

Session 3

INBOUND TOURISM STATISTICS

Presented by:

Ms. Kanageswary Ramasamy

Department of Statistics, Malaysia

14-16 February 2017

OUTLINE



INTRODUCTION



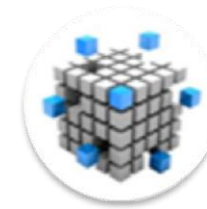
CONCEPTS & DEFINITIONS



DATA SOURCES



FRAMEWORK



CLASSIFICATION

INTRODUCTION

Inbound Tourism :
Comprises the activities of a non-resident visitor within the country of reference on an [inbound trip](#).

An [inbound trip](#) will correspond to the travel between arriving in a country and leaving.

VISITOR

A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.



TOURIST

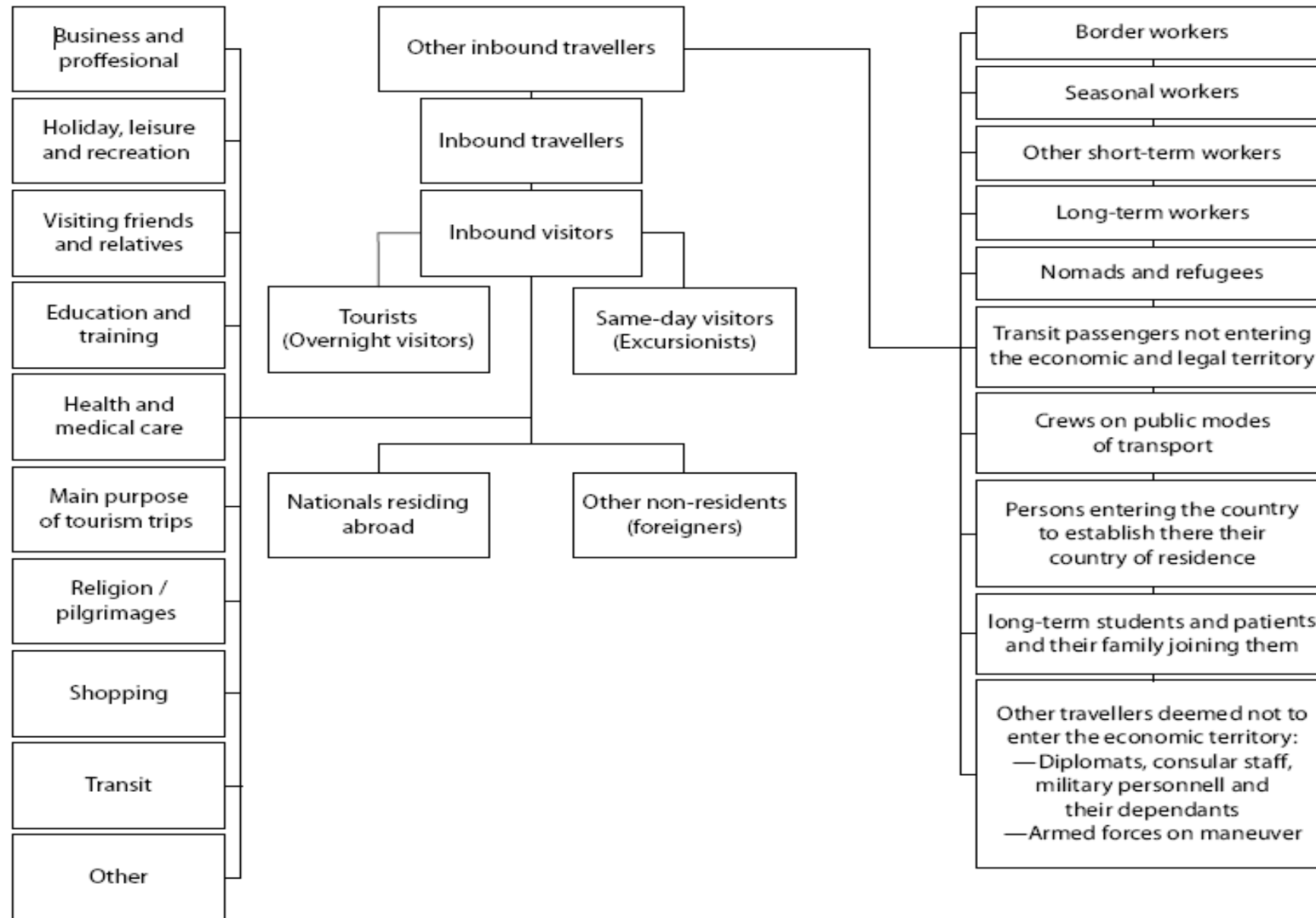
(Trip include Overnight stay)

