



MALAYSIA'S EXPERIENCE IN DISSEMINATING TSA TABLES

Presented by:

Mdm. K Megala Kumarran

Department of Statistics, Malaysia

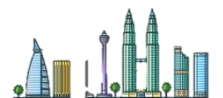
20 June 2017



01 TSA MALAYSIA

02 FINDINGS OF TSA 2015

03 METHODS OF DISSEMINATIONS



MALAYSIA



NEGARAKU



Comprises of Peninsular Malaysia, Sabah and Sarawak

1 AREA



329,613
km²

2 POPULATION



32.1
million

3 CITY



Kuala Lumpur

4 CURRENCY



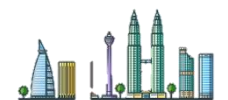
RM

Ringgit Malaysia

5 WEATHER



Tropical



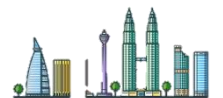
TOURISM STATISTICS



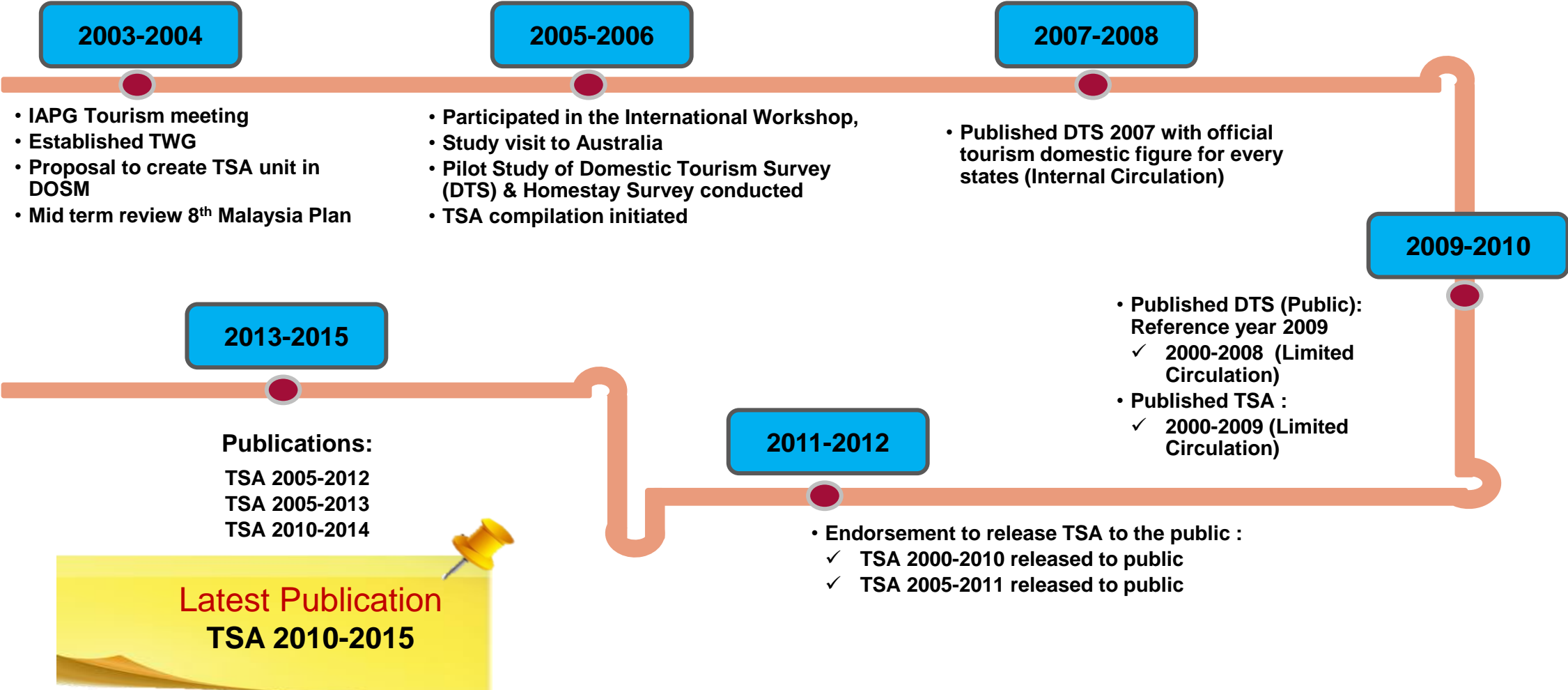
**Tourist Arrivals
(million)**



**Tourist Receipts
(RM billion)**



TSA MALAYSIA



TSA MALAYSIA





TSA STEERING COMMITTEE

*TSA TECHNICAL COMMITTEE



MOTAC  **Chair**

DOSM  **Chair**

EPU  **DOSM**  **BNM**  **MOF** 

EPU  **DOSM**  **BNM**  **MOF** 

MOTAC  **TM**  **JIM** 

MOTAC  **TM**  **JIM** 

*Up to year 2014



Malaysia records 24.7 mln tourist arrivals in 2011

Posted on February 11, 2012, Saturday



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 notch 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 Yen Yen 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 Brunei.

“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.

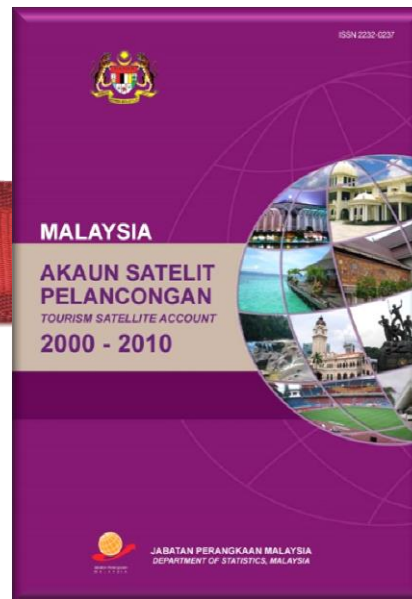
Dr Ng said other markets showing strong growth included New Zealand — up by 23 per cent — which benefitted from the opening of the Tourism Malaysia office in Auckland in May, last year.

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 Aero 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.



