01 TSA MALAYSIA
02 FINDINGS OF TSA 2015
03 METHODS OF DISSEMINATIONS
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)

<table>
<thead>
<tr>
<th>Year</th>
<th>Tourist Arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1991</td>
<td>5.85</td>
</tr>
<tr>
<td>1993</td>
<td>6.60</td>
</tr>
<tr>
<td>1995</td>
<td>7.47</td>
</tr>
<tr>
<td>1997</td>
<td>6.21</td>
</tr>
<tr>
<td>1999</td>
<td>7.93</td>
</tr>
<tr>
<td>2001</td>
<td>12.78</td>
</tr>
<tr>
<td>2003</td>
<td>10.58</td>
</tr>
<tr>
<td>2005</td>
<td>16.43</td>
</tr>
<tr>
<td>2007</td>
<td>20.97</td>
</tr>
<tr>
<td>2009</td>
<td>23.65</td>
</tr>
<tr>
<td>2011</td>
<td>24.71</td>
</tr>
<tr>
<td>2013</td>
<td>25.72</td>
</tr>
<tr>
<td>2015</td>
<td>25.72</td>
</tr>
</tbody>
</table>

GROWTH (%):
- 1991: 8.11%
- 1993: 3.77%
- 1995: -12.99%
- 1997: 42.88%
- 2001: 24.98%
- 2003: -20.43%
- 2005: 4.63%
- 2007: 19.52%
- 2009: 7.23%
- 2011: 0.56%
- 2013: 2.73%
- 2015: -6.25%

Tourist Receipts (RM billion)

<table>
<thead>
<tr>
<th>Year</th>
<th>Tourist Receipts</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>17.34</td>
</tr>
<tr>
<td>2001</td>
<td>24.22</td>
</tr>
<tr>
<td>2002</td>
<td>25.76</td>
</tr>
<tr>
<td>2003</td>
<td>21.29</td>
</tr>
<tr>
<td>2004</td>
<td>29.65</td>
</tr>
<tr>
<td>2005</td>
<td>31.95</td>
</tr>
<tr>
<td>2006</td>
<td>36.27</td>
</tr>
<tr>
<td>2007</td>
<td>46.07</td>
</tr>
<tr>
<td>2008</td>
<td>49.56</td>
</tr>
<tr>
<td>2009</td>
<td>63.37</td>
</tr>
<tr>
<td>2010</td>
<td>61.22</td>
</tr>
<tr>
<td>2011</td>
<td>63.60</td>
</tr>
<tr>
<td>2012</td>
<td>65.08</td>
</tr>
<tr>
<td>2013</td>
<td>71.08</td>
</tr>
<tr>
<td>2014</td>
<td>78.12</td>
</tr>
<tr>
<td>2015</td>
<td>72.22</td>
</tr>
</tbody>
</table>

GROWTH (%):
- 2000: 39.7%
- 2001: 6.4%
- 2002: -17.4%
- 2003: 39.3%
- 2004: 7.8%
- 2005: 13.5%
- 2006: 27.0%
- 2007: 7.6%
- 2008: 14.7%
- 2009: 3.7%
- 2010: 2.5%
- 2011: 9.2%
- 2012: 9.9%
- 2015: -7.6%
2003-2004
- IAPG Tourism meeting
- Established TWG
- Proposal to create TSA unit in DOSM
- Mid term review 8th Malaysia Plan

2005-2006
- Participated in the International Workshop,
- Study visit to Australia
- Pilot Study of Domestic Tourism Survey (DTS) & Homestay Survey conducted
- TSA compilation initiated

2007-2008
- Published DTS 2007 with official tourism domestic figure for every states (Internal Circulation)

2009-2010
- Published DTS (Public): Reference year 2009
  ✓ 2000-2008 (Limited Circulation)
- Published TSA :
  ✓ 2000-2009 (Limited Circulation)

2011-2012
- Endorsement to release TSA to the public :
  ✓ TSA 2000-2010 released to public
  ✓ TSA 2005-2011 released to public

2013-2015
- Publications:
  TSA 2005-2012
  TSA 2005-2013
  TSA 2010-2014

Latest Publication
TSA 2010-2015
Malaysia records 24.7 mln tourist arrivals in 2011

First TSA Publication was launched by: Minister of Tourism and Culture Malaysia accompanied by Chief Statistician of Malaysia & Director General of Ministry of Tourism and Culture Malaysia

10th February 2012
Public Circulation

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

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

Accommodation

Arts, Entertainment and Recreation

Domestic Tourism Survey

Source: Tourism Malaysia

Source: Department of Statistics, Malaysia
## CURRENT PUBLISHED TABLES

<table>
<thead>
<tr>
<th>TABLE 1</th>
<th>TABLE 2</th>
<th>TABLE 3</th>
<th>TABLE 4</th>
<th>TABLE 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inbound tourism expenditure by products and classes of visitors</td>
<td>Domestic tourism expenditure by products and classes of visitors</td>
<td>Outbound tourism expenditure by products and classes of visitors</td>
<td>Internal tourism consumption by products</td>
<td>Production accounts of tourism industries and other industries (at basic prices)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TABLE 6</th>
<th>TABLE 7</th>
<th>TABLE 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total domestic supply and internal tourism consumption (at purchasers’ prices)</td>
<td>Employment in the tourism industries</td>
<td>Tourism gross fixed capital formation of tourism industries and other industries</td>
</tr>
<tr>
<td>* Limited circulation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# DATA SOURCES

