayeyarwaddy Region in 2024 visited well-known beaches in their region, such as Chaungtha and Ngwesaung, but fewer visits to other cities were found. It was also noted that they went to Yangon for work and pilgrimage.

The survey witnessed that the Mandalay Region, the Ayeyarwaddy Region, and the Shan State are the most popular destinations for travelers from the Yangon Region. Those who traveled from Mandalay visited local attractions like Pyin Oo Lwin, Bagan, Mandalay

downtowns, and Inlay and Nyaung Shwe in Shan State. It was observed that travelers from Bago Region visited the most to Tanintharyi Region and Mon State, while those from Shan State traveled the most to Mandalay Region and also destinations within their own state.

As a result, if regions and states want to entice domestic tourists to their places, they should offer more tourism promotion and more inventive activities that stand out from other destinations and in which tourists can participate themselves. Following the pandemic and the current situation, there have been fewer opportunities for locals to travel around the country, and it can now be seen that the situation of revenge tourism, which is the desire to travel after facing a lot of hardships, has arrived with enthusiasm to make up for lost time and experiences.

4.1.1.3 Age and Gender of Respondents



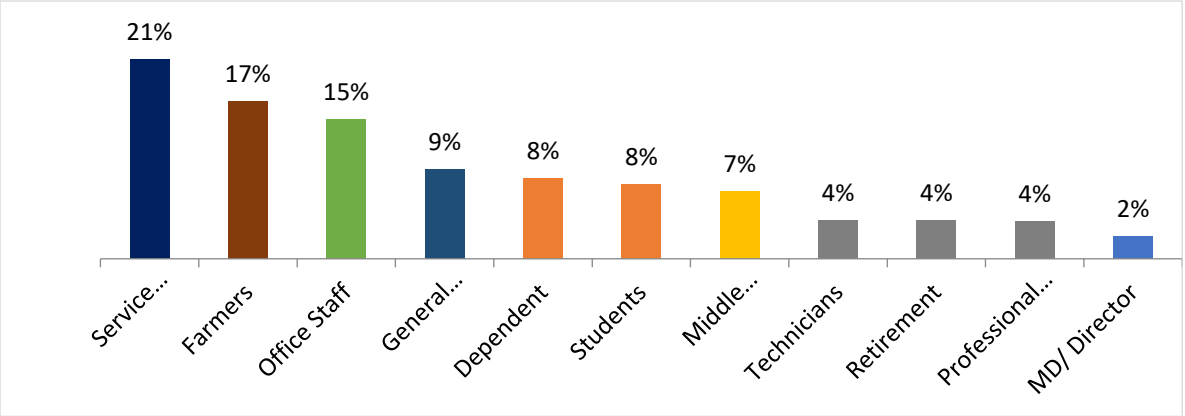
Base: 7,179

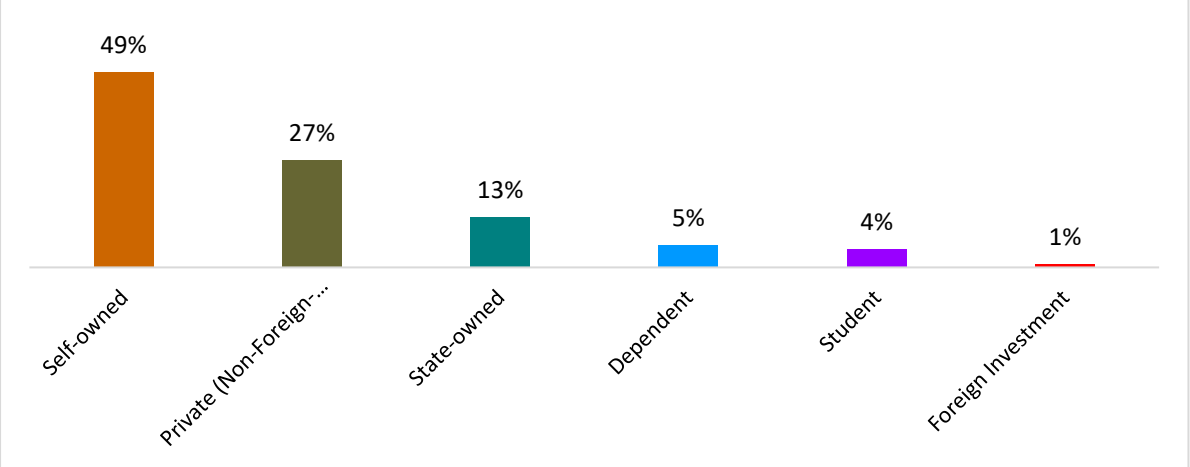
Figure (4.1.1.3): Age and Gender of Respondents

By Gender Ratio, Male visitor (53%) is slightly greater than female visitors (47%) which means Male are more interested in travelling behavior.

It was found that 31% of respondents were **in the age group** (30-39), followed by the age group (20-29) with 28% and the age group (40-49) with 22% and the lowest was between the ages of 15 and 19.

4.1.1.4 Respondents' and Economic Sector



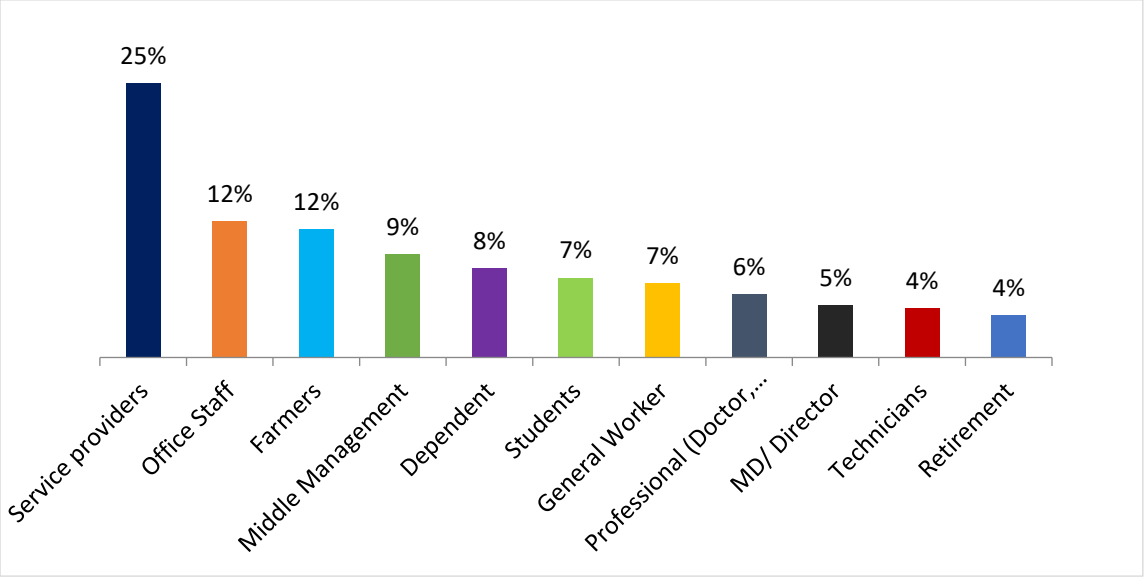


Base: 7,179

Figure (4.1.1.4): Respondents' Occupation and Economic Sector

According to the findings, 21 % of total respondents were service/ salesperson, followed by 17% are farmers, 15% are office staffs, 9% are general workers and 8% are classified as dependents and students.

Regarding the occupation of the respondents, nearly half of them were self-owned, with 49%, followed by private (non-foreign investment) with 27%, state-owned with 13%, dependent with 5%, student with 4%, and finally foreign investment with 1%.



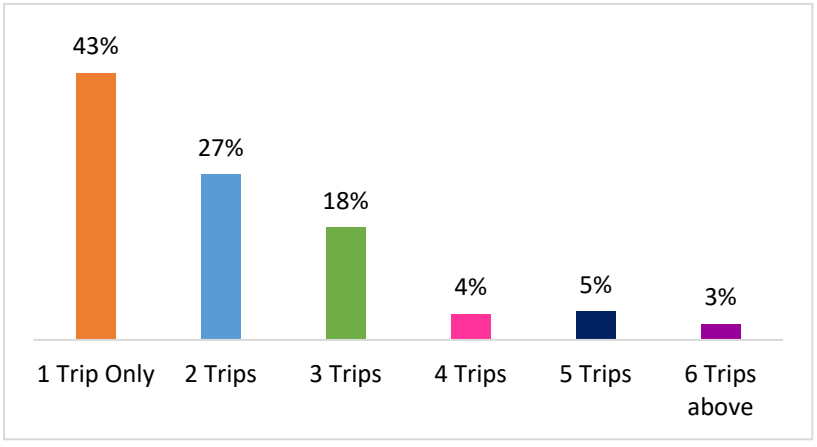
Base: 7,179

Figure (4.1.1.5): Respondents' Amount of Consumption

Among respondents, service providers/sales workers accounted for around 25% of total domestic travel expenditure, followed by office staff and farmers as the second largest consumers, accounting for 12%. Mid-level managers accounted for 9%, dependents for 8%, and students and general workers for 7% each.

4.1.2 Travelling Experience in 2024 the whole year

4.1.2.1 Number of Trips in 2024



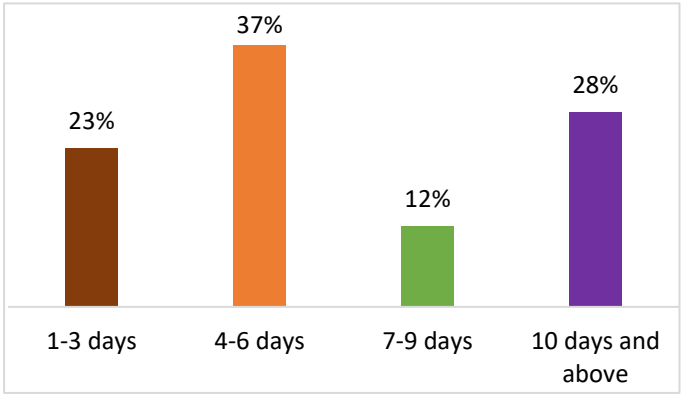
Mean of the Number of Trip in 2024

Base: 7,179

Figure (4.1.2.1): Number of Trips and Travelling Days in 2024

By 2024, 43% of all respondents only took for one trip. 27% is 2 trips, 18% is 3 trips, 5% is 5 trips, 4% is for 4 trips, and 3% is for 6 trips and above.

4.1.2.2 Number of Travelling Days in 2024



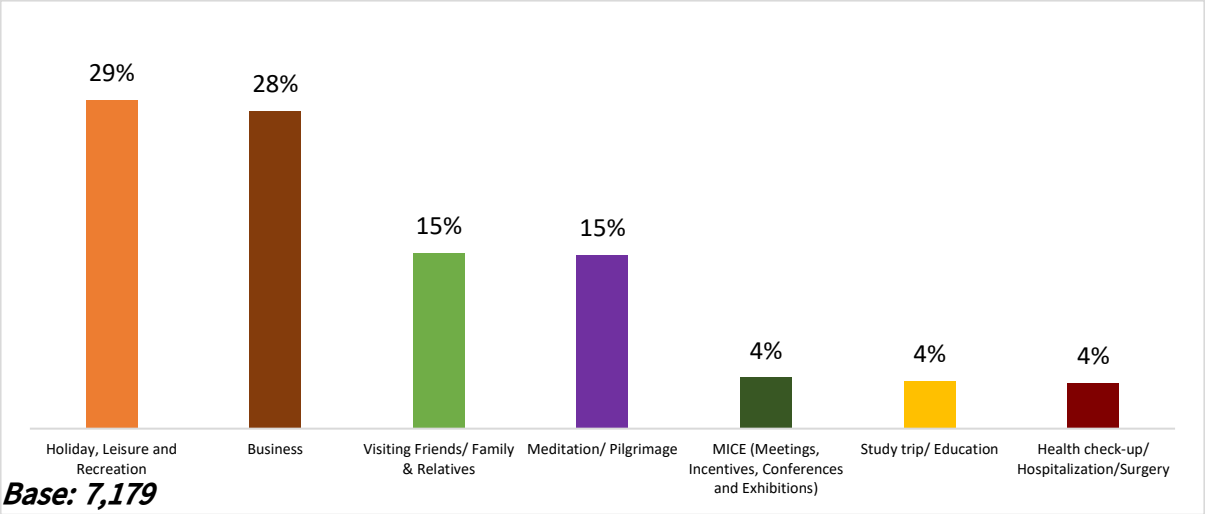
Mean of Number of Travelling Days in 2024

Base: 7,179

Figure (4.1.2.2): Number of Travelling Days in 2024

By 2024, 37% of respondents reported domestic travel lasting for 4-6 days, while 28% indicated travel durations of 10 days or more. Finally, 23% claimed for 1 to 3 days, while last but not least, 12% traveled for 7 to 9 days.The research indicates that only 1% of the respondents planned to travel for a day return, and the average length of stay(Mean) for domestic travelers in 2024 is **8 days**, with the majority of respondents reporting a maximum(Mode) stay of **5 days**.

4.1.2.3 Purpose of Visit by Respondents in 2024

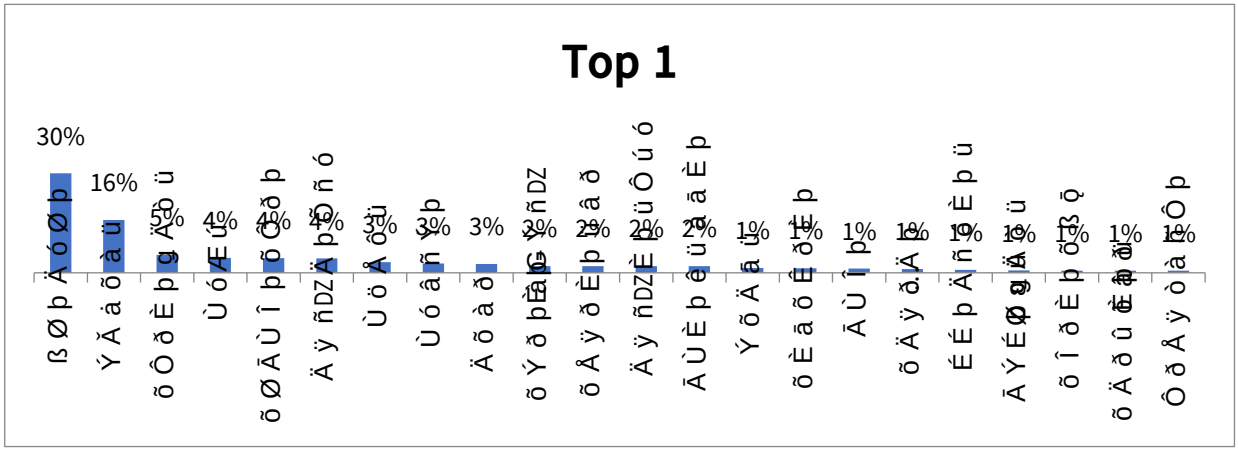


Base: 7,179

Figure (4.1.2.3): Purpose of Visit by Respondents in 2024

The statistics indicate that 29% of the respondents traveled for leisure and recreation, whereas 28% traveled for business purposes, followed by 15% on pilgrimage and visits to friends, 4% to attend meetings and events (MICE), study trips, and finally a medical checkup.

