The importance of tourism in South-East Asia

UNSD/UNWTAO Workshop on Tourism Statistics for South East Asian countries

Vientiane, 16-19 June 2009

Ilpo Survo, Statistics Division, ESCAP
survo.unescap@un.org
Value added by the whole services sector in South-East Asia

South-East Asia
Brunei Darussalam
Cambodia
Indonesia
Lao PDR
Malaysia
Myanmar
Philippines
Singapore
Thailand
Timor-Leste

% of total output

0 20 40 60 80

2000 2007
Employment in the entire services sector

- South-East Asia
- Brunei Darussalam
- Cambodia
- Indonesia
- Lao PDR
- Malaysia
- Myanmar
- Philippines
- Singapore
- Thailand
- Timor-Leste
- Viet Nam

% of total employment
International tourist arrivals in South-East Asia

Millions

- Brunei Darussalam
- Cambodia (1.7)
- Indonesia
- Lao PDR (0.8)
- Malaysia
- Myanmar (0.3)
- Philippines
- Singapore
- Thailand
- Viet Nam (3.6)
- Timor-Leste (n.a)

Vientiane, 16-19 June 2009
Growth of travel and tourism industry in South-East Asia, 1990 - 2008

Real growth rate, % per annum

[Bar chart showing the growth of travel and tourism industry in South-East Asia from 1990 to 2008, indicating the real growth rate as a percentage per annum.]
Share of travel services

% of total services imports

- South-East Asia
- Brunei Darussalam
- Cambodia
- Indonesia
- Lao PDR
- Malaysia
- Myanmar
- Philippines
- Singapore
- Thailand
- Timor-Leste
- Viet Nam

0 20 40 60 80 100

2000
2006
Employment impact of travel and tourism, 2008

% of total

Viet Nam: 7.8 Multiplier effects, 3.2 Direct industry
Lao PDR: 5.8 Multiplier effects, 3.3 Direct industry
Thailand: 6.2 Multiplier effects, 5.1 Direct industry
Cambodia: 8.1 Multiplier effects, 6.5 Direct industry
Economic impact of travel and tourism, 2008

Viet Nam: 4.2
Lao PDR: 4.3
Thailand: 6.5
Cambodia: 8.5
Economic impact of travel and tourism, 2008

- Viet Nam: Multiplier effects (9.6), Direct industry (4.2)
- Lao PDR: Multiplier effects (7.1), Direct industry (4.3)
- Thailand: Multiplier effects (8.5), Direct industry (6.5)
- Cambodia: Multiplier effects (10.2), Direct industry (8.5)
Importance of travel and tourism in national economies, 2008

- **Cambodia**: 
  - Direct industry: 6.5% 
  - Multiplier effects: 8.1%
- **Thailand**: 
  - Direct industry: 3.3% 
  - Multiplier effects: 5.8%
- **Lao PDR**: 
  - Direct industry: 3.3% 
  - Multiplier effects: 5.8%
- **Viet Nam**: 
  - Direct industry: 4.2% 
  - Multiplier effects: 9.6%

**GDP**
- Cambodia: 10.2%
- Thailand: 8.5%
- Lao PDR: 7.1%
- Viet Nam: 9.6%

**Employment**
- Cambodia: 6.5%
- Thailand: 6.2%
- Lao PDR: 5.8%
- Viet Nam: 7.8%