EXCURSIONIST

Trip less than 24 hours
(Same-Day Visitor)

Inbound tourism expenditure is the tourism expenditure of non-resident visitors within the economy of reference either as part of a domestic or an international trip (from the perspective of his/her country of residence)

CLASSIFICATION OF INBOUND TRAVELLERS



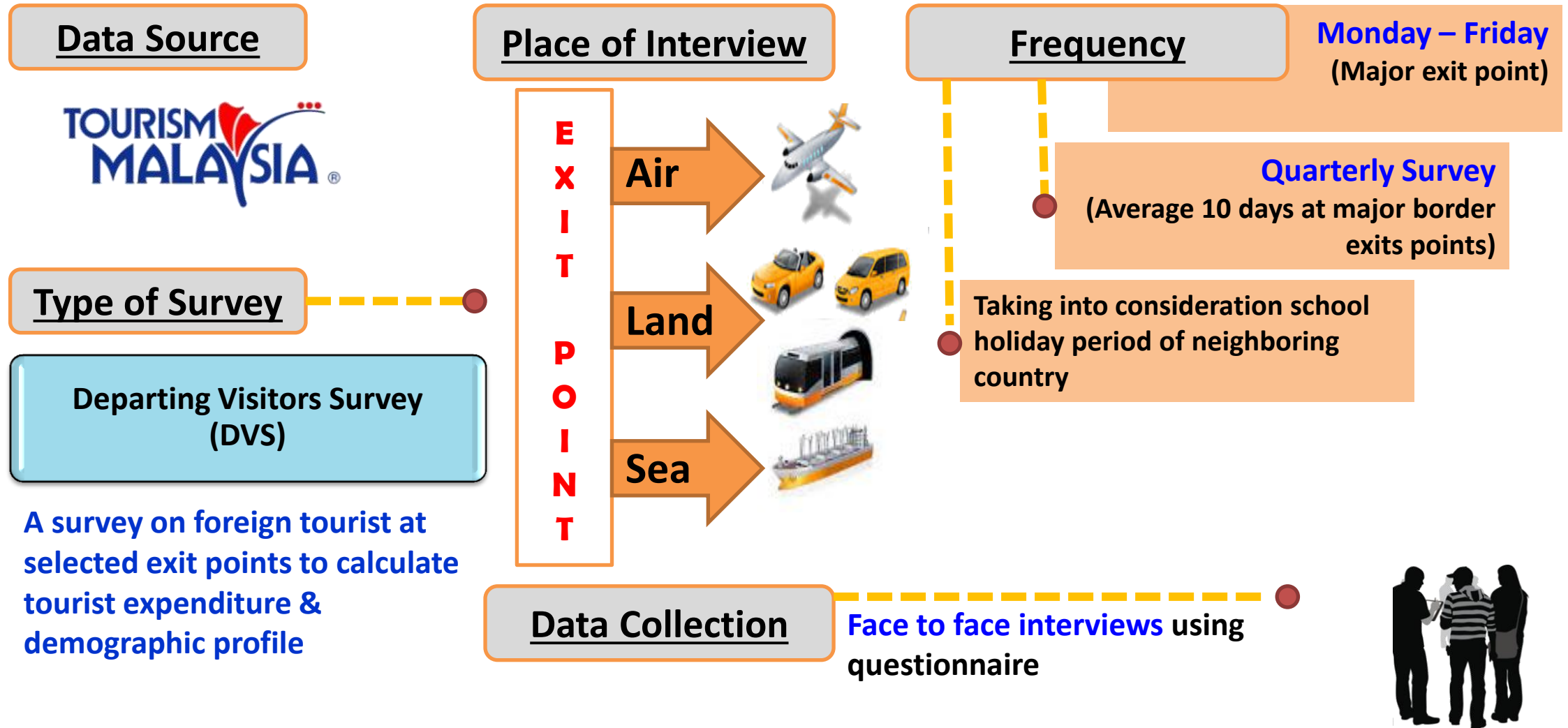
Source: *International Recommendations for Tourism Statistics 2008*

DATA SOURCES



DEPARTING VISITORS SURVEY (DVS)

MEASURING INBOUND TOURISM EXPENDITURE



OUTPUT FROM DVS

EXPENDITURE PATTERN

**Tourist
Receipt**

- Expenditure of inbound tourist

**Per
Capita**

- Expenditure per person per trip

**Per
Diem**

- Expenditure per person per day

**Tourist
Expenditure
Components**



Airport transfer



Accommodation



Food & Beverages



Medical treatment



Organized tourism



Local transportation



Domestic Airfares



International Airfares (Malaysia Owned)