TSA MALAYSIA



First TSA Publication was launched
by :

Minister of Tourism and Culture Malaysia
& Director General of Ministry of Tourism and
Culture Malaysia

10th February 2012



PUBLICATIONS OF TSA

Public Circulation

New Indicators

- Tourism Direct Gross Value Added (TDGVA)
- Tourism Direct Gross Domestic Product (TDGDP)



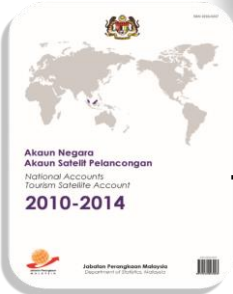
TSA 2005-2011



TSA 2005-2012



TSA 2005-2013



TSA 2010-2014



TSA 2015



TSA 2000-2008
Limited Circulation



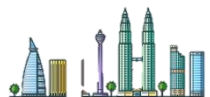
TSA 2000-2009
Limited Circulation



TSA 2000-2010
Published to public in 2012

Statistics Published

- Inbound Tourism Expenditure
- Domestic Tourism Expenditure
- Outbound Tourism Expenditure
- Internal Tourism Consumption
- Gross Value Added of Tourism Industries(GVATI)
- Employment in the Tourism Industry



TOURISM RELATED PUBLICATIONS



Malaysia
Tourists Profile



Malaysia Tourism
Key Performance
Indicators



Malaysia
Accommodation
Directory

Arts,
Entertainment
and Recreation

Domestic
Tourism Survey



Accommodation



Source: Tourism Malaysia

Source: Department of Statistics, Malaysia



CURRENT PUBLISHED TABLES

TABLE 1

Inbound tourism expenditure by products and classes of visitors

TABLE 2

Domestic tourism expenditure by products and classes of visitors

TABLE 3

Outbound tourism expenditure by products and classes of visitors

TABLE 4

Internal tourism consumption by products

TABLE 5

Production accounts of tourism industries and other industries (at basic prices)

TABLE 6

Total domestic supply and internal tourism consumption (at purchasers' prices)

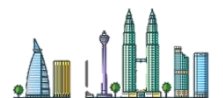
TABLE 7

Employment in the tourism industries

TABLE 8

Tourism gross fixed capital formation of tourism industries and other industries

* Limited circulation



DATA SOURCES



**INBOUND
TOURISM
EXPENDITURE**

Table 1

- Departing Visitor Survey (DVS) by Tourism Malaysia
- Balance of Payment by DOSM
- Arrivals Data by Immigration Department



**DOMESTIC
TOURISM
EXPENDITURE**

Table 2

- Domestic Tourism Survey (DTS) by DOSM



**OUTBOUND
TOURISM
EXPENDITURE**

Table 3

- Malaysia Outbound Survey (MOS) by Tourism Malaysia
- Balance of Payment by DOSM



**INTERNAL
TOURISM
CONSUMPTION**

Table 4

- Combination of Table 1 and Table 2



**PRODUCTION
ACCOUNTS**

Table 5

- Supply – Use Table (SUT) by DOSM
- Gross Domestic Product (GDP) by DOSM



**TOTAL SUPPLY
AND TOURISM
CONSUMPTION**

Table 6

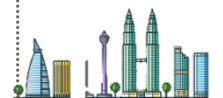
- Combination of Table 4 and Table 5



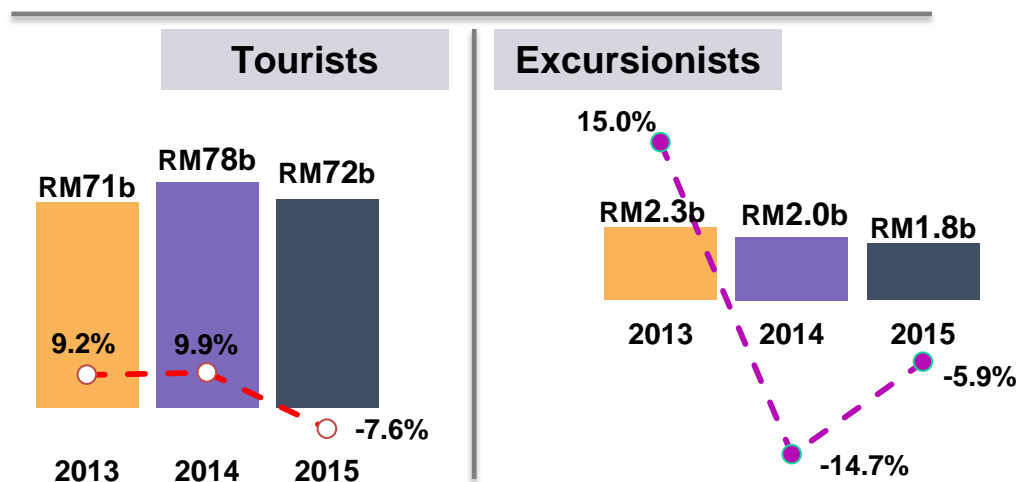
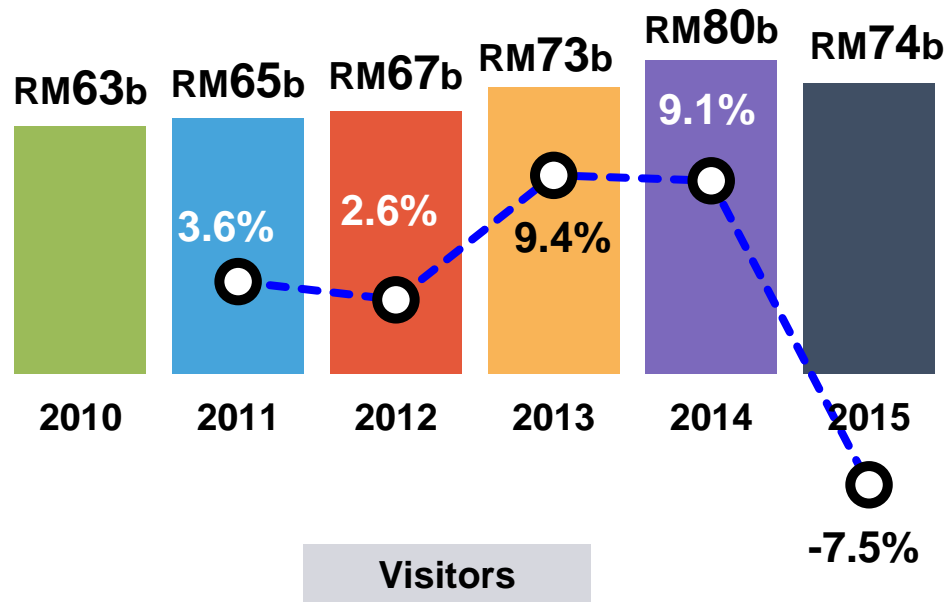
**EMPLOYMENT
IN THE
TOURISM
INDUSTRIES**