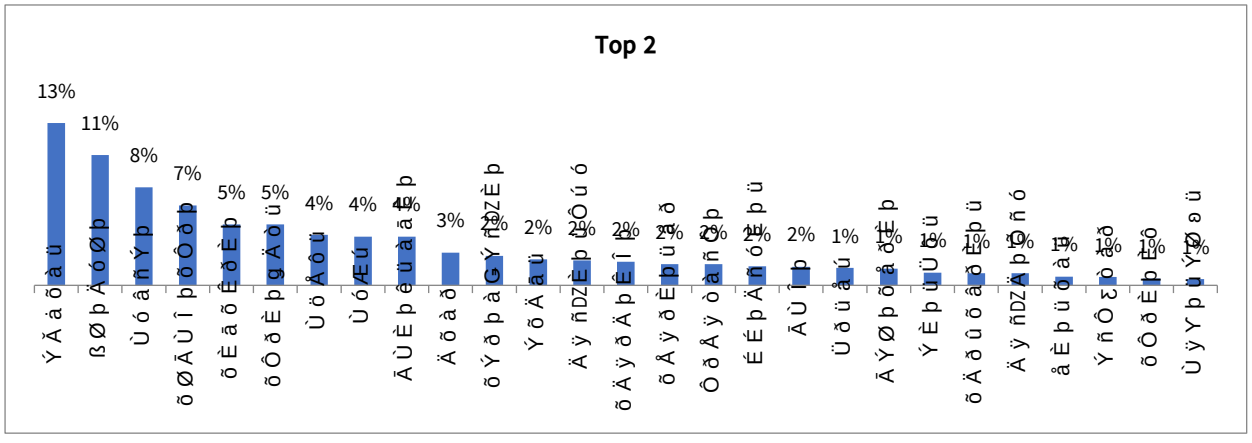
4.1.2.4 The Most Famous Destinations by Domestic Travelers in 2024



P.S Less than 1% of destinations are not included.

Figure (4.1.2.4.1): the Most Famous Destinations by Domestic Travelers

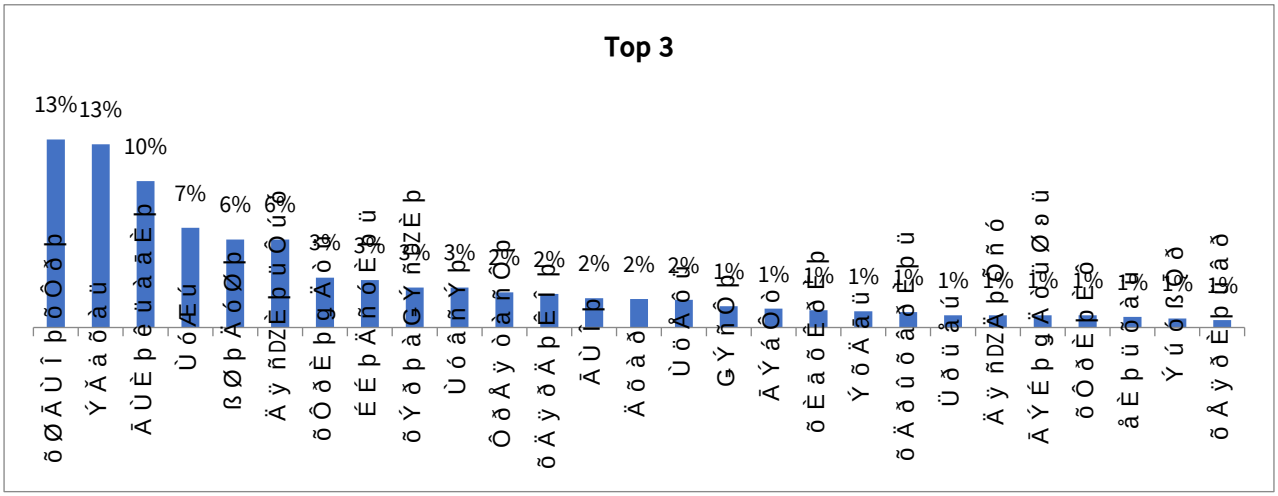
The research aimed to find out the **most** visited destinations among domestic tourists. The results confirmed that 30% of domestic tourists were likely to travel to Yangon, 16% to Mandalay and 5% to Taunggyi.



P.S Less than 1% of destinations are not included.

Figure (4.1.2.4.2): The Second Most Famous Destinations by Domestic Travelers

The research aimed to figure out the **second most** visited destinations among domestic tourists. The results indicated that 13% of domestic tourists were likely to travel to Mandalay, 11% to Yangon, and 8% to Pathein.

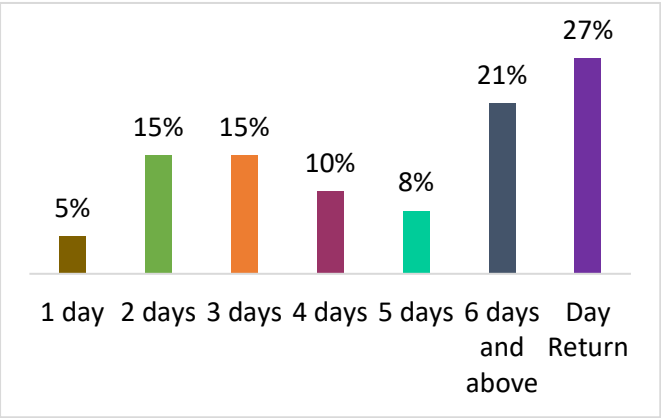


P.S Less than 1% of destinations are not included.

Figure (4.2.2.4.3): The Third Most Famous Destinations by Domestic Travelers

The research aimed to figure out the **third most** visited destinations among domestic tourists. The results indicated that 13% of domestic tourists were likely to travel to Nay Pyi Taw and Mandalay, and 10% to Pyin Oo Lwin.

4.1.2.5 Total Length of Stay at Hotels and Similar in the Whole Year of 2024



Mean of Number of Travelling Days in 2024

Base: 7,179

Figure (4.1.2.5): Total Length of Stay at Hotels and Similar in the Whole Year of 2024

21% of respondents indicated that they had been in hotels or similar lodgings for six days or more, 15% for two to three days, and 10% for four days. The remaining 8% and 5% spend five days and one day, respectively. Apart from the respondents who stayed at the hotels and similar places, there were 27% of respondents, including day returns and those who stayed at monasteries, relatives' and friends' homes.

4.1.2.6 Travelling Months in 2024

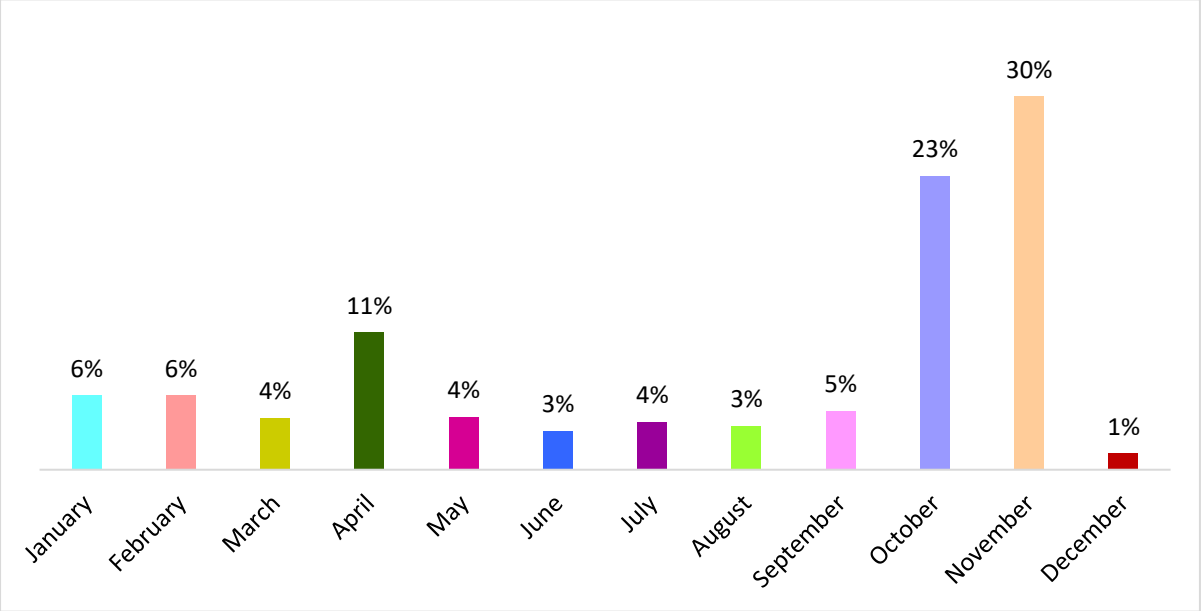
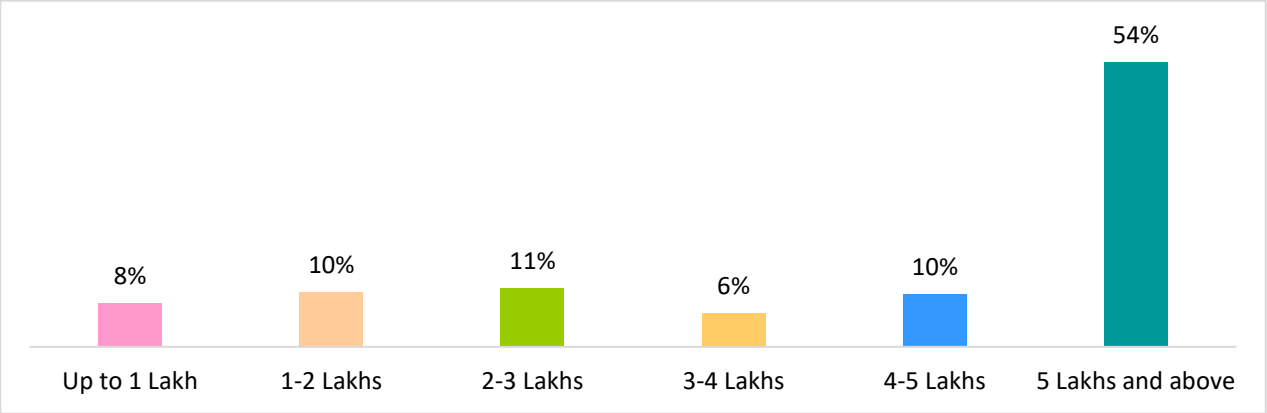


Figure (4.1.2.6): Travelling Months in 2024

30% of all respondents most traveled in during the peak season, November, followed by September (23%), 11% during the Thingyan period in Myanmar, and 6% traveling in the chilly months of January and February.

4.1.2.7 Total Expenditure of Travelling in 2024



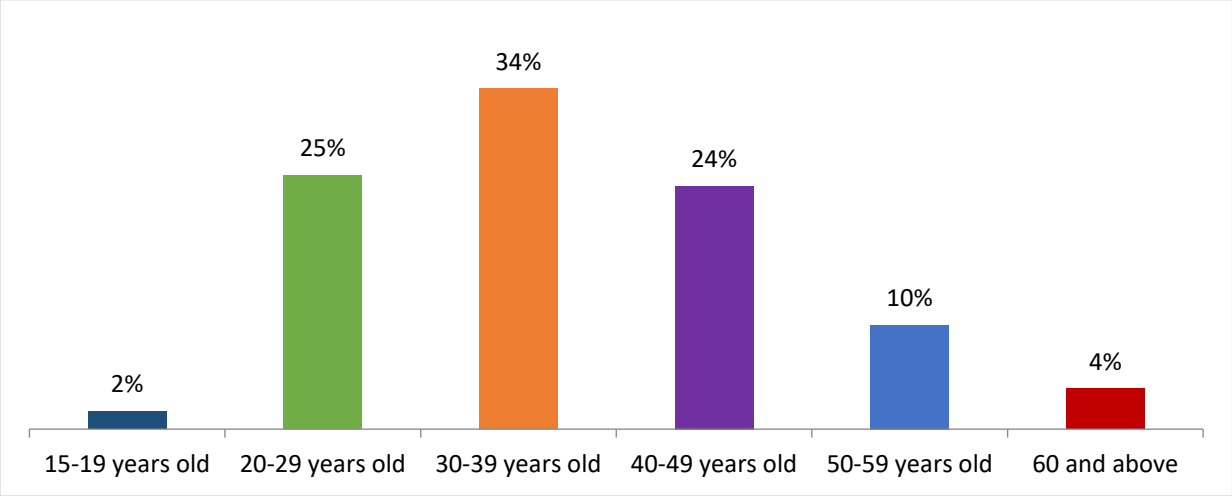
Base: 7,179

Figure (4.1.2.7): Domestic Travelers' Expenditure in 2024

In 2023, 54% of respondents spent 5 lakhs and above, 2-3 lakh is with 11%, 4-5 lakhs and 1-2 lakhs with 10%, up to 1 lakh with 8% and 3-4 lakhs with 6%.

The average expenditure of a domestic visitor in 2024 year round is MMK 960,000 Kyats; and the visitors have taken 8 days on average, the average expenditure per person per day is MMK 120,000 Kyats.

4.1.2.8 Expenditure rate by Age in 2024



Base: 7,179

Figure (4.1.2.8): Expenditure rate by Age in 2024

Among domestic travelers, the spending power of those between the ages of 30 and 39 years old accounted for 34% of all expenditures. Second, 25% were between the ages of 20 and 29; third, 24% were between the ages of 40 and 49. It was found that 10% and 4% of the elderly who were between the ages of 50 and 59, as well as those over 60 and above, were noted, respectively.

4.1.2.9 Expenditure rate by Age in each sector in 2024

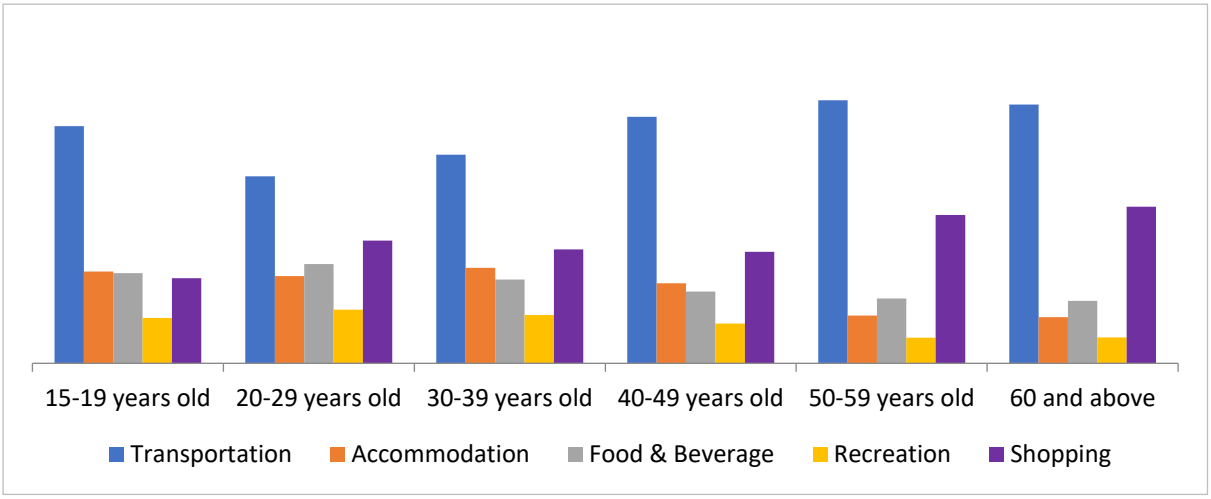


Figure (4.1.2.9): Expenditure rate by Age in each sector in 2024

It was found that various age groups spent the most money in the transportation sector, the second most on shopping, and the least on recreational activities.

