MALAYSIA’S INBOUND TOURISM STATISTICS

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

MEASURING INBOUND TOURISM...

TOURIST & EXCURSIONIST ARRIVALS
• Data Source: Immigration Arrival & Departure Cards

TOURIST & EXCURSIONIST EXPENDITURE
• Data Source: Departing Visitor Survey (DVS), Tourism Malaysia
• Description: A survey on foreign tourist at selected exit points to calculate tourist expenditure
• Geographical Coverage: Selected exit points by mode of transport throughout Malaysia
• Frequency
  (i) Mon-Fri (major exit points)
  (ii) Quarterly Survey (average 10 days) at major border exit points (Brunei, Indonesia, Thailand & Singapore)
  (iii) Taking into consideration school holiday period of neighboring countries
• Reference Period: Daily except Saturdays, Sundays and public holidays
• Data Collection Principles: Random sampling, conducted through face to face interviews using questionnaire
• Sampling: Based on 52,000 respondents divided by country quota at designated exit points
Types of data collected on inbound visitors’ expenditure...

TOURIST
• Tourist Receipts (RM Million)
• Average Per Capita Expenditure (RM)
• Average Per Diem Expenditure (RM)
• Components of Tourist Expenditure
  ❖ Accommodation
  ❖ Shopping
  ❖ Food & Beverages
  ❖ Local Transportation
  ❖ Entertainment
  ❖ Domestic Airfares
  ❖ Organized Tour

Source: Departing Visitor Survey (DVS), Tourism Malaysia

Types of data collected on inbound visitors’ expenditure...

EXCURSIONIST
• Excursionist Receipts (RM Million)
• Average Per Capita Expenditure (RM)
• Average Per Diem Expenditure (RM)

Source: Departing Visitor Survey (DVS), Tourism Malaysia
Challenges and restrictions in producing inbound visitors’ expenditure data...

- The same problem faced when the Immigration Department upgrade their data collection system, they need to see the overall function of data collected and its purpose.
- The need to encourage more of sharing information between government agencies to encourage efficiency of data collection by the country.
- Malaysia having many points of entry posed many challenges to incorporate data of people movement.
- The current state IT usage in Malaysia which is developing fast but not suited to the purpose of data collection.

Terima Kasih