Table 7

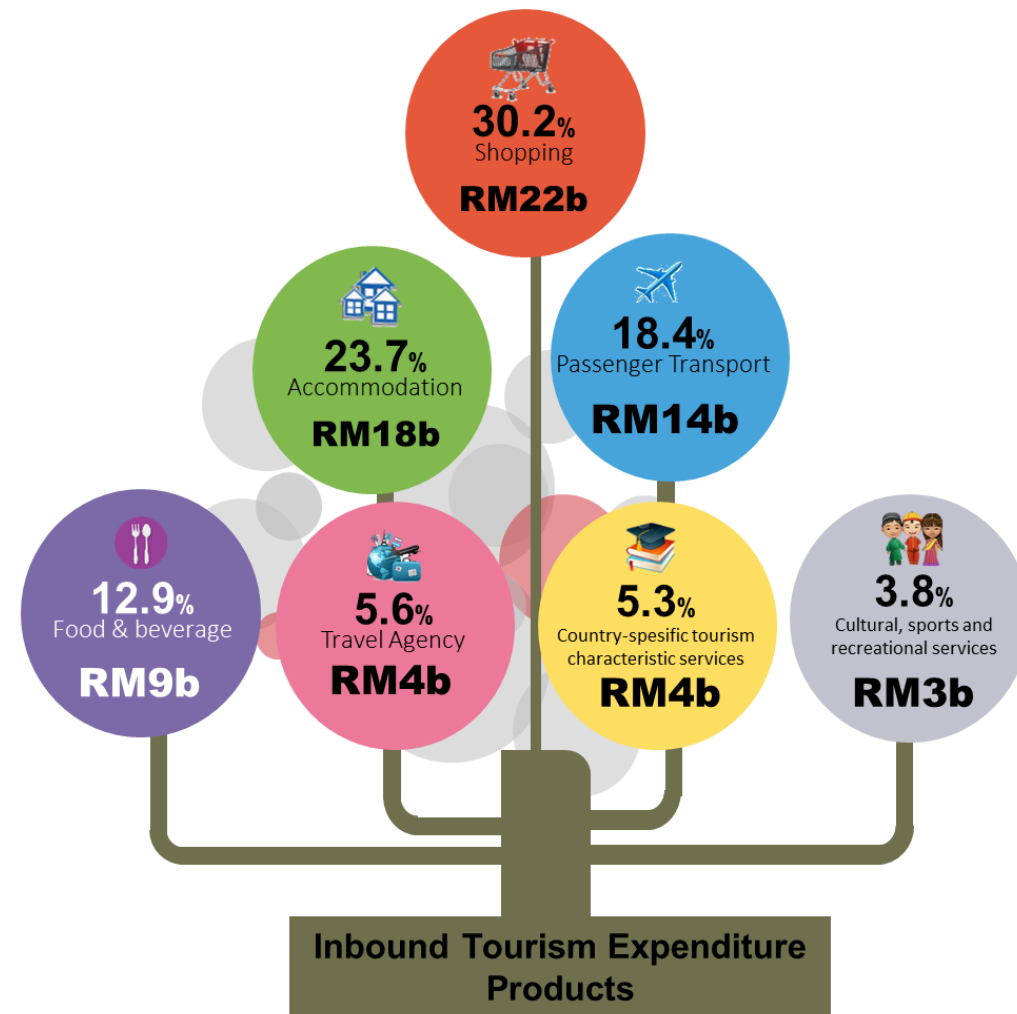
- Labour Force Survey (LFS) by DOSM



INBOUND TOURISM EXPENDITURE



Source: DOSM and Tourism Malaysia



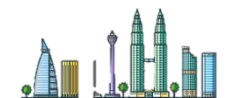
