

KL most popular local tourist destination for Malaysians

KUALA LUMPUR: Malaysians love travelling to Kuala Lumpur.

A survey by an online reservations' company showed that the city is a favourite destination for domestic travellers as it headed the list of the top 10 most travelled destinations locally.

Holidaycity.com, an international online accommodation reservation service provider, said Malaysians favour holiday destinations that are closer to home.

Its marketing and communications manager, Hanim Shukor, said the survey was based on their records of accommodation booked by their customers.

Holidaycity provides accommodation reservation service in over 600 locations worldwide.

The survey revealed that seven out of 10 destinations booked were within the country.

Based on their current record from January to Dec 11, Malaysians travelled to Singapore the most, followed by Kuala Lumpur, Penang, Cameron Highlands, Langkawi, Port Dickson, Malacca and Kuching.

Sydney and Hong Kong were equally popular.

"Our customers were between 25 and 45 years old and travelled mainly for leisure. Only 20 per cent of our customers travelled on business purpose," said Hanim.

Although Singapore topped the list as the most favourite international destination, more Singaporeans visit Malaysia instead.

"Approximately 51 per cent of bookings made by Singaporeans this year are for destinations in Malaysia, whereas only 17 per cent of Malaysians made bookings for hotels in Singapore through us," she said.

She also said the total value of bookings made by Malaysians through Holidaycity exceeded US\$1 million (RM3.6 million) for this year. Of the amount, about 70 per cent was based on bookings made for the top 10 destinations.

Online reservations, according to Hanim, also increased by 40 per cent compared to the same period last year.