Shopping (Excluding fuel)



Fuel (car)



Sports



Entertainment



Others

OUTPUT FROM DVS



ALOS (night)

- Average duration of stay per trip



Mode of transport



Travel arrangement



Main Purpose of visit



Frequency of visit



Travelling companion



State Visited



Major activity engaged



Item purchased



Type of accommodation used



Information obtained before coming to Malaysia

TRAVELLING BEHAVIOURS



Decision makers



Lead time to decide



Booking Channels



Method of bookings



Country visited before & after visiting Malaysia



Main Factors in choosing Malaysia



Main features to promote Malaysia

OUTPUT FROM DVS



Country of nationality



Country of residence



Gender



Age

DEMOGRAPHIC PROFILE



Marital Status



Occupation

FORMULAS

$$\text{1 TOURIST RECEIPTS} = \text{TOURIST ARRIVALS} \times \text{AVERAGE PER CAPITA}$$

2 **AVERAGE PER CAPITA**
Expenditure per person per trip

$$\frac{\text{Total Tourist Expenditure}}{\text{No. of Tourists}}$$

3 **AVERAGE PER DIEM**
Expenditure per person per trip

$$\frac{\text{Average Per Capita}}{\text{Average Length of Stay}}$$

4 **AVERAGE LENGTH OF STAY (ALOS)**
Average duration of stay per trip

$$\frac{\text{Actual Duration of Stay}}{\text{Total No. of Arrivals}}$$

5 **AVERAGE HOTEL ACCUPANCY RATE**

$$\frac{\text{Actual Room - Night Sold}}{\text{Room-Night Available}}$$



EXCURSIONIST SURVEY

Sample : Excursionists (Day-Trippers)



Location

- Selected border towns



Main Objective

- Excursionist Expenditure
- Country of Nationality
- Main Purpose of Visit
- Items Purchased



RMF 2008 RECOMMENDATIONS

TRAVEL AGENCIES AND OTHER RESERVATION SERVICES PROVIDERS



a

The visitor, the travel agency and the carrier are all residents of country A

b

The visitor and the travel agency are resident of country A, the carrier is resident of country B.

c

The visitor is resident of country A; the carrier and the travel agency are resident of country B

d

The visitor and the travel agency are residents of country B; the carrier is resident of country A

e

The visitor is resident of country B; the travel agency and the carrier are residents of country A

RMF 2008 RECOMMENDATIONS

Country of residence			Commented case	Traditional recording for country A	Effect of extracting reservation services
Visitor	Provider of reservation services	Provider of Intermediated service (e.g. international transportation)			
A	A	A	(a)	Domestic tourism consumption: total international transport	Domestic tourism consumption: different breakdown
A	A	B	(b)	Outbound tourism consumption (for country A): export of reservation services purchased by international transportation	Reservation services in Domestic tourism consumption: International transportation in Outbound tourism consumption (value net of reservation services)
A	B	B	(c)	Outbound tourism consumption: total international transport	Outbound tourism consumption: different product breakdown
B	B	A	(d)	Inbound tourism consumption: total International transport; import of reservation services purchased by international transport	Reservation services excluded from tourism consumption: International transportation in Inbound tourism consumption (value net of reservation services)
B	A	A	(e)	Inbound tourism consumption: total international transport	Inbound tourism consumption: different product breakdown



FRAMEWORK TSA: RMF 2008

TABLE 1: INBOUND TOURISM EXPENDITURE BY PRODUCTS AND CLASSES OF VISITORS

Table 1
Inbound tourism expenditure by products and classes of visitors

Products	Inbound tourism expenditure		
	Tourists (overnight visitors) (1.1)	Excursionists (same-day visitors) (1.2)	Visitors (1.3) = (1.1) + (1.2)
A. Consumption products (*)			
A.1. Tourism characteristic products			
1. Accommodation services for visitors		X	
1.a. Accommodation services for visitors other than 1.b		X	
1.b. Accommodation services associated with all types of vacation home ownership		X	
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. Transport equipment rental services			
8. Travel agencies and other reservation services			
9. Cultural services			
10. Sports and recreational services			
11. Country-specific tourism characteristic goods			
12. Country-specific tourism characteristic services			
A.2. Other consumption products (a)			
B.1. Valuables			
Total			

X does not apply.

(*) The value of A. Consumption products is net of the gross service charges paid to travel agencies, tour operators and other reservation services.

