

LAUNCHING OF TSA








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Malaysia records 24.7 mln tourist arrivals in 2011
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— Bernama photo

MALAYSIA RECORDS 24.7 MILLION TOURIST ARRIVALS IN 2011
February 10, 2012 16:28 PM

Move to reduce, stop flights will cost tourism industry billions of ringgit

By NG CHENG YEE

KUALA LUMPUR. The move by *Malaysia Airlines* and *AirAsia X* to reduce or discontinue flights to international and regional destinations will cost the country's tourism industry billions of ringgit in revenue, said **Tourism Minister Datuk Seri Dr Ng Yee Yee**.

She said this move would lead to a drop in tourist arrivals and thus, cause a decrease in tourist receipts.

To overcome this, she said the ministry would target tourists who would stay longer and spend more when visiting Malaysia.

Dr Ng was speaking at the launch of the **Malaysia Tourism Satellite Account (TSA)** here Friday. The TSA is a set of accounts in the industry to track the contribution of each tourism activity.

OFFICIALLY LAUNCHED: Ng (centre) at the launching of Tourism Satellite Account (TSA) 2000-2010. — Bernama photo



KUALA LUMPUR: Malaysia recorded 24,714,324 tourist arrivals last year, with tourism receipts climbing to RM58.3 billion, a remarkable touch over the previous year.

In 2010, 24,577,196 arrivals were recorded with RM56.5 billion in tourism receipts.

Tourism Minister Datuk Seri Dr Ng Yee Yee has attributed the showing to be in line with the Malaysia Tourism Plan 2020 target of achieving 36 million tourist arrivals and RM168 billion in tourism receipts by 2020.

She said double-digit growth in arrivals were recorded mainly from medium and long-haul countries like Kazakhstan, New Zealand, Russia, Iran, South Africa, France, Myanmar, Taiwan, China and Brazil.

"Kazakhstan arrivals surged by 65.9 per cent, boosted by the thrice weekly direct Air Astana flights from Almaty to Kuala Lumpur," she told reporters after launching the Tourism Satellite Account (TSA) 2000-2010 here yesterday.

Dr Ng said other markets showing strong growth included New Zealand — up by 25 per cent — which benefited from the opening of the Tourism Malaysia office in Auckland in May, last year.

The minister said Russian tourist arrivals saw an increase of 21.3 per cent on the back of strong promotional efforts in Russia, as well as the weekly Trans-Astro flights which started in December.

She explained that the 25 million tourist arrival target set for 2011 could not be achieved due to a decline in tourist arrivals from countries like Indonesia, Thailand, Japan and the Philippines.

"Indonesia showed a decline of 14.8 per cent due to the abolition of its fiscal fee which allowed Indonesian travellers to go abroad without making a stop-over in Malaysia."

"The number of tourists from Japan was down by seven per cent due to the tsunami, Thailand due to the floods and Middle East countries due to the Arab Spring, which all happened last year," noted Dr Ng. On the TSA 2000-2010, she said it was a set of accounts on the tourism industry conducted by the Statistics Department.

MALAYSIA RECORDS 24.7 MILLION TOURIST ARRIVALS IN 2011

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Dr Ng said Malaysia was the third country in Asia, after Indonesia and the Philippines, to implement the TSA, besides being an exclusive club of 39 countries which started early in 2004.

"The ministry will use the TSA results to inform policies and marketing strategies to raise Malaysia into a premier international tourist destination."

— BERNAMA

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TSA PUBLICATION




A 2000-2008



B 2000-2009



C 2000-2010



www.statistics.gov.my

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TSA TABLES



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TOURISM CHARACTERISTIC PRODUCTS




1	• Accommodation services for visitors
2	• Food and beverage serving services
3	• Railway passenger transport services
4	• Road passenger transport services
5	• Water passenger transport services
6	• Air passenger transport services
7	• Travel agencies and other reservation
8	• Cultural services
9	• Sports and recreational services
10	• Country-specific tourism characteristic goods
11	• Country-specific tourism characteristic services

[Malaysia Tourism Characteristic Product](#)



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SUMMARY OF FINDINGS TSA 2010