4.1.2.10 Expenditure rate by Staes and Regions in 2024

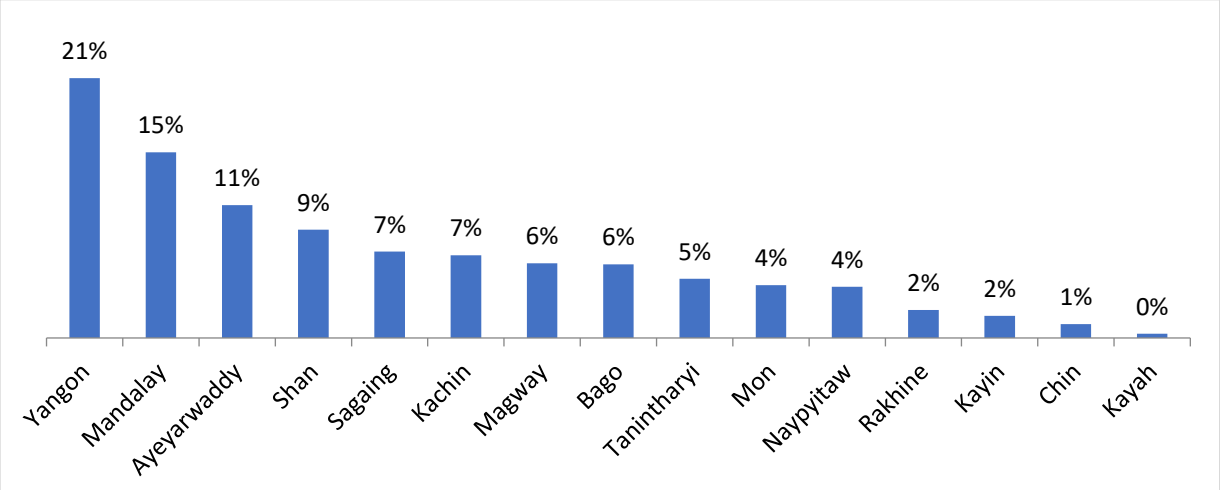
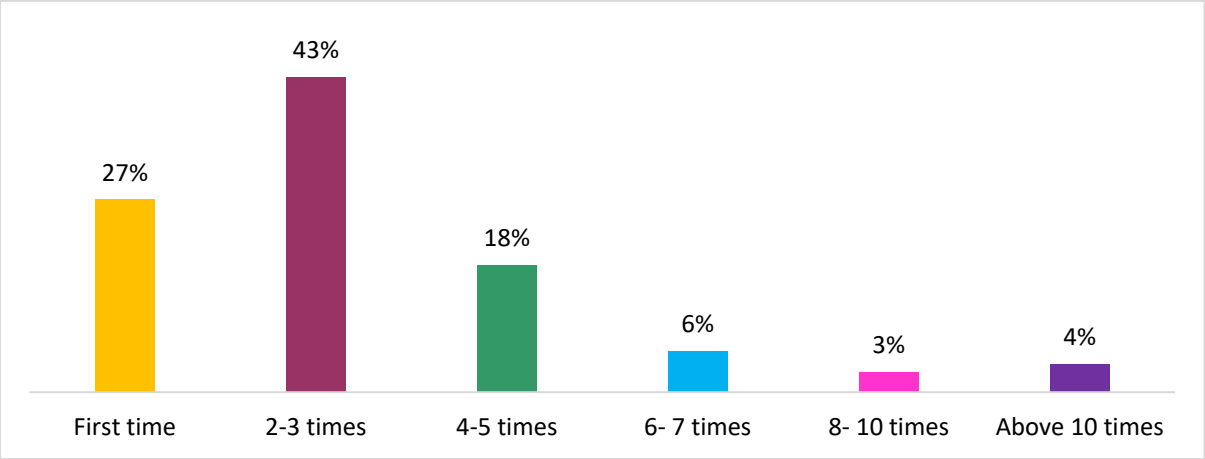


Figure (4.1.2.10): Expenditure rate States and Regions in 2024

According to the results, visitors from the Yangon region spent the most money, followed by Mandalay (15%), Ayeyarwaddy (11%), Shan State (9%), and Sagaing and Kachin (7%).

4.1.3 Travelling Experience in Current Trip

4.1.3.1 Frequency of Visit in Current Destination/ Place

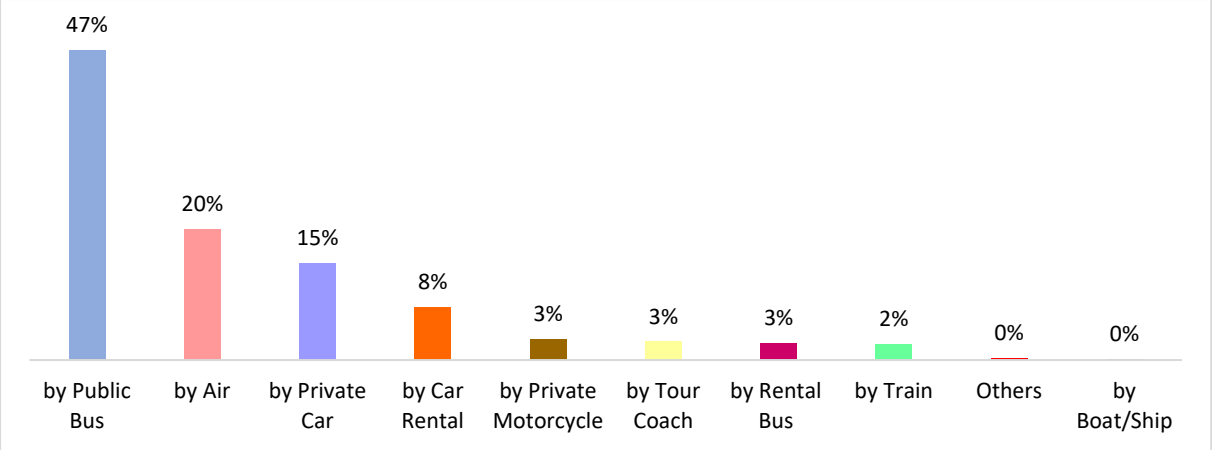


Base: 7,179

Figure (4.1.3.1): Frequency of Visit in Current Trip

27% of the respondents were there for the first time, while 43% of them had been there for 2-3 times, followed by 18% for 4-5 times, 6% for 6-7 times, 4% for more than 10 times, and 3% for 8-10 times.

4.1.3.2 Mode of Transportation in Current Trip

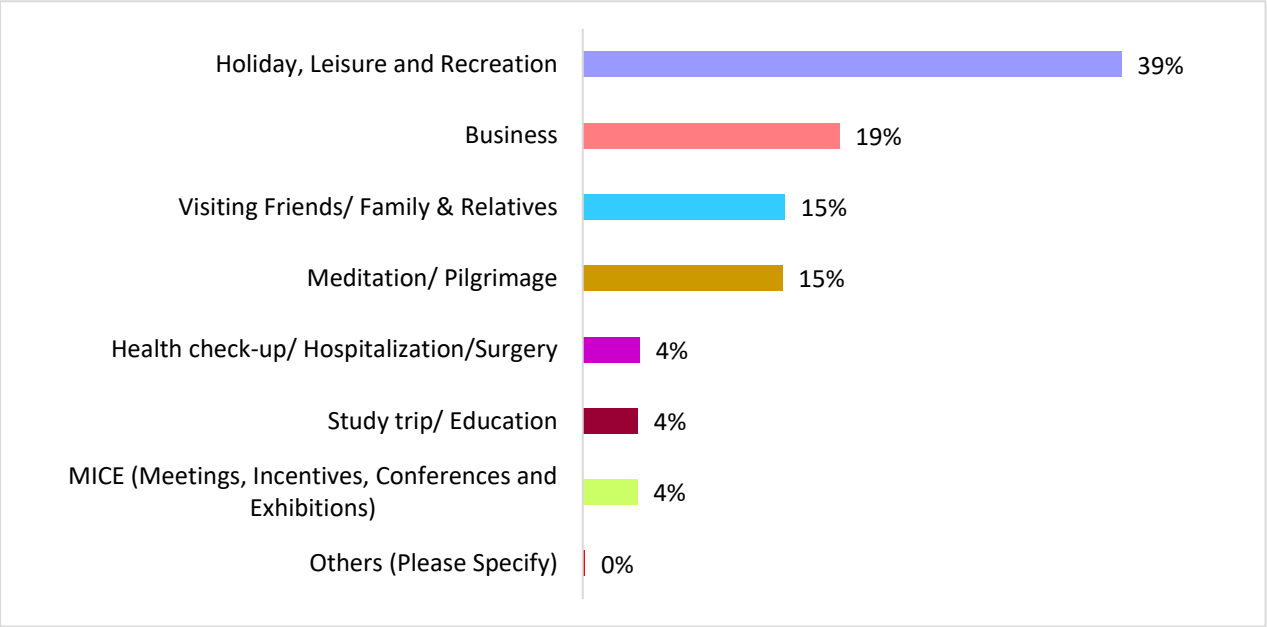


Base: 7,179

Figure (4.1.3.2): Mode of Transportation in Current Trip

47% of the respondents were intrigued to use public buses to travel to other destinations, while 20% of them chose domestic airlines for the purposes of the visit. Meanwhile, 15% drove their own cars, 8% rented vehicles, 3% utilized private motorcycles, tour coaches, and rental buses, and 2% took railroads.

4.1.3.3 Purpose of Visit in Current Trip and Travel Arrangement



Base: 7,179

Figure (4.1.3.3): Purpose of Visit in Current Trip

The research aimed to understand the purposes of visits to the current trips, and the findings showed that 39% of the respondents traveled for leisure and recreation, whereas 19% of them were for business. 15% visited friends/family or relatives, while 4% went on medical checkups, study trips, and MICE.

4.1.3.4 Purpose of Visit by Age in Current Trip

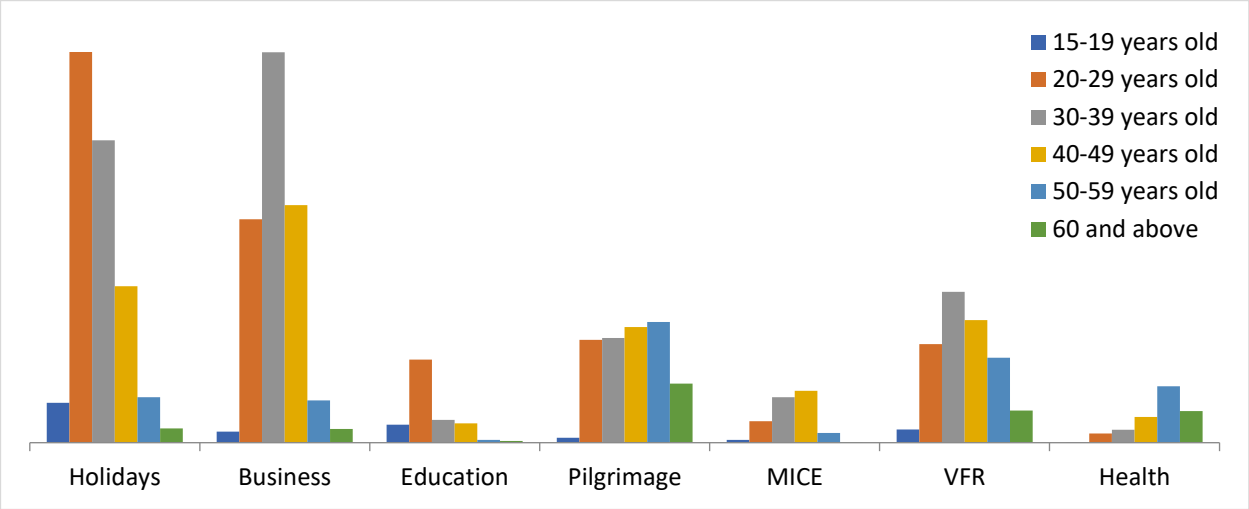
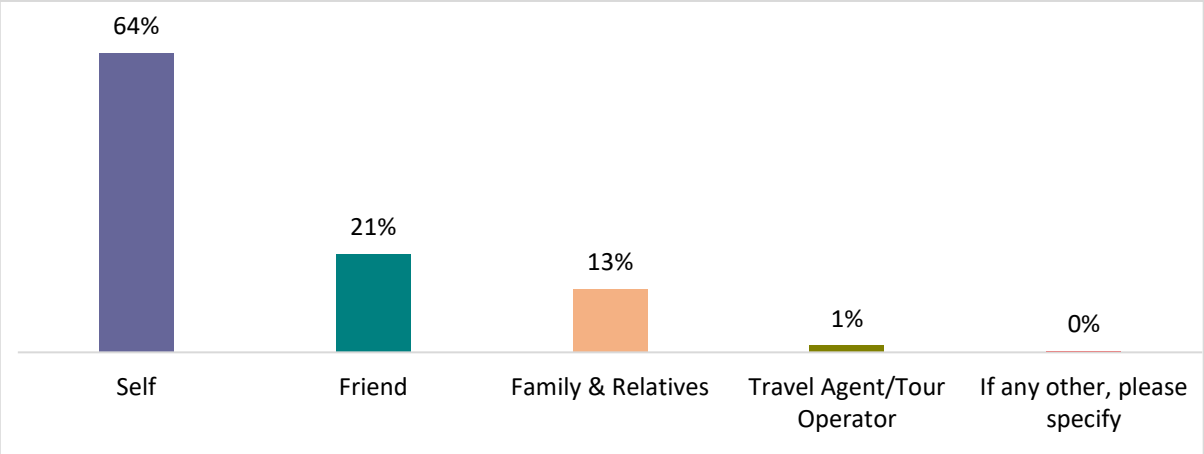


Figure (4.1.3.4.1): Purpose of Visit by Age in Current Trip

It was found that travelers between the ages of 30 and 39, whose spending power was the highest among the respondents, traveled the most for business, while young adults between the ages of 20 and 29 traveled the most for leisure. The majority of people were spotted traveling to visit relatives and friends as well as to go on pilgrimage. Young people between the ages of 20 and 29 traveled more to acquire skills or education than other age groups.

