



# MALAYSIA'S DOMESTIC TOURISM STATISTICS

UNWTO STATISTICS CAPACITY BUILDING PROGRAMME ON TOURISM STATISTICS FOR ASIA AND THE PACIFIC, 22-26 NOVEMBER 2010



***Q1: Could you evaluate the present information available regarding flows of domestic visitors?***

- **Hotel Survey, Tourism Malaysia**



- **Domestic Tourism Survey, Department of Statistics Malaysia (2007)**



## **Q2: What constraints do you experience in collecting domestic tourism data, particularly expenditure data?**

- The understanding of the concepts & definitions used in domestic tourism which varies between countries for comparison

➤ **Same Day Trips**

*Refers to a return trip from own residence with a distance of 50km or more which takes up to at least 4 hours.*

➤ **Overnight Trips**

*A trip which involves leaving own residence and spending at least a (1) night (24 hrs) for tourism related activity. The duration of the trip must be less than 12 months.*

➤ **Tourism Expenditure**

*Refers to the amount paid for the acquisition of consumption goods and services. As well as valuables, for own use or to give away, for and during tourism trips. It includes expenditures by visitors themselves, as well as expenses that are paid for or reimbursed by others.*

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## **Q3: Are there new initiatives envisaged to improve the measurement of this form of tourism?**

### **Data Quality Control - On Field**

- Monthly data quality checks at operational level by State Department of Statistics.
- Continuous training for staffs tasked to collect data to increase understanding on collecting Domestic Tourism Survey data.
- Quarterly operation monitoring from staffs from the headquarters of the Department of Statistics

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**Data Quality Control – Data Processing**

- Data editing process is done by using fixed manuals which has been prepared before data capturing & processing takes place.
- Domestic Tourism Survey System which is developed by IT Department enables checks on the validation of data. Data consistency as well as error report are used to check on data received.



**Q3: Are there new initiatives envisaged to improve the measurement of this form of tourism?**

**Data Quality Control - Technical Committee on Domestic Tourism Survey**

- Involves related agencies ie. Department of Statistics (National Accounts Statistics Division, Balance of Payments Statistics Division, Methodology Division, Services Statistics Division), Economic Planning Unit, Ministry of Tourism & Tourism Malaysia
- Sits regularly to discuss reliability of data
- **Challenge:** to release data within a period of 6 months - time lag (2009)
- **New initiative:** Additional data on the employment of the domestic tourists (2009)
- **Future Plan:** Release of a Quarterly Domestic Tourism Data (2010)





**Terima Kasih**