(a) If relevant and feasible, countries should separately identify both components ("tourism connected products" and "non-tourism related consumption products"). In both cases, goods and services should be separately identified, if possible (see para. 4.15).

CLASSIFICATION OF TSA COMPILATION

TABLE 1: INBOUND TOURISM EXPENDITURE BY PRODUCTS AND CLASSES OF VISITORS

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. Transport equipment rental services
8. Travel agencies and other reservation services
9. Cultural services
10. Sports and recreational services
11. Country-specific tourism characteristic goods
12. Country-specific tourism characteristic services

Jadual Table 1A: Perbelanjaan pelancongan inbound bagi pelancong mengikut produk
Inbound tourism expenditure of tourists by products

Produk Products	2010	2011	2012	2013	2014*	2015*
RM Juta RM Million						
Perkhidmatan penginapan Accommodation services	17.34					
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	9.71					
Perkhidmatan pengangkutan penumpang Passenger transport services	12.41					
Perkhidmatan agensi pelancongan dan penempatan lain Travel agencies and other reservation services	2.42					
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	1.75					
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	16.21					
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	1.35					
Jumlah Total	61.22					
Perubahan peratusan tahunan Annual percentage change						

Perkhidmatan penginapan Accommodation services	2
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	1
Perkhidmatan pengangkutan penumpang Passenger transport services	2
Perkhidmatan agensi pelancongan dan penempatan lain Travel agencies and other reservation services	
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	2
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	
Jumlah Total	10

Sumber : Lembaga Penggalakan Pelancongan Malaysia
Jabatan Perangkaan Malaysia
Sources : Malaysia Tourism Promotion Board
Department of Statistics, Malaysia

Jadual Table 1B: Perbelanjaan pelancongan inbound bagi pelawat harian mengikut produk
Inbound tourism expenditure of excursionists by products

Produk Products	2010	2011	2012	2013	2014*	2015*
RM Juta RM Million						
Perkhidmatan penginapan Accommodation services	447.7	460.1	410.5	406.1	325.8	
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	310.1	369.0	572.2	440.2	381.3	
Perkhidmatan pengangkutan penumpang Passenger transport services	122.8	115.0	118.2	103.6	141.0	
Perkhidmatan agensi pelancongan dan penempatan lain Travel agencies and other reservation services	101.3	86.3	101.8	64.4	94.8	
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	799.4	882.9	991.7	840.1	761.1	
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	64.0	77.6	95.2	98.0	133.7	
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	1,844.9	1,991.1	2,289.7	1,952.4	1,837.9	
Jumlah Total	-0.5	7.9	15.0	-14.7	-5.9	
Perubahan peratusan tahunan Annual percentage change						

Perkhidmatan penginapan Accommodation services	24.3	23.1	17.9	20.8	17.7	
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	16.8	18.5	25.0	22.5	20.7	
Perkhidmatan pengangkutan penumpang Passenger transport services	6.6	5.8	5.2	5.3	7.7	
Perkhidmatan agensi pelancongan dan penempatan lain Travel agencies and other reservation services	5.5	4.3	4.4	3.3	5.2	
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	43.3	44.3	43.3	43.0	41.4	
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	3.5	3.9	4.2	5.0	7.3	
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	100.0	100.0	100.0	100.0	100.0	

Perkhidmatan penginapan Accommodation services	27.5	27.5	27.8	27.0	27.2	23.7
Perkhidmatan penyediaan makanan dan minuman Food and beverage serving services	16.1	15.7	15.1	11.7	13.5	12.9
Perkhidmatan pengangkutan penumpang Passenger transport services	20.3	18.8	18.9	24.0	22.3	18.4
Perkhidmatan agensi pelancongan dan penempatan lain Travel agencies and other reservation services	4.0	4.3	3.8	3.4	3.5	5.6
Perkhidmatan kebudayaan, sukan dan rekreasi Cultural, sports and recreational services	2.9	3.5	2.8	2.9	2.1	3.8
Barang khusus bercirikan pelancongan negara Country-specific tourism characteristic goods	26.9	28.0	29.0	28.3	28.0	30.2
Perkhidmatan khusus bercirikan pelancongan negara Country-specific tourism characteristic services	2.3	2.2	2.6	2.7	3.3	5.3
Jumlah Total	100.0	100.0	100.0	100.0	100.0	100.0

Sumber : Lembaga Penggalakan Pelancongan Malaysia
Jabatan Perangkaan Malaysia
Sources : Malaysia Tourism Promotion Board
Department of Statistics, Malaysia

Thank you