4.1.3.5 Travel Arrangement in Current Trip

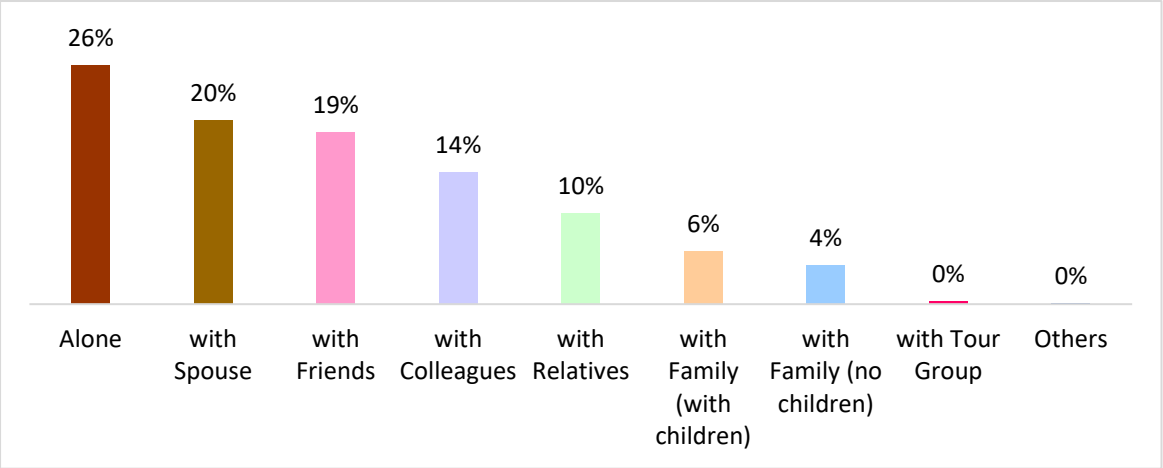


Base: 7,179

Figure (4.1.3.5): Travel Arrangement in Current Trip

More than half of all survey respondents (64%) were found to travel on their own. It was also found that 21% of them planned with friends, 13% with family and relatives and 1% with travel agents.

4.1.3.6 Travelling Partners in Current Trip

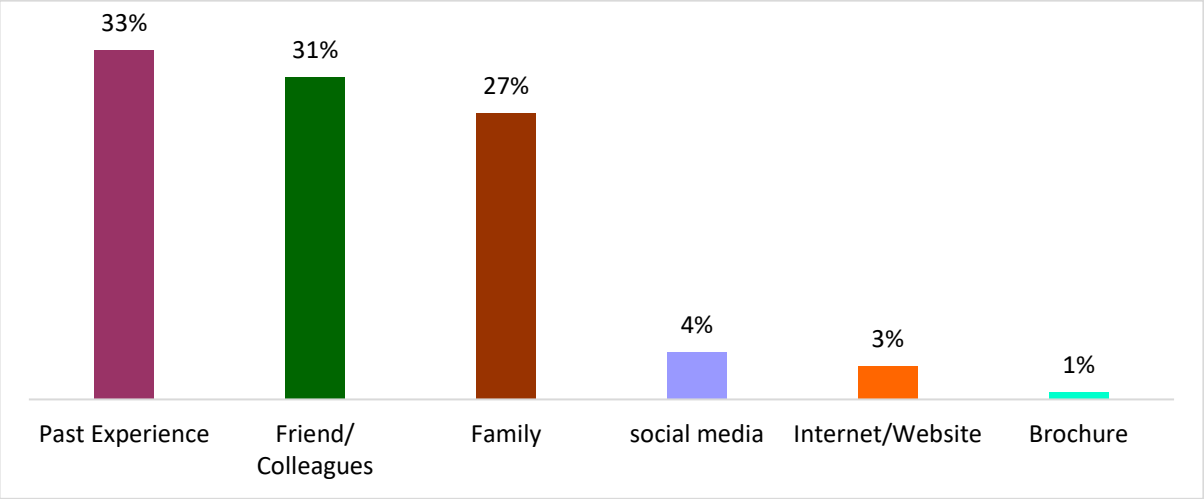


Base: 7,179

Figure (4.1.3.6): Travelling Partners in Current Trip

It was found that more than a quarter (26%) of respondents traveled alone. Meanwhile, 20% were with their husbands and wives, followed by 19% with friends, 14% with colleagues, 10% with relatives, 6% with family (with children) and 4% with family (without children). There is no data for “with Tour Group”.

4.1.3.7 Source of Information for Current Trip

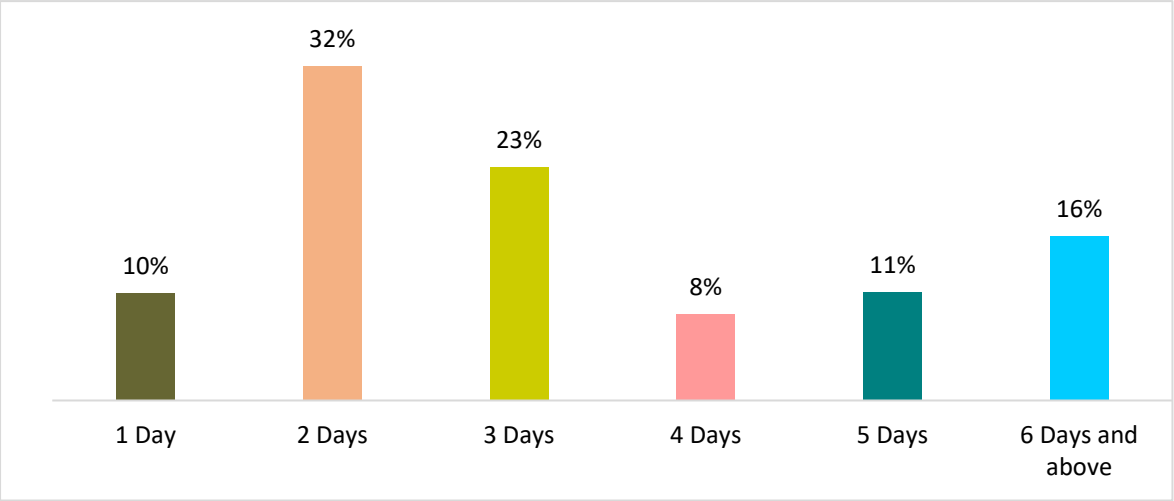


Base: 7,179

Figure (4.1.3.7): Source of Information for Current Trip

According to the findings, more than one-third of respondents (33 %) traveled to the current destination from past experiences. It was found that 31% of them got the idea from friends and colleagues, 27% from family, 4% from social networking, 3% from websites, and 1% from brochures.

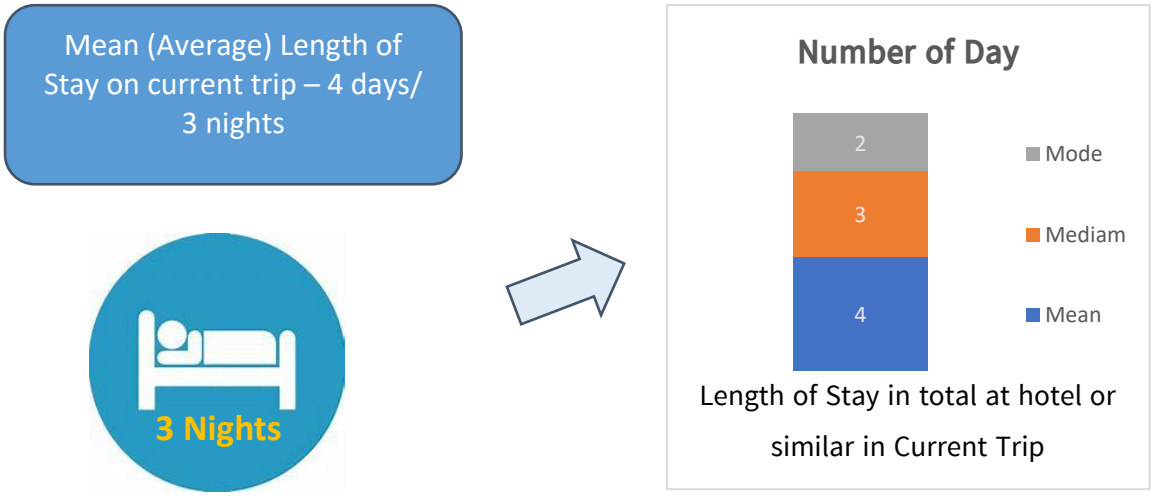
4.1.3.8 Types of Visitors and Length of Stay in current trip



Base: 6,824

Figure (4.1.3.8.1): Types of Visitors and Length of Stay in current trip

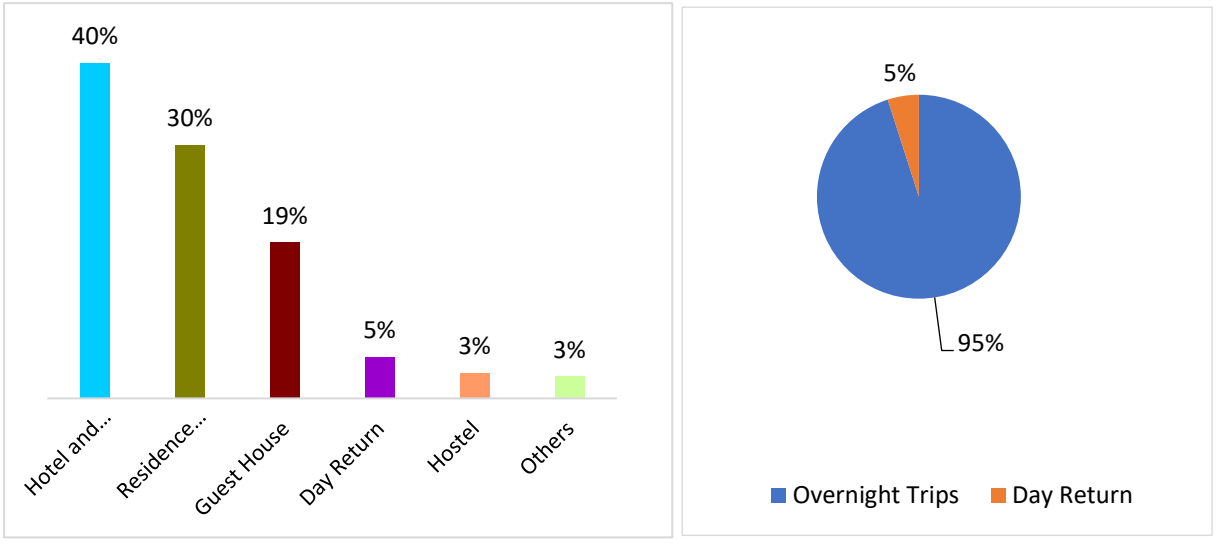
32% of respondents reported domestic travel lasting two days for their current trips, while 23% reported travel durations of three days, 16% for six days or more, and 11% for five days. Finally, 10% claimed for one day, and 8% traveled for four days.



Base: 7,179

Figure (4.1.3.8.2) Mean (Average) Length of Stay in Current Trip

4.1.3.9 Types of Accommodations in Current Trip



Base: 6,824

Figure (4.1.3.9): Types of Accommodation for Current Trip

40% of the respondents stayed in hotels and similar lodging houses and 30% stayed with friends/ relatives. 19% were staying in guesthouse and 3% are in hostels and other places. It was also observed that 5% of those are day return travelers. Among them, overnight trips are 95 % and day return trips are 5 %.

4.1.3.10 Day Return and Overnight Visitors' Ex

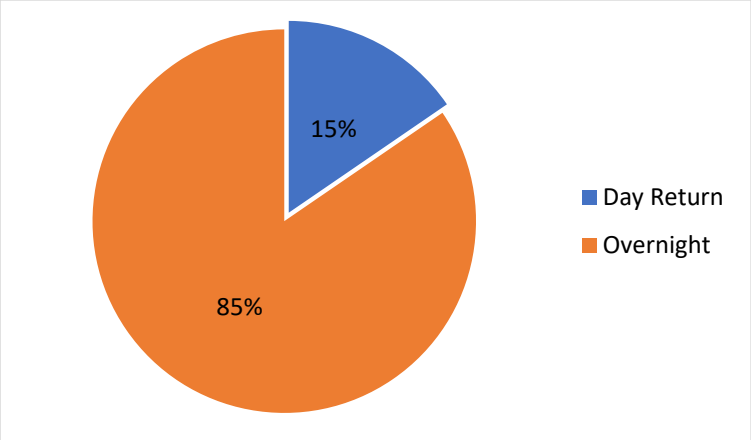
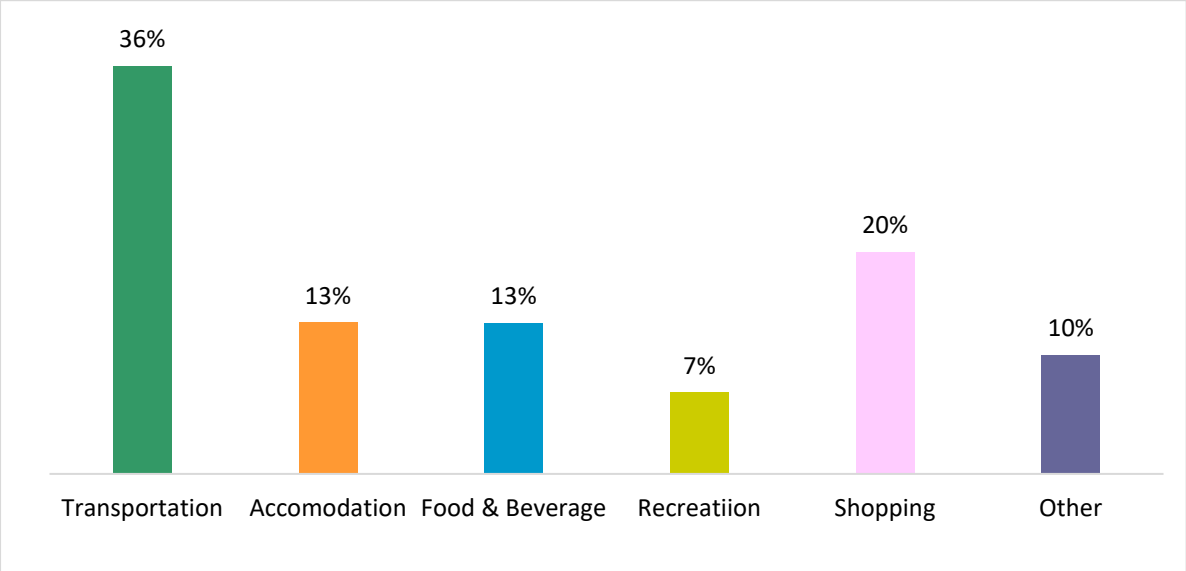


Figure (4.1.3.10) Day Return and Overnight Visitors' Expenditure in 2024

4.1.3.11 Expenditure in Each Sector by Current Trip



Base: 7,179

Figure (4.1.3.11): Expenditure in Each Sector by Current Trip

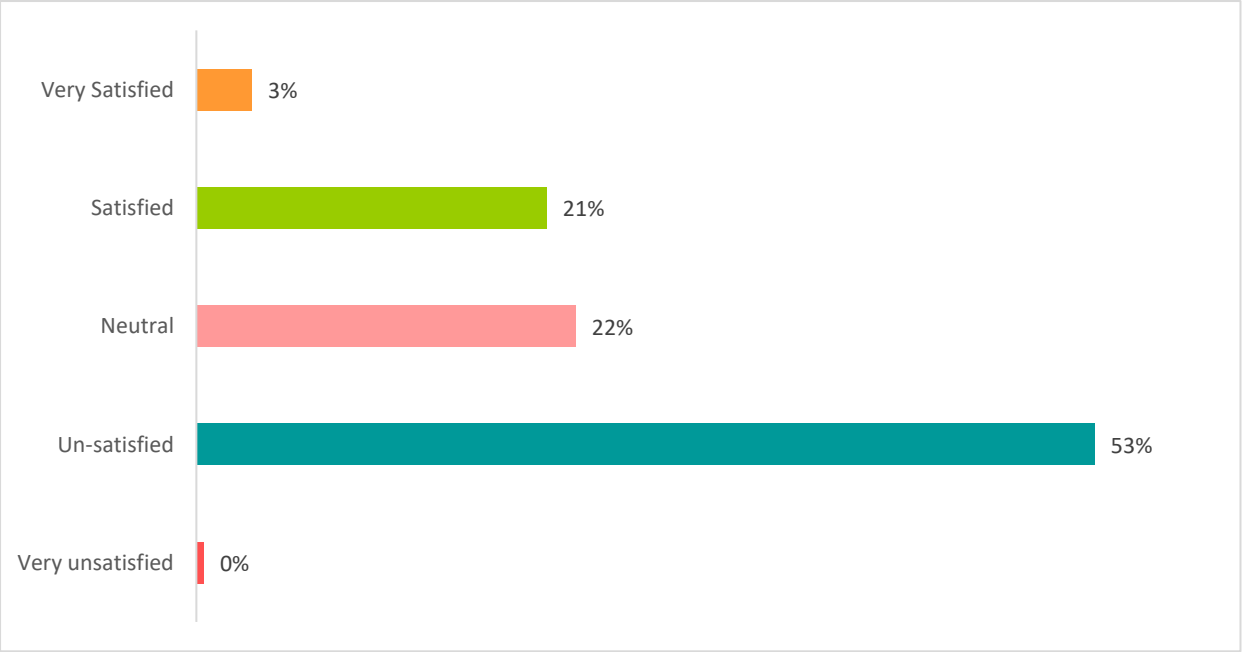
Analyzing the expenditure of tourists during their trip, it was found that 36% for transportation sector, 20% for shopping, 13% for accommodation, food and beverage, 10% for other sectors and 7% on recreation were spent respectively.