<table>
<thead>
<tr>
<th>Table 1</th>
<th>Table 2</th>
<th>Table 3</th>
<th>Table 4</th>
<th>Table 5</th>
<th>Table 6</th>
<th>Table 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Departing Visitor Survey (DVS) by Tourism Malaysia</td>
<td>• Domestic Tourism Survey (DTS) by DOSM</td>
<td>• Malaysia Outbound Survey (MOS) by Tourism Malaysia</td>
<td>• Combination of Table 1 and Table 2</td>
<td>• Supply – Use Table (SUT) by DOSM</td>
<td>• Combination of Table 4 and Table 5</td>
<td>• Labour Force Survey (LFS) by DOSM</td>
</tr>
<tr>
<td>• Balance of Payment by DOSM</td>
<td>• Balance of Payment by DOSM</td>
<td>• Balance of Payment by DOSM</td>
<td></td>
<td>• Gross Domestic Product (GDP) by DOSM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Arrivals Data by Immigration Department</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TSA MALAYSIA**
INBOUND TOURISM EXPENDITURE

Tourists

<table>
<thead>
<tr>
<th>Year</th>
<th>RM71b</th>
<th>RM78b</th>
<th>RM72b</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>9.2%</td>
<td>9.9%</td>
<td>-7.6%</td>
</tr>
</tbody>
</table>

Excursionists

<table>
<thead>
<tr>
<th>Year</th>
<th>RM2.3b</th>
<th>RM2.0b</th>
<th>RM1.8b</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>15.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td></td>
<td>14.7%</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td></td>
<td></td>
<td>-5.9%</td>
</tr>
</tbody>
</table>

Source: DOSM and Tourism Malaysia

Note:
Country-specific tourism characteristic services consists of Education, Medical, MICE, Spa etc.
In 2015, domestic tourism generated RM60.5 billion with a growth of 9.0%.

2010: RM27.6b, Growth (%): 31.2%
2011: RM36.2b, Growth (%): 12.7%
2012: RM40.8b, Growth (%): 16.7%
2013: RM47.6b, Growth (%): 16.8%
2014: RM55.5b, Growth (%): 16.8%
2015: RM60.5b, Growth (%): 9.0%

- Shopping: 38.3%
- Automotive fuel: 19.0%
- Food & beverage: 15.4%
- Accommodation: 10.1%
- Passenger transport: 7.5%
In 2015, outbound expenditure recorded RM31.0b

<table>
<thead>
<tr>
<th>Products</th>
<th>Value (RM Million)</th>
<th>Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2014</td>
<td>2015</td>
</tr>
<tr>
<td>Passenger transport</td>
<td>11,776.1</td>
<td>13,620.3</td>
</tr>
<tr>
<td>Accommodation</td>
<td>8,155.1</td>
<td>7,323.7</td>
</tr>
<tr>
<td>Shopping</td>
<td>6,342.9</td>
<td>5,203.7</td>
</tr>
<tr>
<td>Food &amp; beverage</td>
<td>3,185.2</td>
<td>3,056.1</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>% Change</th>
<th>RM bil.</th>
</tr>
</thead>
<tbody>
<tr>
<td>▲ 9.7%</td>
<td>166.5</td>
</tr>
<tr>
<td>▲ 11.5%</td>
<td>151.7</td>
</tr>
<tr>
<td>▲ 9.6%</td>
<td>136.1</td>
</tr>
</tbody>
</table>

2013: 13.4%  
2014: 13.7%  
2015: 14.4%

Contribution of GVATI to GDP

9.7%  
RM166.5b

14.4%

Tourism Direct Gross Domestic Product (TDGDP)

<table>
<thead>
<tr>
<th>% Change</th>
<th>RM bil.</th>
</tr>
</thead>
<tbody>
<tr>
<td>▲ 1.2%</td>
<td>69.4</td>
</tr>
<tr>
<td>▲ 13.0%</td>
<td>68.6</td>
</tr>
<tr>
<td>▲ 10.7%</td>
<td>60.7</td>
</tr>
</tbody>
</table>

2013: 5.96%  
2014: 6.20%  
2015: 6.00%

Contribution of TDGDP to GDP

1.2%  
RM69.4b

6.0%

GVATI 2015

- Retail (Shopping): RM72.6b
- Food & Beverage: RM26.1b
- Accommodation: RM22.1b

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

**Share of Tourism Employment**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Employment (million person)</th>
<th>Share of Total Employment (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>11.9</td>
<td>17.6%</td>
</tr>
<tr>
<td>2011</td>
<td>12.4</td>
<td>20.1%</td>
</tr>
<tr>
<td>2012</td>
<td>12.8</td>
<td>20.0%</td>
</tr>
<tr>
<td>2013</td>
<td>13.5</td>
<td>19.8%</td>
</tr>
<tr>
<td>2014</td>
<td>13.9</td>
<td>20.6%</td>
</tr>
<tr>
<td>2015</td>
<td>14.1</td>
<td>20.7%</td>
</tr>
</tbody>
</table>