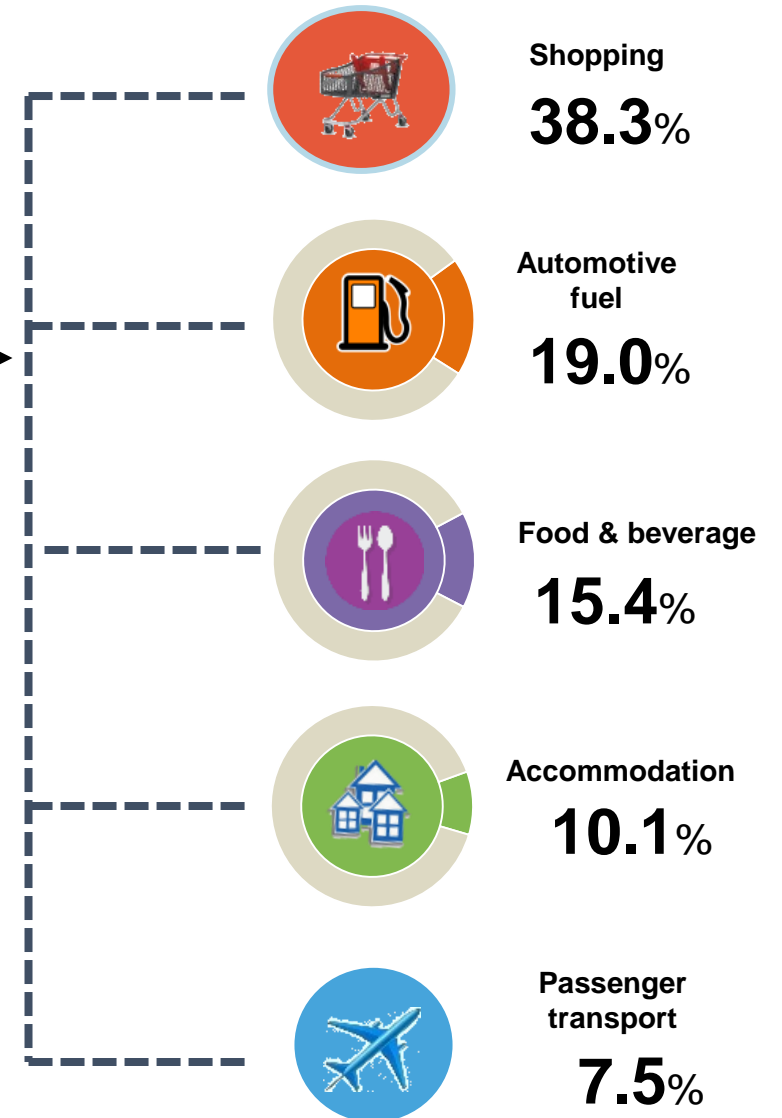
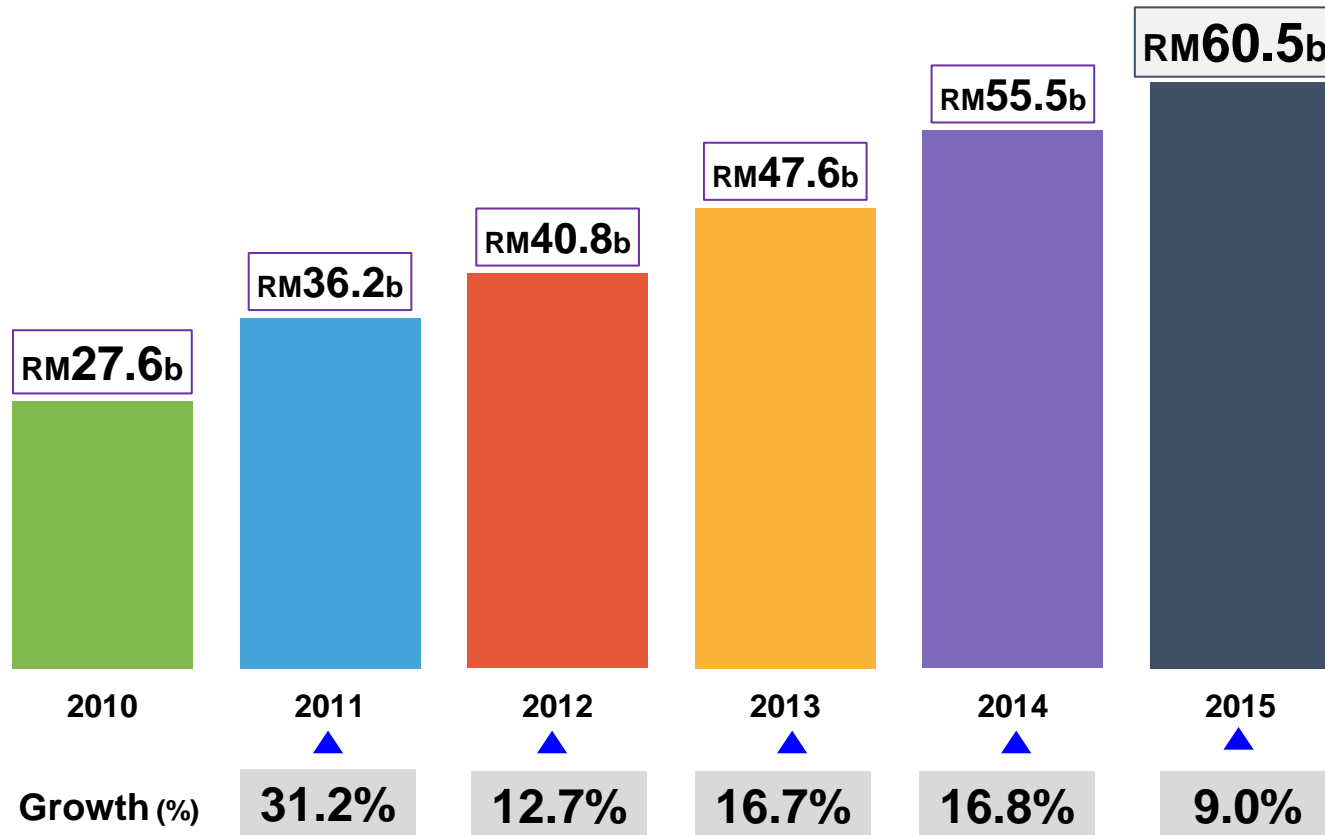
Note:

Country-specific tourism characteristic services consists of Education, Medical, MICE, Spa etc.