The total average travel expenditure spent by domestic tourists during the whole trip is 670,000 kyats, and the average days of stay is (4) days, and the average daily expenditure of a person is 150,000 kyats.

Table 4.2.3.11: Expenditure of Domestic Visitors per Person per Day

Types of Expenditure	**Total Respondents (MMK - per person per day)**				
	Mean	**Medium**	**Mode**	**Maximum**	**Minimum**
Average Expenditure	672,987	400,000	300,000	30,160,000	10,000
Transportation	218,608	75,000	50,000	12,000,000	5,500
Accommodation	81,666	45,000		6,000,000	
Food & Beverage	80,719	50,000	50,000		2,000,000
Recreation	43,597	15,000			2,400,000
Shopping	119,401	50,000			15,000,000
Other	84,023	15,000			25,000,000

4.1.3.12 Level of Satisfaction on Visiting Around in Myanmar

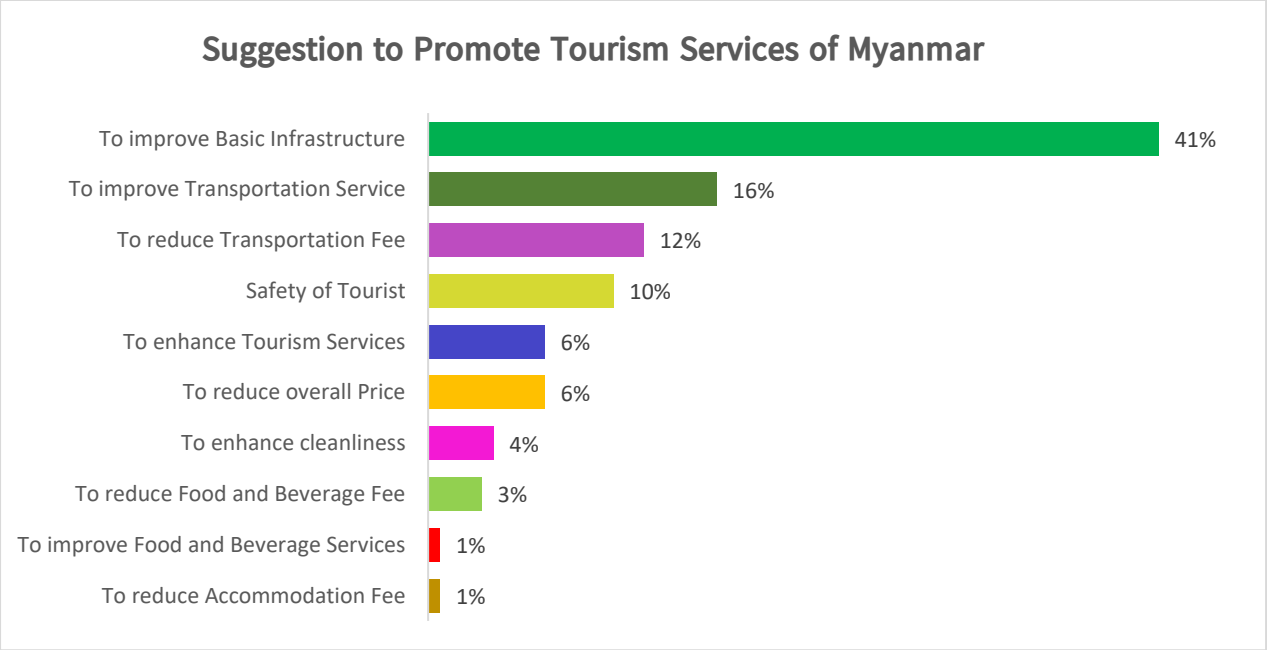


Base: 7,179

Figure (4.1.3.12): Level of Satisfaction on Visiting Around in Myanmar

When examining the satisfaction levels of domestic travelers, 53% (more than half) of respondents said they were “unsatisfied” with their trips, while 21% said they were “satisfied” and 22 % are Neutral condition.

4.1.3.13 Suggestion to Promote Tourism Services of Myanmar



Base: 1648

Figure (4.1.3.13): Suggestion to Promote Tourism Services of Myanmar

Nearly half 41% of the total respondents suggest to improve basic infrastructure of Myanmar particularly in maintenance for signage boards, street lights. 16 % of total respondents suggest to improve transportation service, 12 % respondent suggest to improve transportation fee between the two cities, 10 % suggest to improve safety of tourist including to reduce travel restriction. To enhance tourism services and to reduce overall price are respectively suggested by 6 %.

5. THE COMPARISON OF SURVEY FINDINGS FROM 2022 TO 2024

5.1 Comparison of Permanent Residence

Place of permanent States & Regions	2022	2023	2024
Yangon	27%	21%	16%
Ayeyarwaddy	6%	15%	17%
Mandalay	14%	14%	16%
Shan	10%	12%	8%
Bago	5%	8%	9%
Magway	5%	6%	6%
Mon	4%	5%	6%
Nay Pyi Taw	5%	5%	5%
Sagaing	4%	4%	5%
Kachin	4%	3%	4%
Tanintharyi	5%	2%	3%
Rakhine	7%	2%	1%
Kayin	4%	1%	2%
Chin	0%	0%	1%

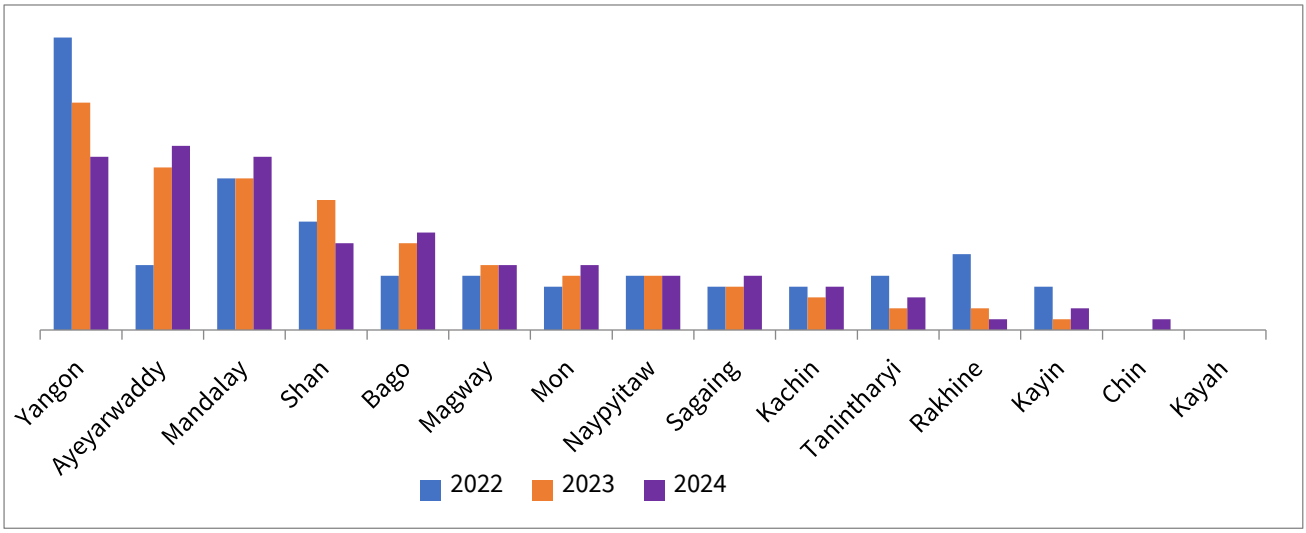


Figure (5.1): Comparison of Permanent Residence

5.2 Comparison of Gender

Gender	2022	2023	2024
Male	51%	54%	53%
Female	49%	46%	47%

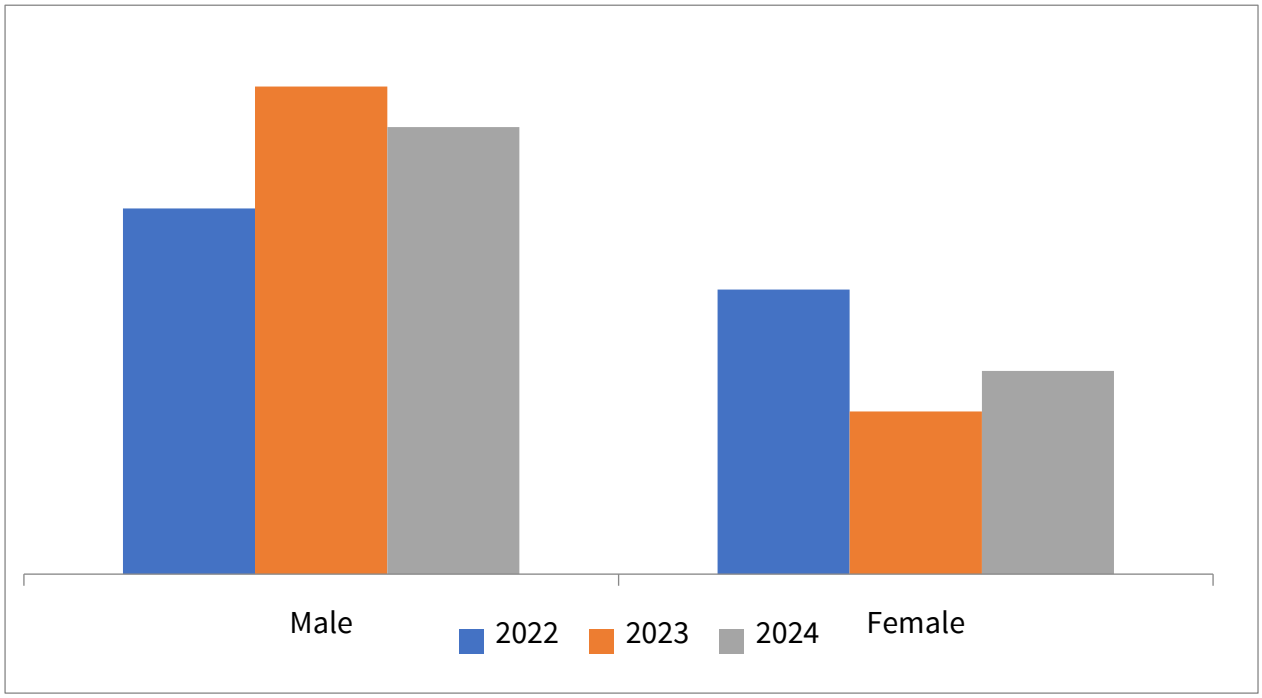


Figure (5.2): Comparison of Gender

5.3 Comparison of Age

Age	2022	2023	2024
15-19 years old	4%	2%	3%
20-29 years old	33%	30%	28%
30-39 years old	32%	36%	31%
40-49 years old	18%	20%	22%
50-59 years old	8%	9%	11%
60 and above	5%	3%	5%

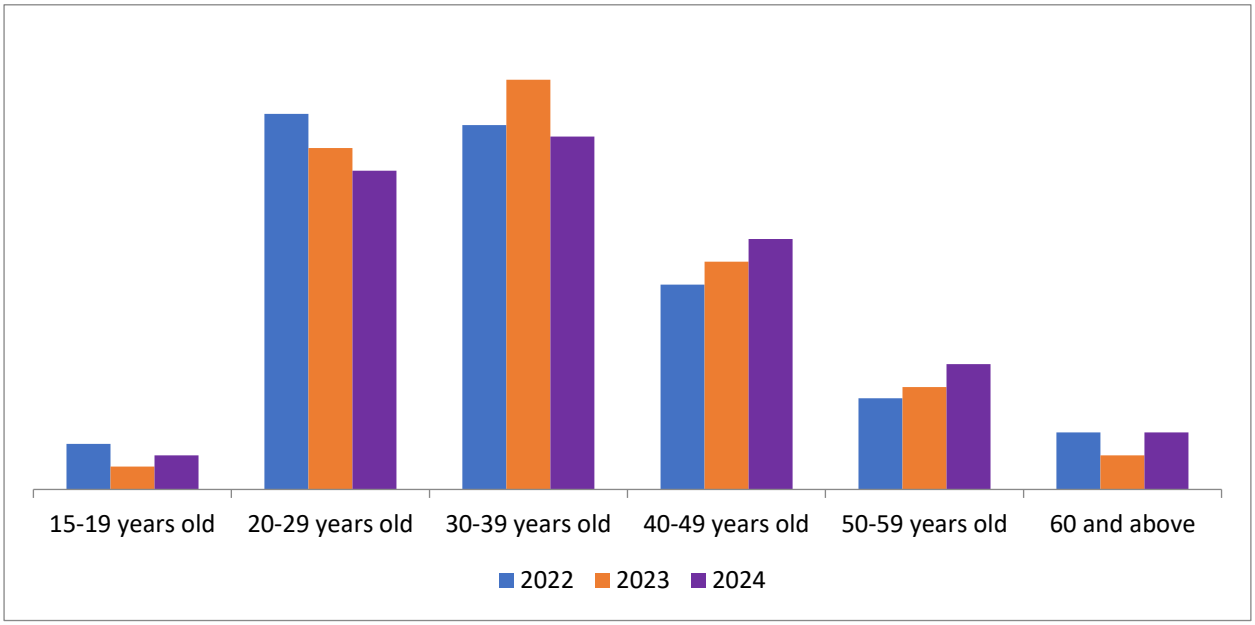


Figure (5.3): Comparison of Age

5.4 Comparison of Occupation

Occupation	2022	2023	2024
Service providers/ salespersons	13%	26%	21%
Famers	19%	15%	17%
Office Staffs	19%	14%	15%
Dependents	10%	10%	8%
General workers	9%	9%	9%
Middle Managements (Manager/ Supervisor)	8%	7%	7%
Students	10%	6%	8%
Professionals (Doctor, Engineer, etc)	6%	4%	4%
Technician, Nursing, etc	2%	3%	4%
Retirement	3%	3%	4%
MD/ Director	6%	2%	2%