**Top 5 Industry Percentage Share (%)**

- **Retail trade**: 34.1%
- **Food & beverage**: 31.3%
- **Country-specific tourism characteristic services**: 17.5%
- **Accommodation**: 6.8%
- **Passenger transport**: 5.5%

**Country-specific tourism characteristic services**

- 2015: 15.1%
- 2014: 15.6%

**Food & beverage**

- 2015: 31.3%
- 2014: 31.5%

**Retail trade**

- 2015: 34.2%
- 2014: 34.2%

**Share of Tourism Employment**

- **2015**: 50.7%
- **2014**: 51.6%

- **2015**: 49.3%
- **2014**: 48.4%
METHODS OF DISSEMINATION

MODERNISATION & EVOLUTION

2010
- Printed copy
- Highlights in Charts & Tables

2012
- Printed copy
- Highlights in Charts & Tables
- Online download
- Press Release

2014
- Printed copy
- Highlights in Charts & Tables
- Online download
- Press Release
- Infographic

2015
- Highlights in Charts & Tables
- Online download
- Infographic
- Press Release in infographic
- Limited printed copies
ONLINE DOWNLOADS

1. Website (e-statistik)
   - Total no. of hits
     2016: 349,152
   - https://www.dosm.gov.my

2. Content Management System (CMS)
   - https://newss.statistics.gov.my

3. Facebook & Twitter
   - /StatsMalaysia
   - /StatsMalaysia

4. MysIDC

5. Statistics Data Warehouse (StatsDW)
   - https://www.dosm.gov.my

METHODS OF DISSEMINATION

TSA Publication Downloads

- 2016: 573
- 2015: 383
Newspaper Articles

February 10, 2012 18:26 PM

MALAYSIA RECORDS 24.7 MILLION TOURIST ARRIVALS IN 2011

KUALA LUMPUR, Feb 10 (Bernama) - Malaysia recorded 24,714,324 tourist arrivals last year, with tourism receipts climbing to RM59.5 billion, a remarkable ascent over the previous year.

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

Tourism Minister Datuk Sri 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 RM100 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 today.

Dr Ng said, other markets showing strong growth included New Zealand – up by 23 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 Aero flights which started in December.

She explained that the 25 million tourist arrival target set for 2013 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 for 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 ...
METHODS OF DISSEMINATION

INFOGRAPHICS

TSA 2010-2014

ASP SEPINTAS LALU / SNAPSHOT OF TSA MALAYSIA 2014

Kuilisan Pelancongan
Tourist Arrivals
27
Juta
million

Perbelanjaan Pelancongan Inbound
Inbound Tourism Expenditure
RM80b

NDKIP / GVTI
sumbangan kepada KDRK share to GDP
13.7%

Perbelanjaan Pelancongan Domestik
Domestic Tourism Expenditure
RM56b

KDNKPL / TDGDP
sumbangan kepada KDRK share to GDP
6.2%

Nilai Ditambah Kasar Industri
Gross Value Added Tourism Industries
RM152b

GUNA TENAGA
Pelancongan

TOURISM EMPLOYMENT
kupu jumlah tenaga kerja to total employment
19.1%

Ekspor Beras Pelancongan
Net Export of Tourist
RM48b

TSA 2015

SNAPSHOTS OF
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
RM166b
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
RM61b
Growth 9.0%

Top 5 travel destinations for domestic visitors
Tourism employment in top 5 industries

<table>
<thead>
<tr>
<th>Destination</th>
<th>Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sabah</td>
<td>22.1 million</td>
</tr>
<tr>
<td>Terengganu</td>
<td>16.0 million</td>
</tr>
<tr>
<td>Perak</td>
<td>15.7 million</td>
</tr>
<tr>
<td>Sarawak</td>
<td>15.4 million</td>
</tr>
<tr>
<td>Negeri Sembilan</td>
<td>15.1 million</td>
</tr>
<tr>
<td>F.T. Kuala Lumpur</td>
<td>5.5 million</td>
</tr>
</tbody>
</table>

Total 2.9 million
**METHODS OF DISSEMINATION**

**FREQUENCY OF DISSEMINATION**

- **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 2010-2014 - November 2015
  - TSA 2015 - October 2016

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

**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.
METHODS OF DISSEMINATION

**USERS**

- Policy Makers
- Stakeholders
- Researchers
- Academicians
- Journalists
- Students

**11th Malaysia Plan**

**ETP ECONOMIC TRANSFORMATION PROGRAMME**

**GTP**

**Tourism Satellite Account**
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

Conferences

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

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
iv. ISI WSC 2017: Growing Importance of Tourism to Malaysia’s Economy

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)
CONCLUSION

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