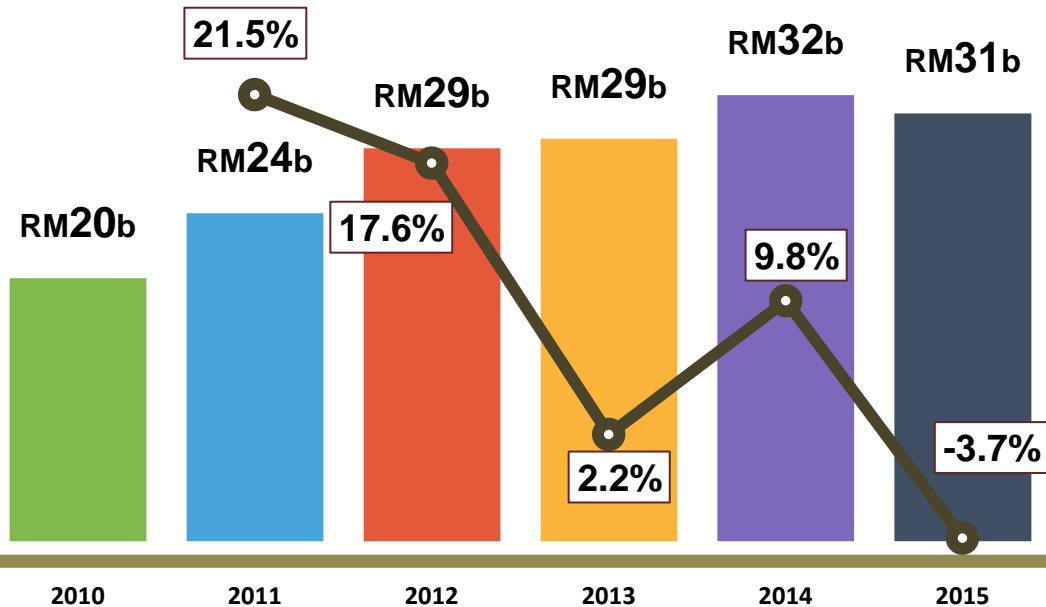


DOMESTIC TOURISM EXPENDITURE

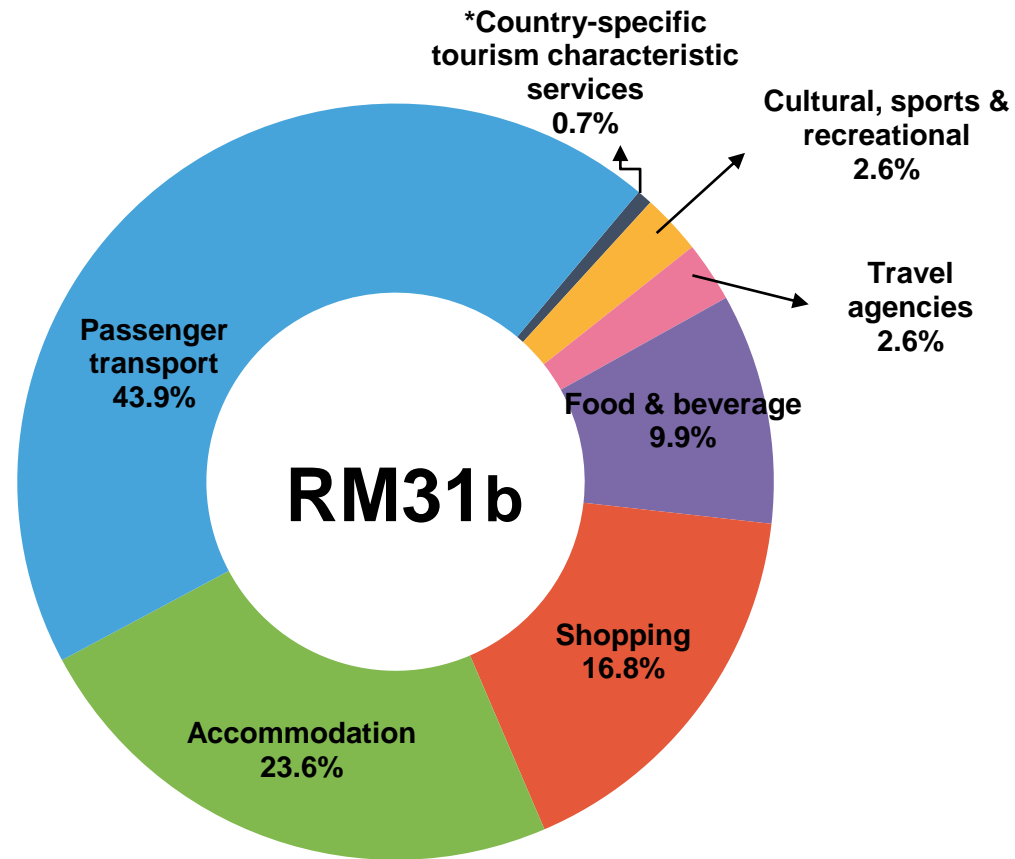
➤ In 2015, domestic tourism generated **RM60.5 billion** with a growth of **9.0%**.



OUTBOUND TOURISM EXPENDITURE



In 2015, outbound expenditure recorded **RM31.0b**



Products	Value (RM Million)		Growth (%)	
	2014	2015	2014	2015
Passenger transport	11,776.1	13,620.3	31.8	15.7
Accommodation	8,155.1	7,323.7	64.4	-10.2
Shopping	6,342.9	5,203.7	-32.6	-18.0
Food & beverage	3,185.2	3,056.1	2.4	-4.1

Note:

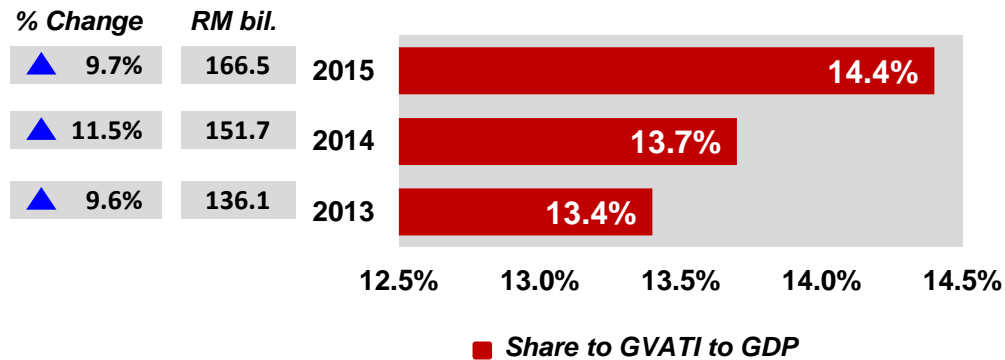
* Country-specific tourism characteristic services consists of Education, Medical, MICE, Spa etc.

Source: DOSM and Tourism Malaysia



PERFORMANCE OF TOURISM INDUSTRY

Gross Value Added of Tourism Industries (GVATI)



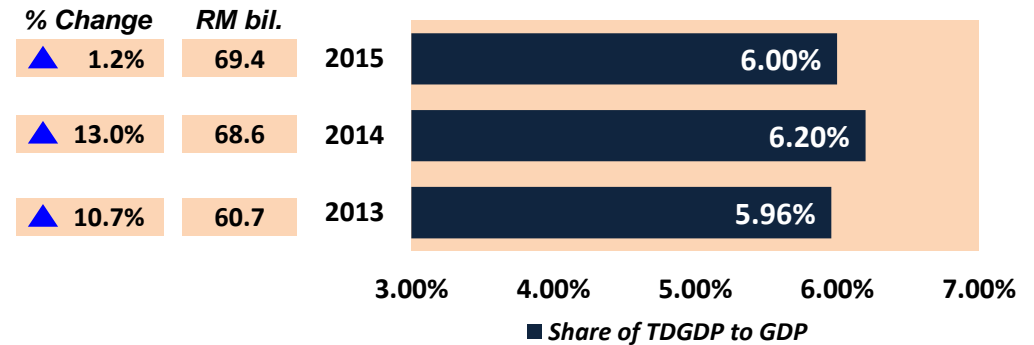



9.7% Contribution of **GVATI** to GDP

RM166.5b **14.4%**

GVATI 2015		
	Retail (Shopping)	RM72.6b
	Food & Beverage	RM26.1b
	Accommodation	RM22.1b


Tourism Direct Gross Domestic Product (TDGDP)