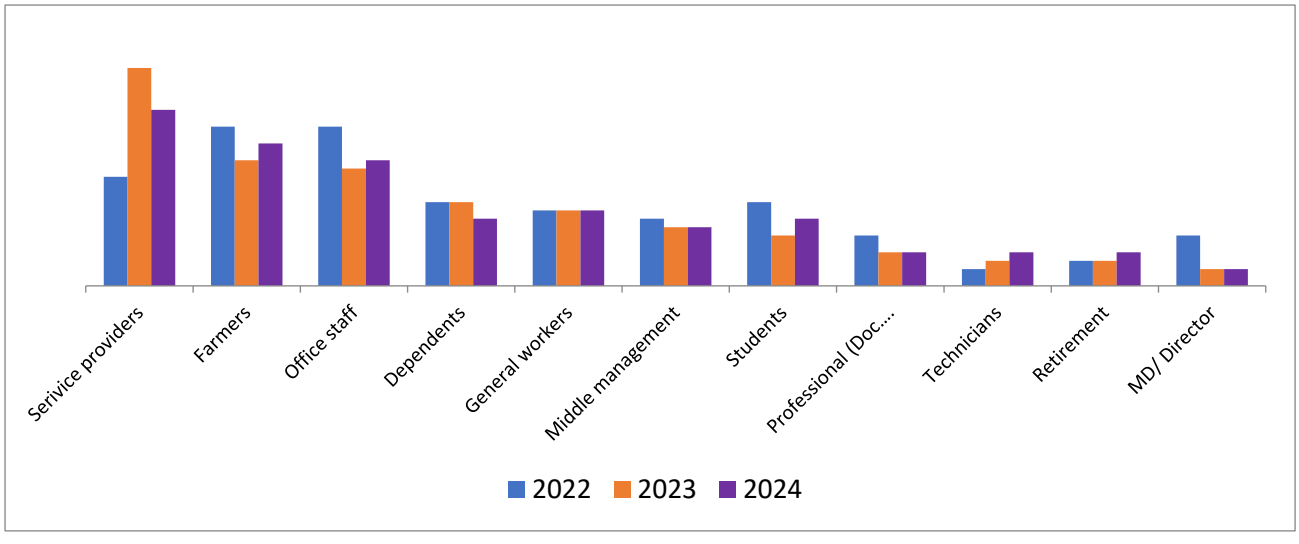


Figure (5.4): Comparison of Occupation

5.5 Comparison of Economic sectors

Economic sectors	2022	2023	2024
Self-owned	38%	42%	49%
Private (Non-NGO)	44%	30%	27%
Other	0%	19%	-
Stated-Owned	15%	8%	13%
Investment	2%	1%	1%
INGOs/LGOs	1%	0%	0%
Dependent			5%
Student			4%

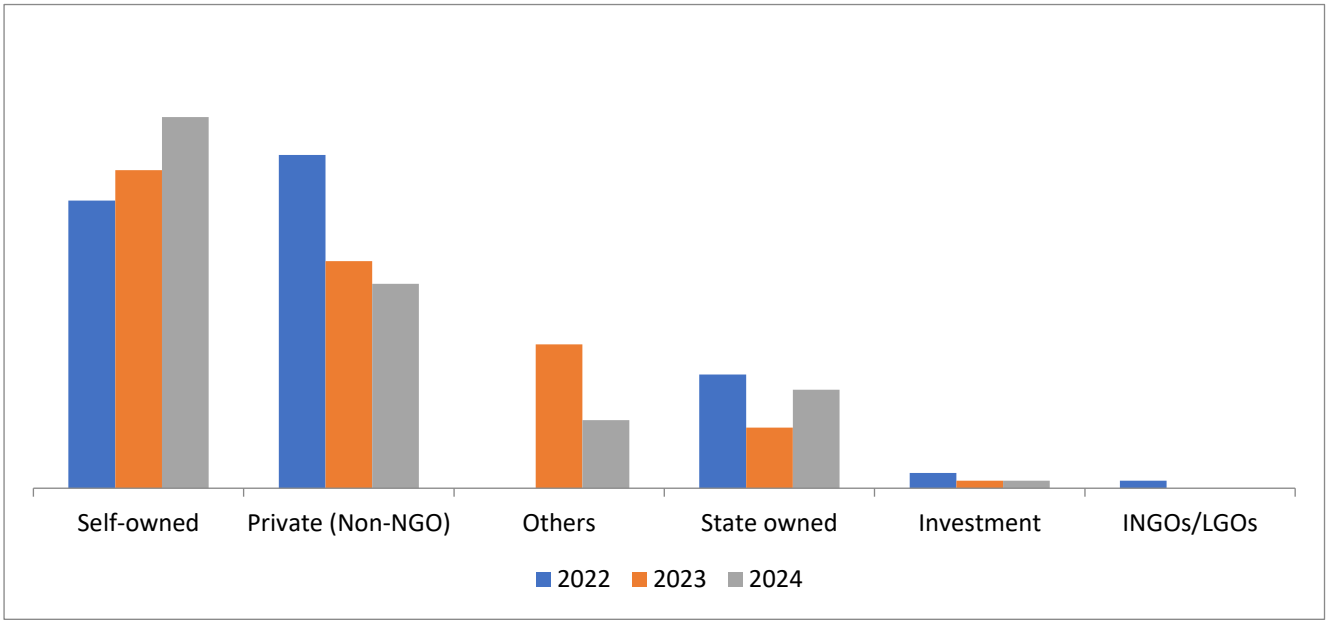


Figure (5.5): Comparison of Economic Sectors

5.6 Comparison of Number of Trips on Year Round

Number of trips	2022	2023	2024
1 Trip	34%	36%	43%
2 Trips	27%	25%	27%
3 Trips	20%	21%	18%
4 Trips	5%	6%	4%
5 Trips	7%	7%	5%
6 Trips and above	6%	5%	3%

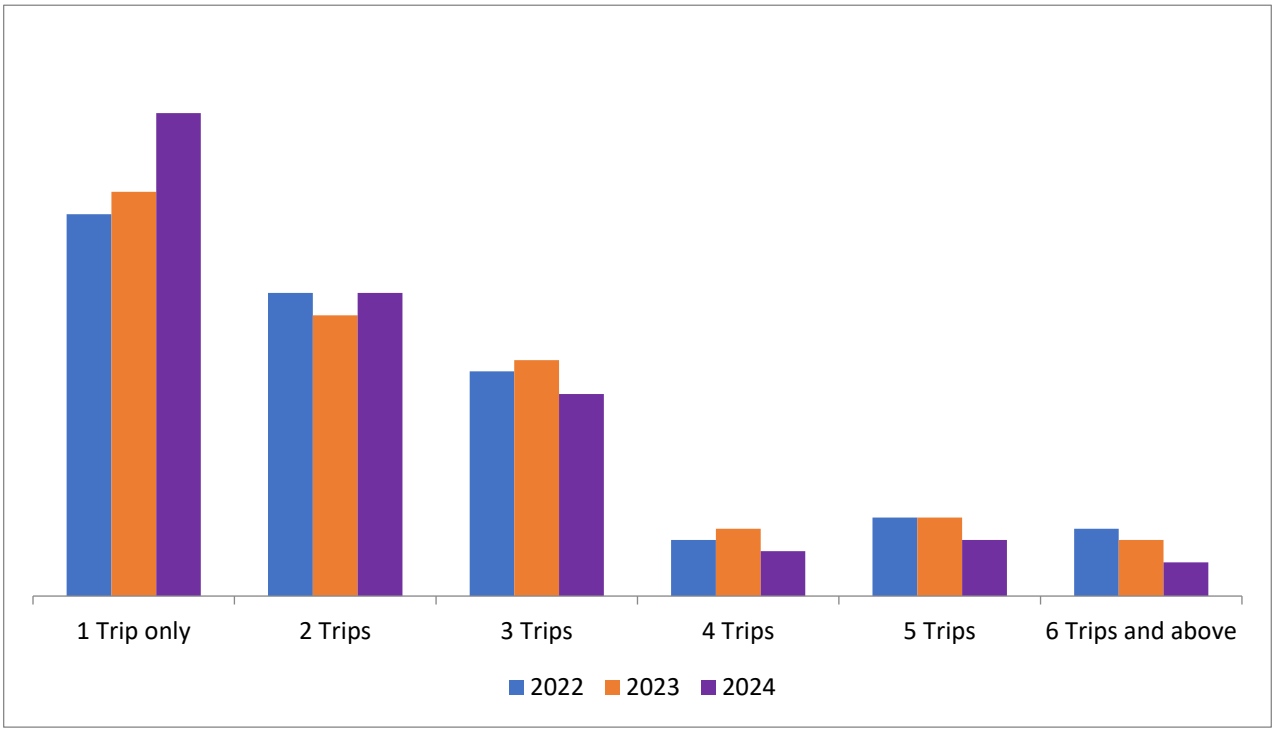


Figure (5.6): Comparison of number of Trips

5.7 Comparison of Purpose of Visit

Purpose of visit	2022	2023	2024
Holiday, Leisure and Recreation	43%	46%	29%
Business	22%	19%	28%
Meditation/ Pilgrimage	7%	15%	15%
Visiting Friends/ Family & relatives	16%	11%	15%
Health	4%	4%	4%
Education/ Study trip	5%	3%	4%
MICE	3%	2%	4%

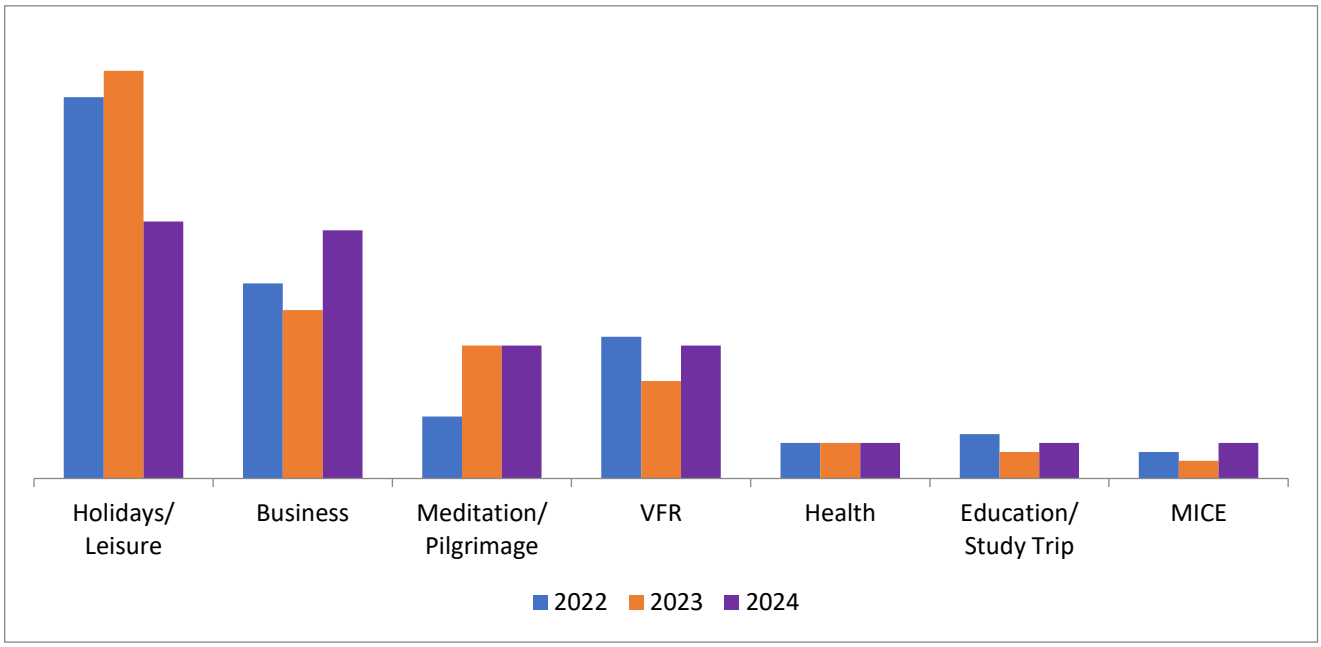


Figure (5.7): Comparison of Purpose of Visit

5.8 Comparison of Number of Days in Hotels and Similar Places

Number of stays	2022	2023	2024
1 day	5%	5%	5%
2 days	19%	13%	15%
3 days	20%	18%	15%
4 days	13%	11%	10%
5 days	13%	9%	8%
6 days and above	32%	44%	21%

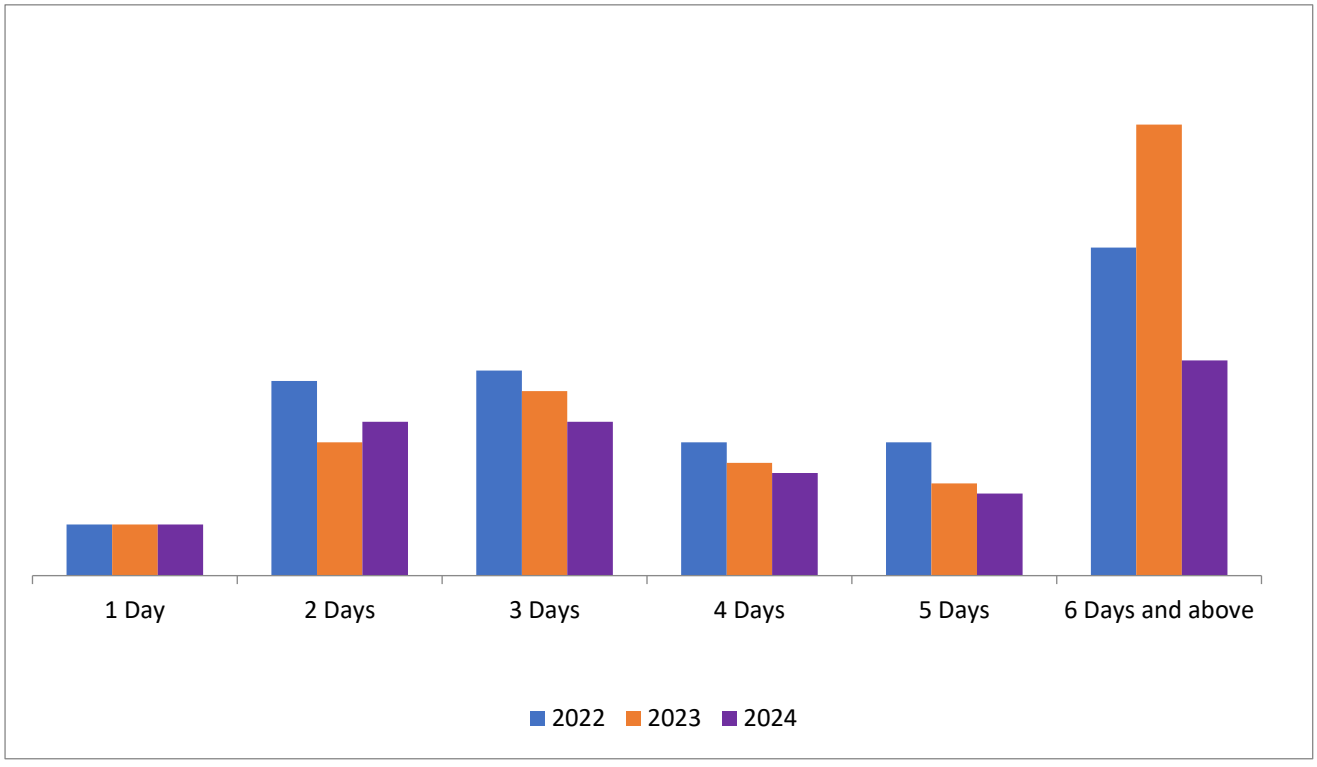


Figure (5.8): Comparison of Number of Days in Hotels and Similar Places

5.9 Comparison of Travelling Period by Monthly

Months of travel	2022	2023	2024
January	14%	16%	6%
February	8%	5%	6%
March	9%	5%	4%
April	21%	10%	11%
May	10%	3%	4%
June	8%	2%	3%
July	12%	3%	4%
August	13%	3%	3%
September	15%	4%	5%
October	22%	10%	23%
November	16%	8%	30%
December	-	29%	1%

