



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

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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

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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

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Terima Kasih

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