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TOURISM EXPENDITURE, 2010



**TOTAL
TOURISM
EXPENDITURE**
RM 100.2
BILLION

=

**INBOUND
TOURISM
EXPENDITURE**
RM 58.3
BILLION

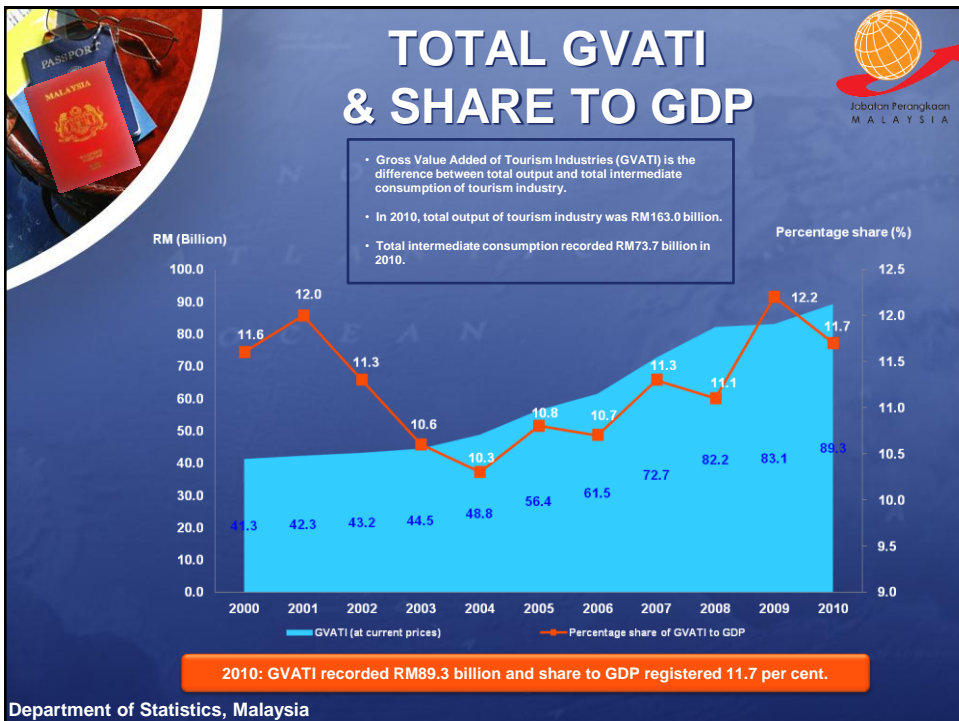
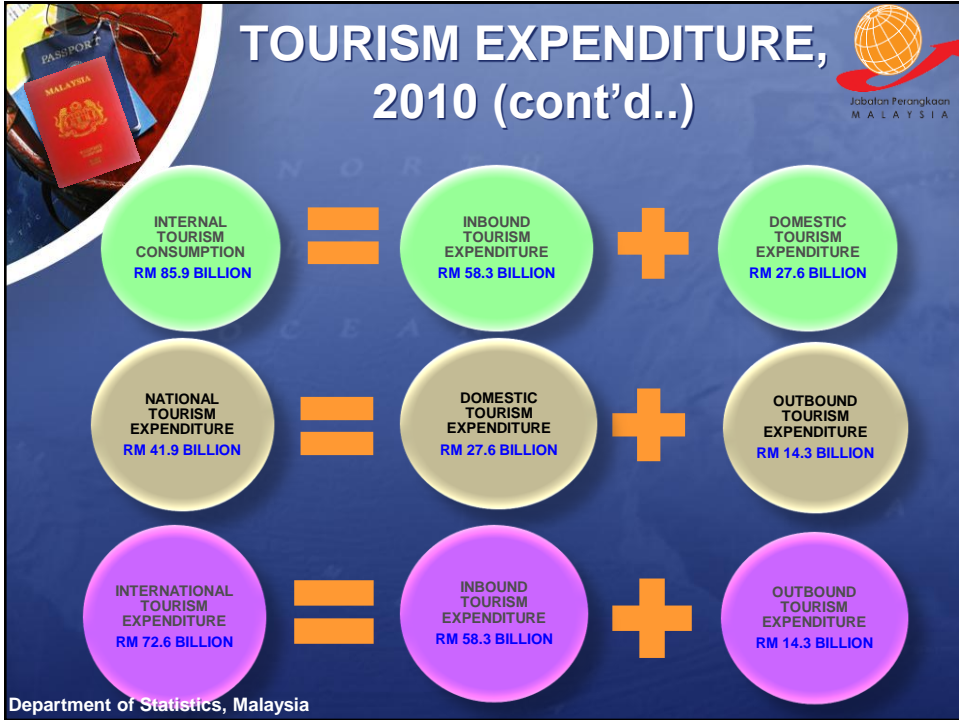
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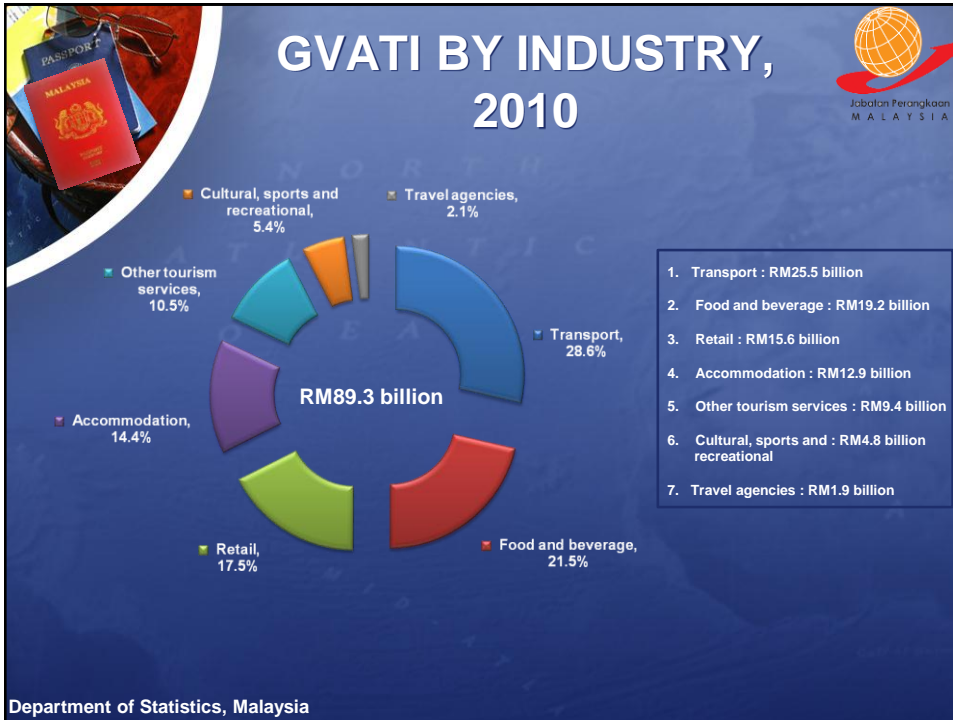
**DOMESTIC
TOURISM
EXPENDITURE**
RM 27.6
BILLION

+

**OUTBOUND
TOURISM
EXPENDITURE**
RM 14.3
BILLION

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CONCLUSION

- Inbound expenditure increased from RM18.8 billion in 2000 to RM58.3 billion in 2010. During the ten years period, inbound tourism expenditure grew by 12.0 per cent annually.
- Similarly, domestic expenditure increased by RM16.8 billion from year 2000 to 2010. The average annual growth was 9.8 per cent in the period of 2000 to 2010.
- Value added for tourism industry was 11.7 per cent of total GDP in 2010. The growth was 7.5 per cent for the same year.
- Employment was 15.9 per cent of total employment in 2010.
- DOSM will continue to compile TSA on annual basis. TSA 2011 is expected to be released by end of 2012.

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Tourism has a crucial role in transforming Malaysia into a high-income country by 2020 said Malaysian Prime Minister, Dato' Sri Mohd Najib bin Tun Abdul Razak, on joining the UNWTO/WTTC Global Leaders for Tourism Campaign (Kuala Lumpur, Malaysia, 17 October 2011).



*Malaysian Prime Minister,
Dato' Sri Mohd Najib bin Tun Abdul Razak*

THANK YOU