



**MALAYSIA'S OUTBOUND
TOURISM STATISTICS**


UNWTO's Workshop on Tourism Statistics Capacity
Building Programme for Asia Pacific

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PREVIOUSLY

- **Data gathered based on Balance of Payment (BOP) statistics by Central Bank of Malaysia**
- **No specific survey on outbound tourism**



NEW PROGRESS

- A specific survey to obtain travelling and expenditure of Malaysian outbound.
- The purpose of the survey is to support balance of payment (BOP) statistic gathered by Central Bank of Malaysia.
- The survey started in January 2012

SURVEY METHODOLOGY

- Face to face interview - using questionnaire
- A year round survey at 4 main airports
 - random sampling to Malaysia resident who just arrived from travelling overseas
- Targeting 6,000 respondents a year

QUESTIONS ASKED

- **Travelling behaviour**
 - purpose of visit
 - destinations
 - type of airlines
 - frequency of travelling
 - package / FIT
- **Expenditure pattern**
 - cost/expenditure involved (package/FIT)
 - number of person covered

QUESTIONS ASKED

- **Demographic data**
 - gender
 - race
 - age
 - occupation
 - level of education
 - income

ISSUES

- NTO – focus more on inbound rather than outbound
- Survey conducted at airports only
- Limited manpower



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THANK YOU