MALAYSIA’S INBOUND TOURISM STATISTICS

UNWTO’s Workshop on Tourism Statistics Capacity Building Programme for Asia Pacific

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OVERVIEW

- The Inbound Survey/Departing Visitor Survey (DVS) started in 1997.

- The sample size continuously increase inline with the number of international arrivals to Malaysia.

- Continuous efforts to meet the UNWTO’s standards and recommendations.
NEW IMPROVEMENT

- To ease frequent border-crossers at land border.
  - introduction of Malaysia Automated Clearance System (MACS) at Singapore border.

- To station more Research Officer at Low Cost Carrier Terminal (LCCT) airport.
  - more targeted sample.

NEW IMPROVEMENT

- Increase number of Research Officer.
  - to achieve sample quota
  - available during odd time survey;
    - Saturday/Sunday
    - After mid-night
    - chartered flights
TERIMA KASIH
THANK YOU