




MALAYSIA'S OUTBOUND 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 outbound visitors?

Data source :	Cash Balance Of Payment
Estimation method :	Adjustments made based on list of tourism characteristic product
Agency involve :	Central Bank of Malaysia
Concept and definition :	Cash BOP capture transaction between resident and non-resident
Standard :	BPM 5
Coverage :	All transactions via banking system
Items :	Personal travel and business travel (outflow)
Limitation :	<ul style="list-style-type: none"> - Data quality assurance - Timeliness vs comprehensiveness - Informal channel



Q2: Is there a clear interest in the analysis of outbound tourism?

- **YES**, however we do not have the capacity to do the analysis since we're using the data collected by the Central Bank which uses BOP concept and doesn't have criteria on breakdown of expenditure, mode of transportation, length of stay etc.

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

- **A robust proportion of tourism characteristic products**
- **Future plan:**
To conduct a specific survey on outbound tourism to replace cash BOP in order to obtain a comprehensive data on outbound tourism

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Terima Kasih