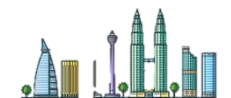




1.2% Contribution of **TDGDP** to GDP

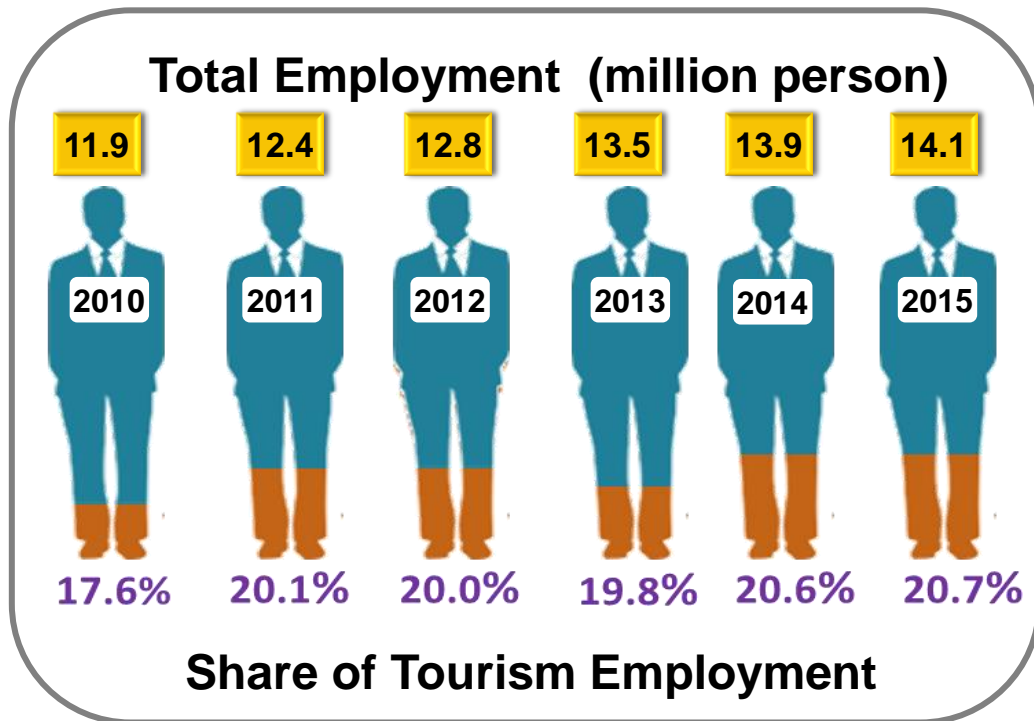
RM69.4b **6.0%**

TDGVA 2015		
	Retail (Shopping)	RM28.7b
	Accommodation	RM13.5b
	Food & beverage	RM7.8b

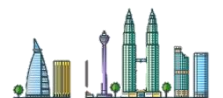
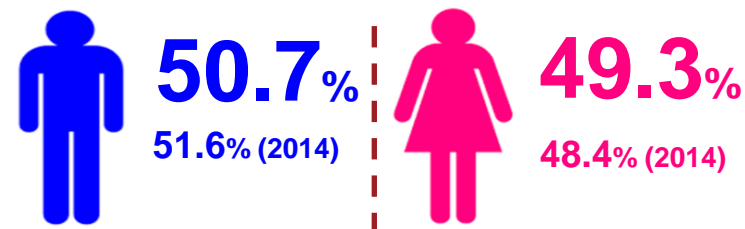
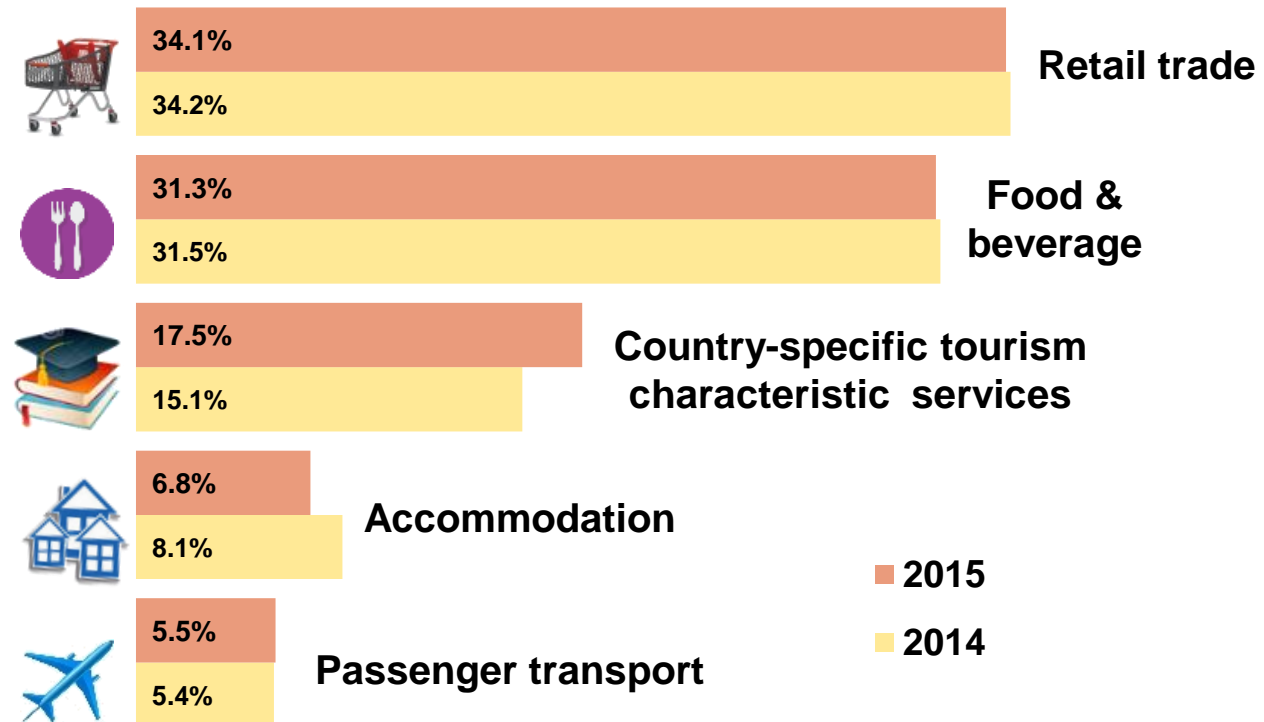


EMPLOYMENT IN THE TOURISM INDUSTRY

➤ **2.9 million** persons engaged in tourism industry and contributed **20.7%** to total employment



Top 5 Industry Percentage Share (%)



METHODS OF DISSEMINATION

MODERNISATION & EVOLUTION



2010

- Printed copy
- Highlights in Charts & Tables

SUMMARY OF FINDINGS

Overview: Tourism Satellite Account provides information on tourism activities in Malaysia for the period of 2008 to 2010. It also provides information on tourism industries, tourism expenditure, and tourism employment in the tourism industry.

