MALAYSIA’S OUTBOUND TOURISM STATISTICS

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

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PREVIOUSLY

- Data gathered based on Balance of Payment (BOP) statistics by Central Bank of Malaysia
- No specific survey on outbound tourism
NEW PROGRESS

- A specific survey to obtain travelling and expenditure of Malaysian outbound.
- The purpose of the survey is to support balance of payment (BOP) statistic gathered by Central Bank of Malaysia.
- The survey started in January 2012

SURVEY METHODOLOGY

- Face to face interview – using questionnaire
- A year round survey at 4 main airports – random sampling to Malaysia resident who just arrived from travelling overseas
- Targeting 6,000 respondents a year
QUESTIONS ASKED

- Travelling behaviour
  - purpose of visit
  - destinations
  - type of airlines
  - frequency of travelling
  - package / FIT

- Expenditure pattern
  - cost/expenditure involved (package/FIT)
  - number of person covered

QUESTIONS ASKED

- Demographic data
  - gender
  - race
  - age
  - occupation
  - level of education
  - income
ISSUES

- NTO – focus more on inbound rather than outbound
- Survey conducted at airports only
- Limited manpower

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THANK YOU