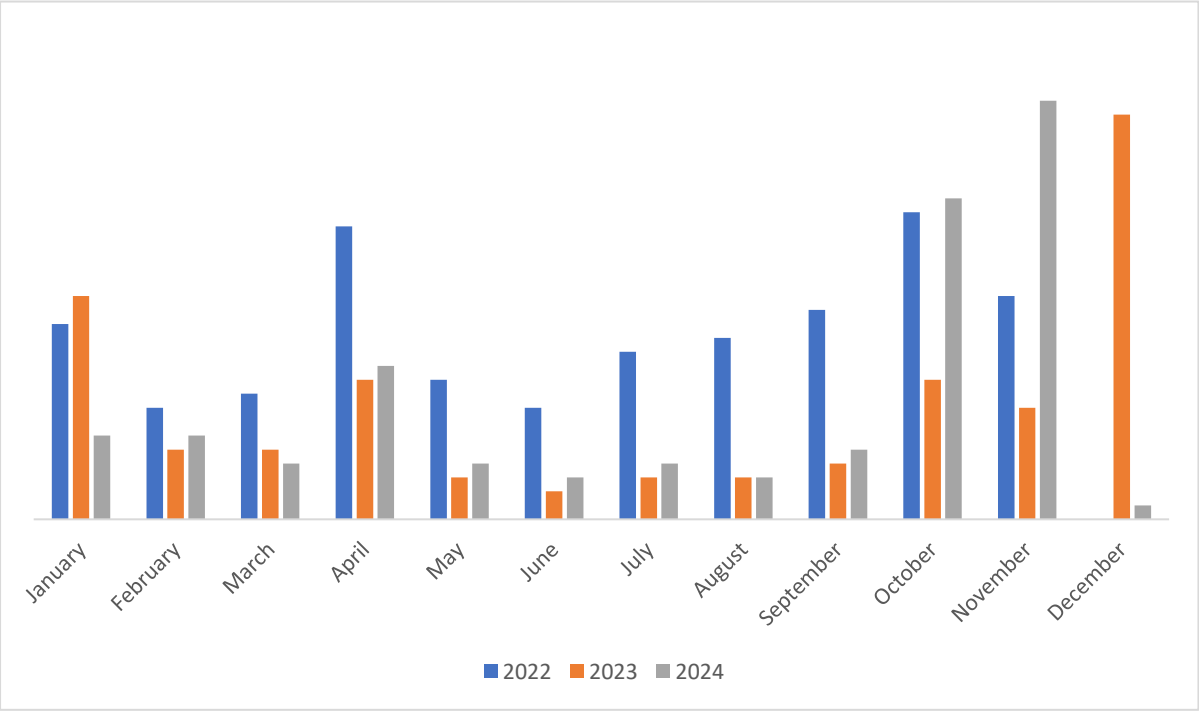


Figure (5.9): Comparison of Months of Travel

5.10 Comparison of Type of Transportation on Current Trip

Types of transportation	2022	2023	2024
Public bus	40%	45%	47%
Domestic flight	21%	19%	20%
Private car	20%	15%	15%
Rental car	13%	10%	8%
Private motorcycle	3%	4%	3%
Train	6%	3%	2%
Rental bus	4%	2%	3%
Tour coach	2%	2%	3%
Boats	2%	0%	0%

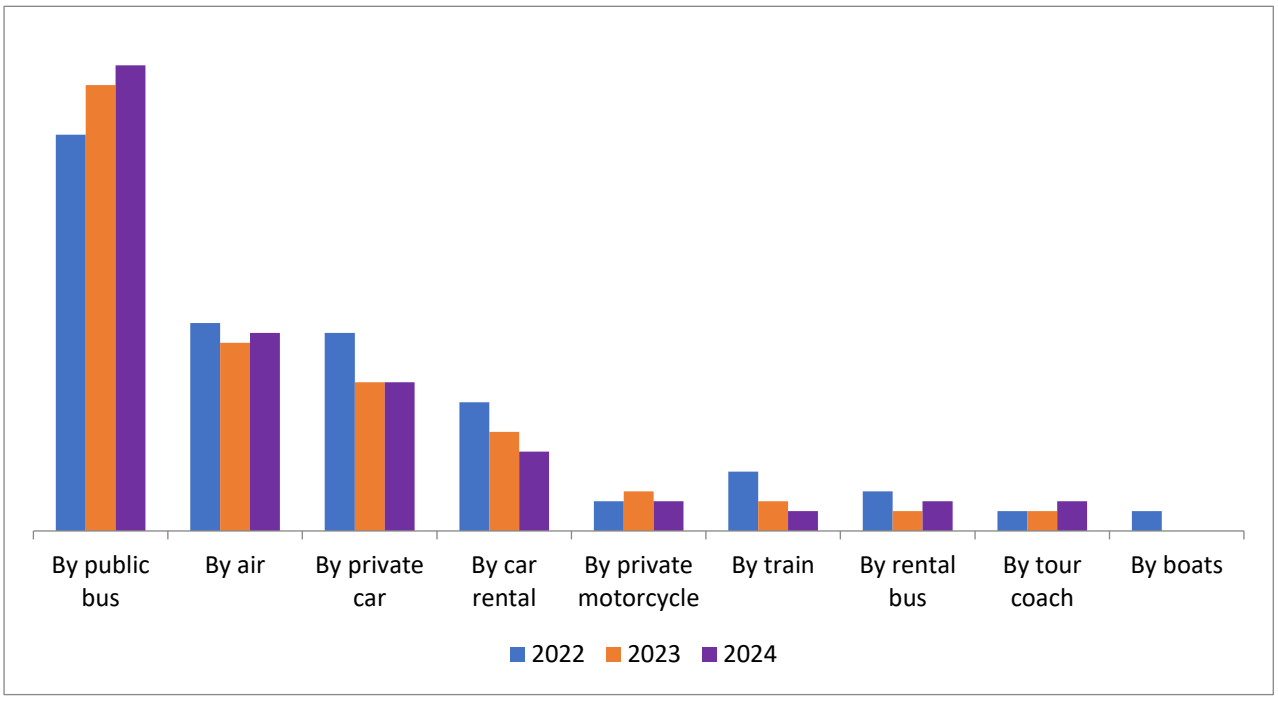


Figure (5.10): Comparison of Types of Transportation on Current Trip

5.11 Comparison of Travelling Partners on Current Trip

Travelling partners on the current trip	2022	2023	2024
Alone	27%	23%	26%
With Friends	21%	23%	19%
With Spouse	14%	19%	20%
With Family	20%	13%	10%
With Colleagues	10%	11%	14%
With Relatives	7%	11%	10%
With Tour coach	1%	0%	0%

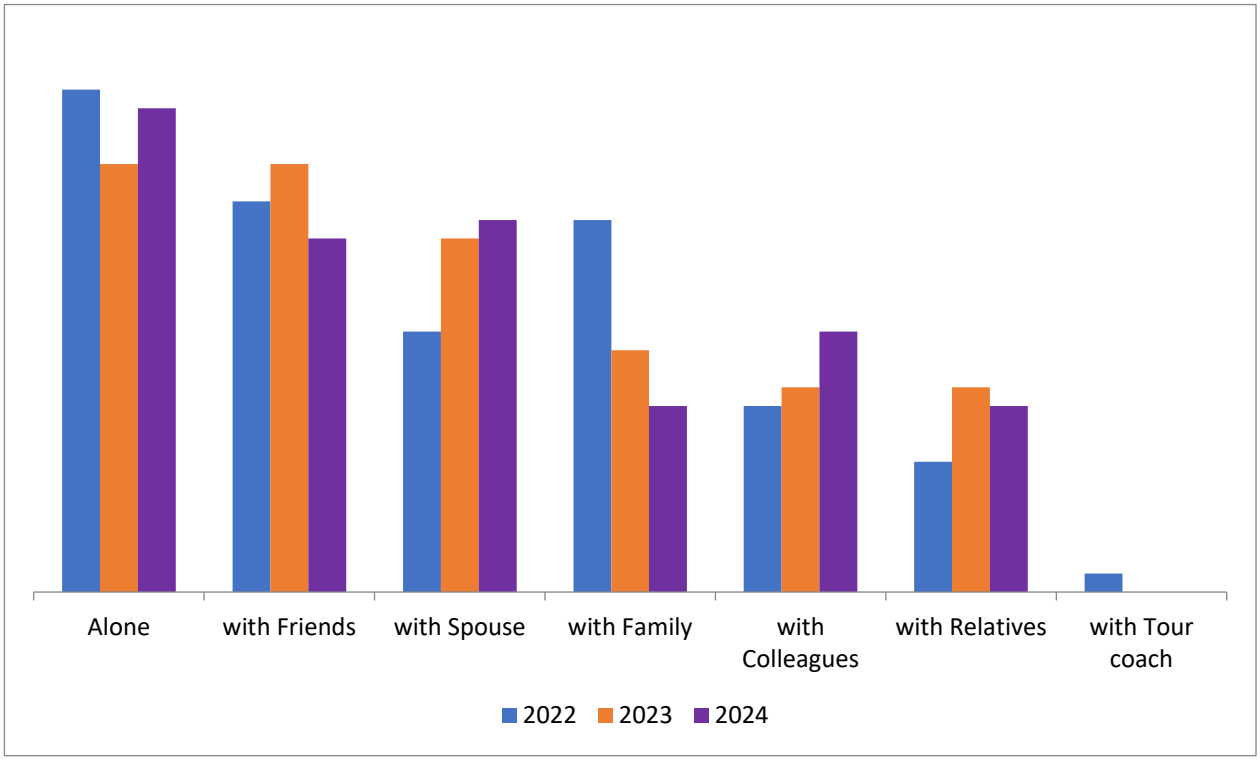


Figure (5.11): Comparison of Travelling Partners on Current Trip

5.12 Comparison of Sources of Information for Current Trip

Sources of information for current trip	2022	2023	2024
Past experience	19%	37%	33%
Friends/ Colleagues	44%	28%	31%
Family	27%	23%	27%
Social media	5%	6%	4%
Internet/ websites	3%	3%	3%
Travel Agency	-	1%	-
Tour Operators	1%	1%	-
Brochure	-	1%	1%

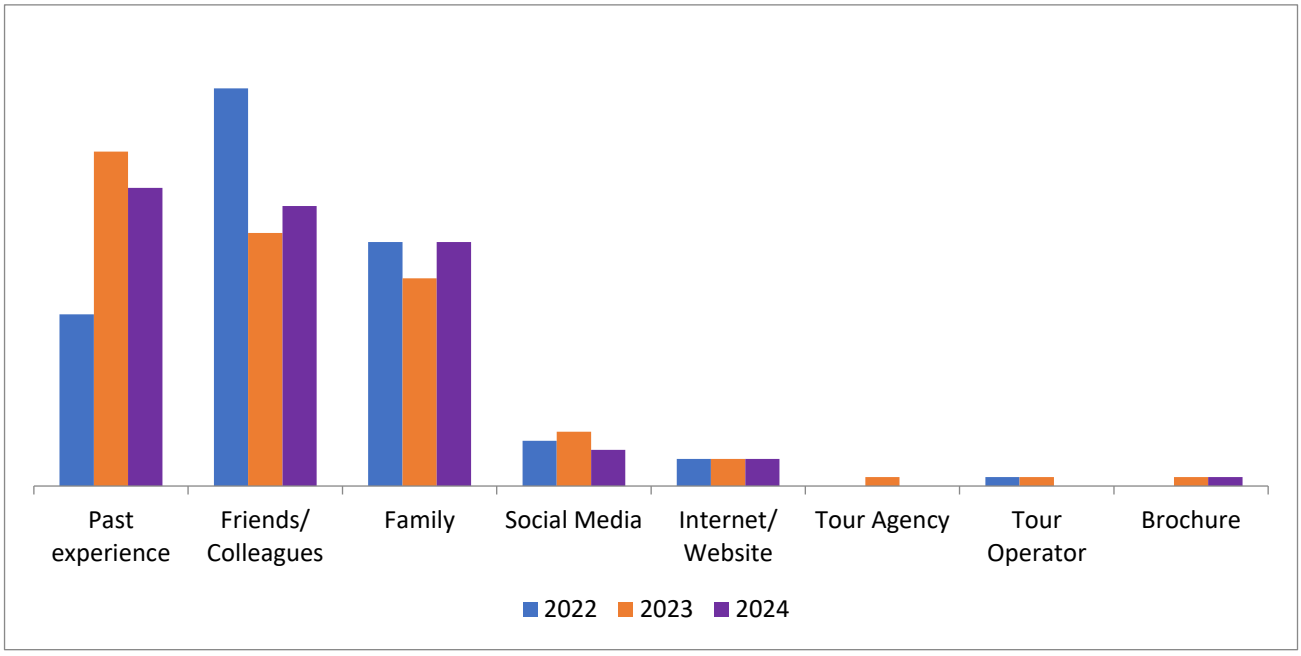


Figure (5.12): Comparison of Sources of Information for Current Trip

5.13 Comparison of Types of Accommodation on Current Trip

Type of accommodation of domestic travelers on the current trip	2022	2023	2024
Hotel and similar	38%	42%	40%
Residence of Friends and relatives	49%	28%	30%
Guest Houses	11%	24%	19%
Hostel	2%	3%	3%
Others	2%	3%	3%