Table 1: Total Tourism Expenditure, 2008-2010

Year	Total Tourism Expenditure (RM billion)
2008	100.0
2009	100.0
2010	100.0

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Year	Total Tourism Expenditure (RM billion)
2008	100.0
2009	100.0
2010	100.0



2012

BERNAMA
February 26, 2012 10:34 PM

MALAYSIA RECORDS IN TRAVELER VISITS IN 2011

KUALA LUMPUR, Feb 26 (Bernama) - Malaysia recorded 22.1 million arrivals last year, with tourism receipts totaling to RM63.5 billion, a remarkable growth over the previous year.

By 2010, 24,577,196 arrivals were recorded with RM65.1 billion in tourism receipts.

Tourism Minister Datuk Seri Dr. Tan Sri Yaacob Ibrahim said the increase in arrivals and receipts is a testament to the country's growing appeal as a tourism destination.

He said that the increase in arrivals was mainly due to the increase in arrivals from the Middle East, Europe, and Australia.

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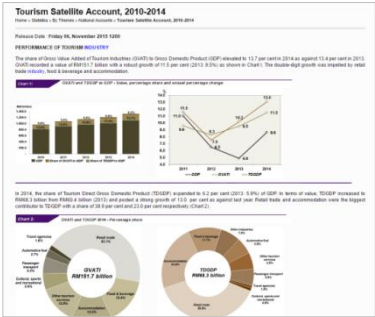


- Printed copy
- Highlights in Charts & Tables
- Online download
- Press Release



2014

- Printed copy
- Highlights in Charts & Tables
- Online download
- Press Release
- Infographic



2015



Tourism Satellite Account Malaysia 2015

Gross Value Added Of Tourism Industries

Mainly contributed by:

- 43.6% Retail trade
- 15.7% Food & beverage
- 13.3% Accommodation

Total Gross Value Added Of Tourism Industries: **RM166bil**

Share to GDP: **14.4%**

Domestic Tourism Expenditure

Mainly contributed by:

- 38.3% Shopping
- 19.0% Automotive fuel
- 15.4% Food & beverage

Total Domestic Tourism Expenditure: **RM61bil**

Growth: **9.0%**

Source: Department of Statistics

© The Star Graphics

- Highlights in Charts & Tables
- Online download
- Infographic
- Press Release in infographic
- Limited printed copies



METHODS OF DISSEMINATION

ONLINE DOWNLOADS

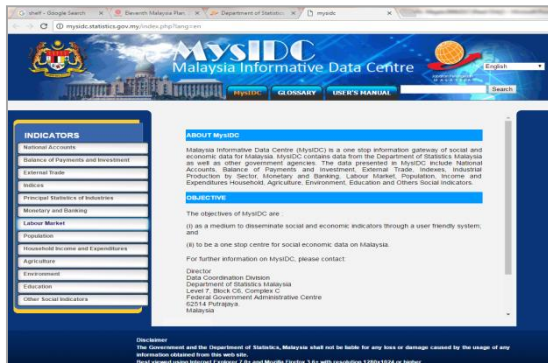
1 Website (e-statistik)



Total no. of hits
2016: 349,152

<https://www.dosm.gov.my>

4 MysIDC



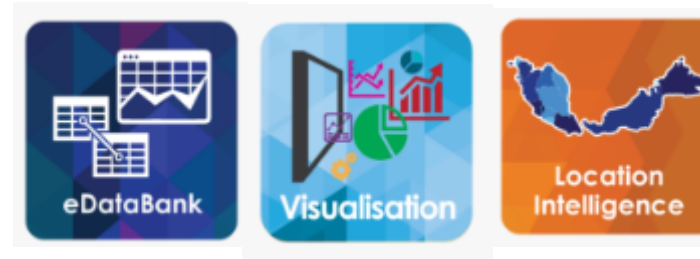
<http://mysidc.statistics.gov.my/>

2 Content Management System (CMS)



<https://newss.statistics.gov.my>

5 Statistics Data Warehouse (StatsDW)



<https://www.dosm.gov.my>

3 Facebook & Twitter



/StatsMalaysia



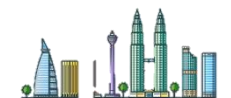
/StatsMalaysia

TSA Publication Downloads



2016 : 573

2015 : 383



METHODS OF DISSEMINATION

FACILITATE THE PRESS

Newspaper Articles

thestar
online

Published: Friday February 10, 2012 MYT 1:36:00 PM
Updated: Friday February 10, 2012 MYT 1:40:24 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 Yen Yen](#).

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.

THE STAR
ONLINE

Home > Metro > SMEBiz > Columns

Monday, 30 January 2017

The bad and the good this CNY

BY COMMENT HO WAH HOON

Facebook Twitter Google+ LinkedIn Print Email

A A

Retailers are expecting a tough year but demand will be buoyed by tourism.

OVER a recent weekend, I was hesitating as to whether or not I should go to Petaling Street (Chinatown) to do some more marketing of festive goodies before

BERNAMA

February 10, 2012 18:26 PM

MALAYSIA RECORDS 24.7 MILLION TOURIST ARRIVALS IN 2011

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Dr Ng said, other markets showing strong growth included New Zealand -- up by 23 per cent -- which benefitted from the opening of the Tourism Malaysia office in Auckland in May, last year.

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Infographic



Tourism Satellite Account Malaysia 2015

Gross Value Added Of Tourism Industries

Mainly contributed by:

- 43.6%** Retail trade
- 15.7%** Food & beverage
- 13.3%** Accommodation

Total Gross Value Added Of Tourism Industries: **RM166bil**

Share to GDP: **14.4%**

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Total Domestic Tourism Expenditure: **RM61bil**

