



MALAYSIA'S INBOUND TOURISM STATISTICS

UNWTO STATISTICS CAPACITY BUILDING PROGRAMME ON TOURISM STATISTICS FOR ASIA AND THE PACIFIC 4-6 JULY 2011



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 14 exit points (land, air & sea) to calculate tourist expenditure & demographic profile
- 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





Terima kasih