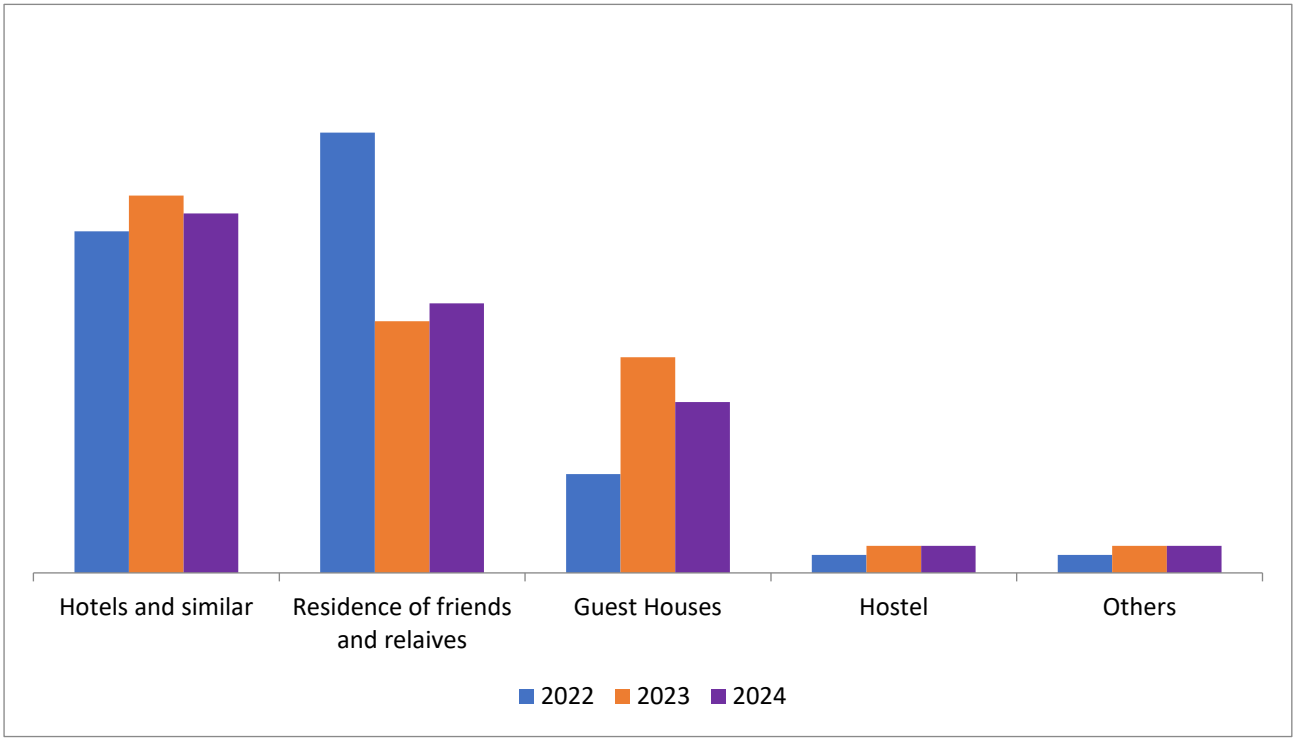


Figure (5.13): Comparison of types of accommodation for the current trip

5.14 Comparison of Number of Days on Current Trip

Number of Days on Current Trip	2022	2023	2024
1 Day	7%	8%	10%
2 Days	23%	31%	32%
3 Days	28%	29%	23%
4 Days	10%	9%	8%
5 Days	11%	10%	11%
6 Days and above	20%	13%	16%

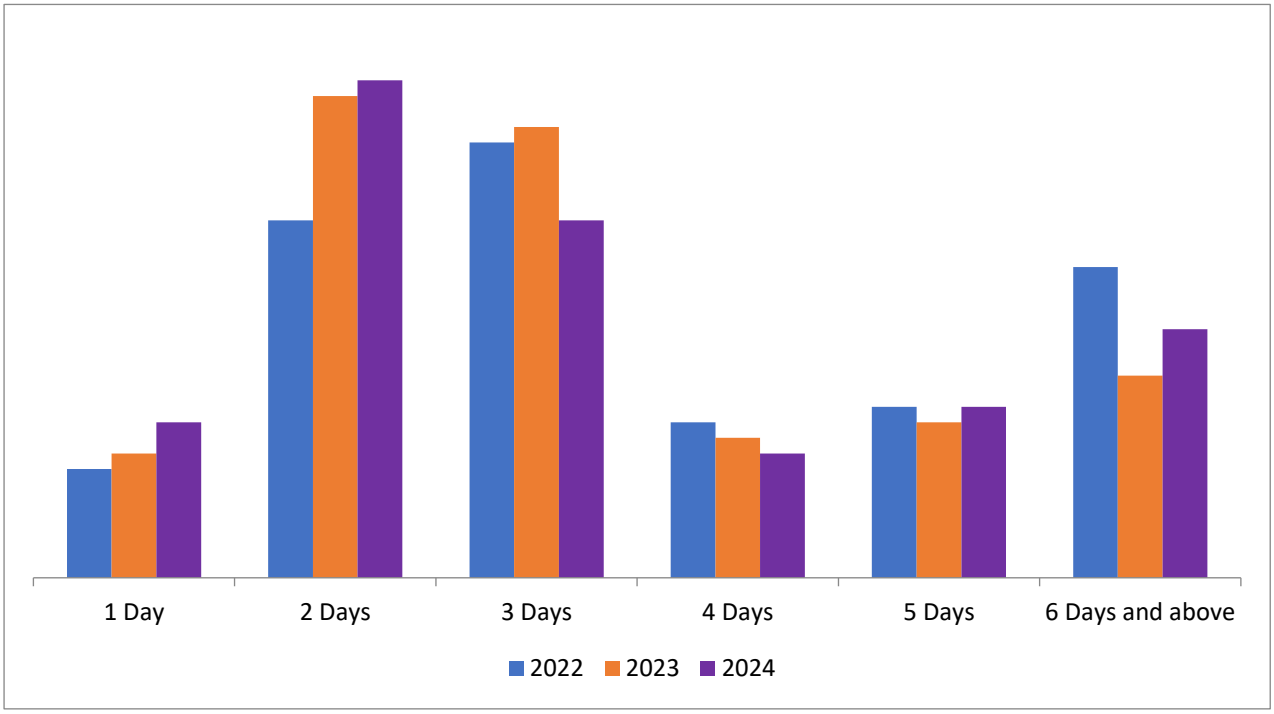


Figure (5.14): Comparison of Number of Days on Current Trip

5.15 Comparison of Travel Expenditure by Sectors

Travel Expenditure rate by sector	2022	2023	2024
Transportation	23 %	35 %	36 %
Accommodation	20 %	19 %	13 %
Shopping	15 %	16 %	20 %
Food & Beverage	14 %	15 %	13 %
Other	17 %	9 %	10 %
Recreation	11 %	6 %	7 %

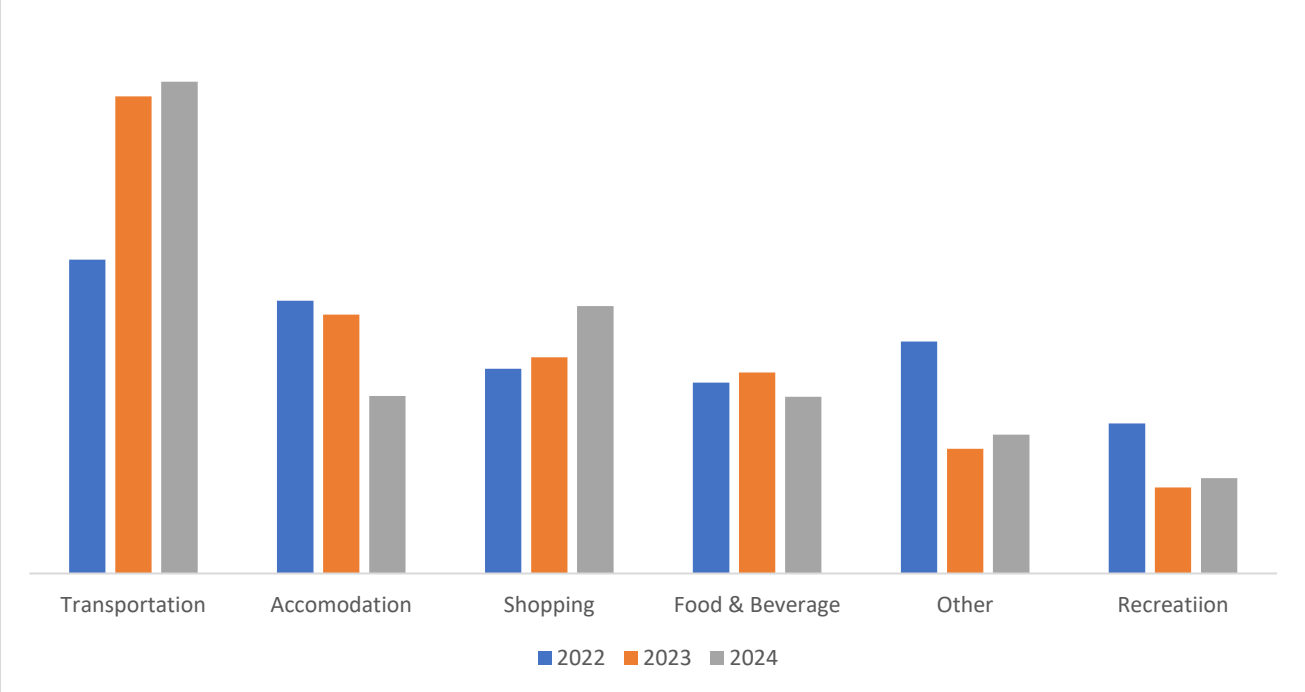


Figure (5.15): Comparison of Travel Expenditure by Sectors

1. Survey Questionnaire of Domestic Tourism Survey

Domestic Tourism Survey Questionnaire 2024 is attached as follows:

1. Demographic Profile

1	Place of permanent residence State/Region:				
	1. ☐ Kachin	4. ☐ Chin	7. ☐ Bago	10. ☐ Mon	13. ☐ Shan
	2. ☐ Kayah	5. ☐ Sagaing	8. ☐ Magway	11. ☐ Rakhine	14. ☐ Ayeyarwady
	3. ☐ Kayin	6. ☐ Tanintharyi	9. ☐ Mandalay	12. ☐ Yangon	15. ☐ Nay Pi Taw
2	Residence Township	_____ *(if Interview township and residence township is same, stop your interview)*			
3	Residency	1.☐ City 2.☐ Small Town (Near City) 3.☐ Rural 4.☐ Others_____			
4	Gender	1. ☐ Male 2. ☐ Female			
5	Age	1.☐ 15-19 2.☐ 20-29 3. ☐ 30-39 4.☐ 40-49 5.☐ 50-59 6. ☐ 60 and above			
6	Main Occupation	1.☐ Higher Management (MD/Director)	5.☐ Professional (Doctor, Engineer, etc)	9.☐ -Farmer	
		2.☐ Mid Management (Manager/ Supervisor)	6.☐ Technical (Technician, Nursing, etc)	10. ☐ Retired	
		3.☐ Office Staff	7.☐ Service/ Salesperson	11. ☐ Dependent	
		4.☐ General Worker	8.☐ Student	99. Others (Specify) _____	
7	Economic Sector	1.☐ State-Owned	3.☐ Private (Non-Foreign-investment)	5.☐ INGOs/LNGOs	
		2.☐ Self-employed	4.☐ Foreign-Investment	6.☐ Others_____	

2. Travel Experience in 2024

8	How many trips in 2024		_____ *number*
9	How many travelling days in 2024		_____ *number*
10	What purpose did you travel mostly?	☐ Holiday, Leisure and Recreation	☐ MICE (Meetings, Incentives, Conferences and Exhibitions)
		☐ Business	☐ Visiting Friends/ Family & Relatives
		☐ Study trip/ Education	☐ Health check-up/ Hospitalization/Surgery
		☐ Meditation/ Pilgrimage	☐ Others (Please Specify) _____

11	Where did you travel, please indicate top three in 2024?					
	1)_____					
	2)_____					
	3)_____					
12	How many days did you stay in total at hotels or similar?				_____ day(s)	
13	Month of Travelling in 2024					
	1.☐ January	3.☐ March	5.☐ May	7.☐ July	9.☐ September	11.☐ November
	2.☐ February	4.☐ April	6.☐ June	8.☐ August	10.☐ October	12.☐ December
14	Total Expenditure of your travelling in 2024 (Give estimated amount)				_____ *Kyats*	

3. **Information of current trip**

15	Current Destination/ Place	_____			
16	How many times have you been to this place	1.☐ First time	3.☐ 4-5 times	5.☐ 8- 10 times	
		2.☐ 2-3 times	4.☐ 6- 7 times	6.☐ Above 10 times	
17	How do you come here? (Mode of transport)	1.☐ by Public Bus	4.☐ by Air	6.☐ by Private Car	8.☐ by Car Rental
		2.☐ by Train	5.☐ by Tour Coach	7.☐ by Private Motorcycle	9.☐ by Bus Rental
		3.☐ by Boat/Ship	10. ☐ Others (Please Specify) _____		

18	The main purpose of trip	☐ Holiday, Leisure and Recreation	☐ MICE (Meetings, Incentives, Conferences and Exhibitions)
		☐ Business	☐ Visiting Friends/ Family & Relatives
		☐ Study trip/ Education	☐ Health check-up/ Hospitalization/Surgery
		☐ Meditation/ Pilgrimage	☐ Others (Please Specify) _____
19	How did you make your travel arrangement?	1.☐ Self 2.☐ Friend 3.☐ Family & Relatives 4.☐ Travel Agent/Tour Operator 5.☐ If any other, please specify _____	

20	Who are you travelling with? (Travelling Partner)	1.☐ Alone	4.☐ with Friends	7.☐ with Family (with children)
		2.☐ with Spouse	5.☐ with Relatives	8.☐ with Family (no children)
		3.☐ with Colleagues	6.☐ with Tour Group	8.☐ Others _____

21	How did you know about this	1.☐ Friend/ Colleagues	4.☐ Brochure	7.☐ Internet/Website	10.☐ Newspaper
		2.☐ Family	5.☐ Tour Agency	8.☐ social media	11.☐ Magazine

	trip? (Source of information)	3.☐ Past Experience	6.☐ Tour Operator	9.☐ Guide Book	12.☐ Others__
22	What are the cities you visited during this trip? (Destination Site_ Round Trip)				
	1)_____				
	2)_____				
	3)_____				
	4)_____				
	5)_____				
	E.g., Origin to Destination ▸ ☐ First City ▸ ☐ Second City ▸ ☐ Third City ▸ ☐ End of City and Back Home>				
23	How many days did you stay during this trip				_____ Night(s)
24	Where did you stay?	1.☐ Hotel and similar	3.☐ CBT (Community Based Tourism)	5.☐ Hostel	
		2.☐ Guest House	4.☐ Residence of friends /relatives	6.☐ Others_____	
25	Top 3 Tourism attraction sites you visited				
	1)_____				
	2)_____				
	3)_____				
26	During your visit, how much did you spend on the following activities				Kyat(s)
	Transportation				
	Accommodation				
	Foods & Drinks				
	Recreation, Entertainment				
	Shopping				
	Others (please specify) _____				
27	Total *(please provide the total amount you spent for this trip)*				
28	Please indicate your level of satisfaction on this trip				
	☐ Very unsatisfied ☐ Un-satisfied ☐ Neutral ☐ Satisfied ☐ Very Satisfied				
29	Suggestion to improve tourism development				

Thank you for your time and cooperation. Enjoy your journey!

INQUIRES

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Ministry of Hotels and Tourism

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