Growth: **9.0%**

Source: Department of Statistics

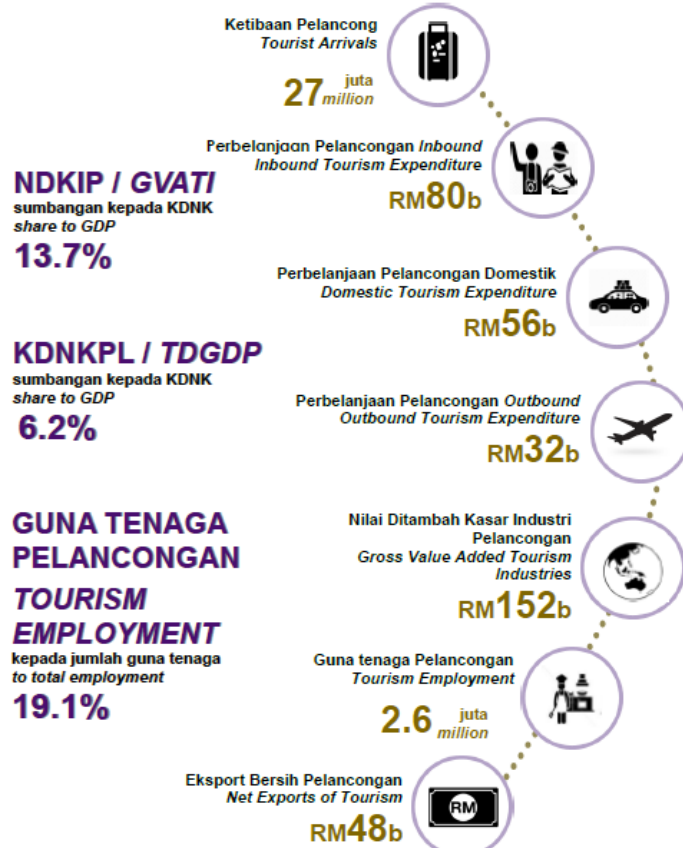
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METHODS OF DISSEMINATION

INFOGRAPHICS

TSA 2010-2014

ASP SEPINTAS LALU / SNAPSHOTS OF TSA MALAYSIA 2014



iii

TSA 2015

SNAPSHOTS OF TOURISM SATELLITE ACCOUNT MALAYSIA 2015

Gross Value Added of Tourism Industries

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Domestic Tourism Expenditure

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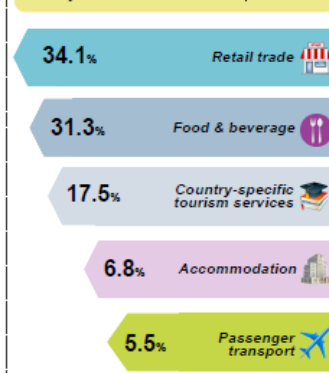
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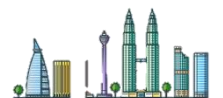
Top 5 travel destinations for domestic visitors



Tourism employment in top 5 industries



2



METHODS OF DISSEMINATION

FREQUENCY OF DISSEMINATION



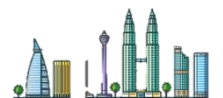
TSA Dissemination:

- Upon mandate obtained from Steering Committee Meeting chair by Secretary General of Ministry of Tourism and Culture Malaysia.
- Release publication maximum of one month after the Steering Committee Meeting.

Annually

- TSA 2000-2008 - December 2009
- TSA 2000-2009 - December 2010
- TSA 2000-2010 - February 2012 (First Launching to public)
- TSA 2005-2011 - November 2012
- TSA 2005-2012 - November 2013
- TSA 2005-2013 - November 2014
- TSA 2010-2014 - November 2015
- TSA 2015 - October 2016

***TSA 2016 expected to publish in
30th September 2017 (ARC)**



METHODS OF DISSEMINATION

USERS



11th Malaysia Plan



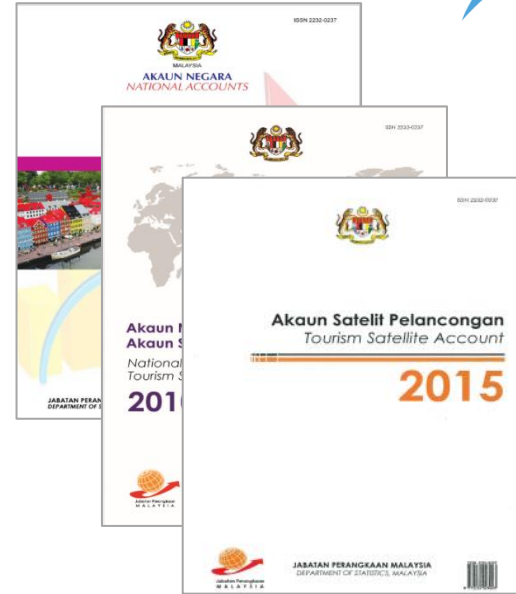
Policy Makers



Stakeholders



Researchers



Tourism Satellite Account



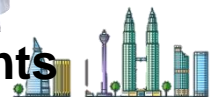
Academicians



Journalists



Students



METHODS OF DISSEMINATION

AWARENESS

1 International Workshop Participations

- i. **Workshop on Tourism Satellite Account** @ Cebu, Philippines, 21-22 October 2008
- ii. **5th UNWTO International Conference on Tourism Statistics- Tourism: An Engine for Employment Creation** @ Bali, Indonesia, 30 March - 2 April 2009
- iii. **The 3rd Workshop and Regional Seminar on the UNWTO Statistics Capacity Building Program for Asia / Pacific** @ Bangkok, Thailand, 5 – 9 March 2012
- iv. **Nara Tourism Statistics Week** @ Nara, Japan, 17-21 November 2014

3 Papers / Journals

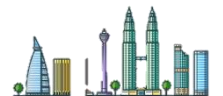
- i. **The 1st ISM International Conference , Johor, Malaysia 2012: [Tourism Satellite Account: The Contribution of Inbound and Domestic Tourism in the Malaysia Economy](#)**
- ii. **Second National Statistics Conference (MyStats 2013): [Transcending the traditional Approach through Satellite Account](#)**
- iii. **DOSM Journal, Vol.2/2015: [Tourism Satellite Account: The Contribution Of Inbound And Domestic Tourism In The Malaysia Economy](#)**
- iv. **ISI WSC 2017: [Growing Importance of Tourism to Malaysia's Economy](#)**

2 Conferences

- i. **The 1st ISM International Conference** @ Johor, Malaysia 2012
- ii. **Second National Statistics Conference (MyStats 2013)** @ Malaysia
- iii. **International Statistical Institute World Statistics Congress (ISI WSC 2017)** @ Marrakech, Morocco

4 Technical Expertise

- i. **Tourism Satellite Account Workshop to Stake Holders & Users:** Hotel Lexis, Port Dickson, Negeri Sembilan (15-17 Jun 2015)
- ii. **Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC):** TSA Training Programme for Suriname (February 2017)
- iii. **Ministry of Tourism, Arts and Culture (MTAC) Sarawak:** Regional TSA (March & April 2017)
- iv. **Ministry of Youth & Sports Malaysia:** On Establishment of Sports Satellite Account



- i. Embark on Regional TSA**
- ii. Impact of Tourism Tax & GST**
- iii. Development of Health Satellite Account**
- iv. Development of Oil & Gas Satellite Account**

