MALAYSIA’S INBOUND TOURISM STATISTICS

Unwto Statistics Capacity Building Programme on Tourism Statistics for Asia and the Pacific 4-6 July 2011

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