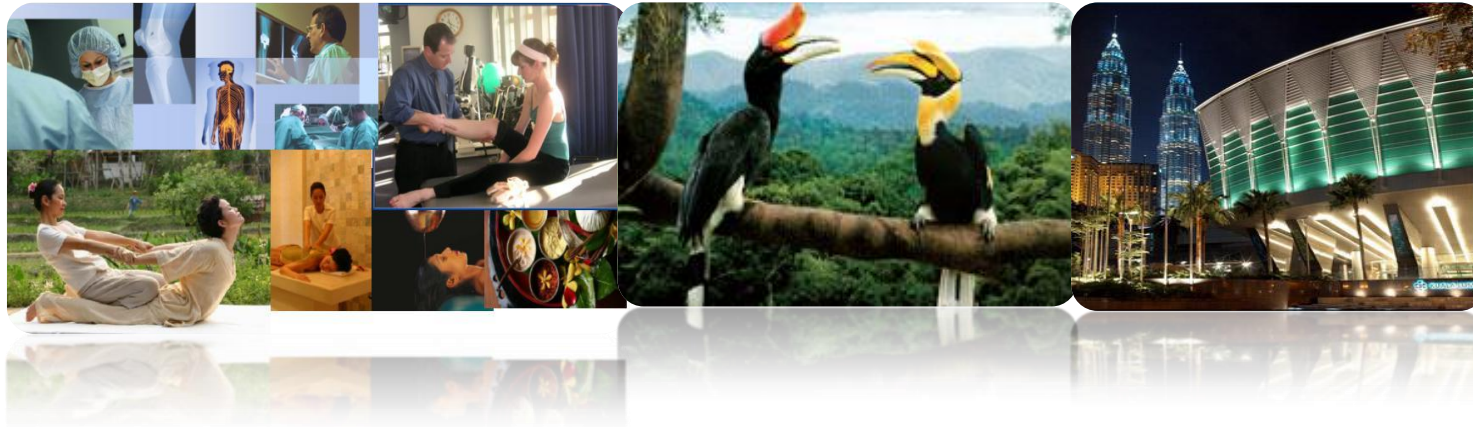




Training Course on Tourism Satellite Account in Suriname



Session 9

MALAYSIA'S TOURISM SATELLITE ACCOUNT

Presented by:

Ms. Kanageswary Ramasamy

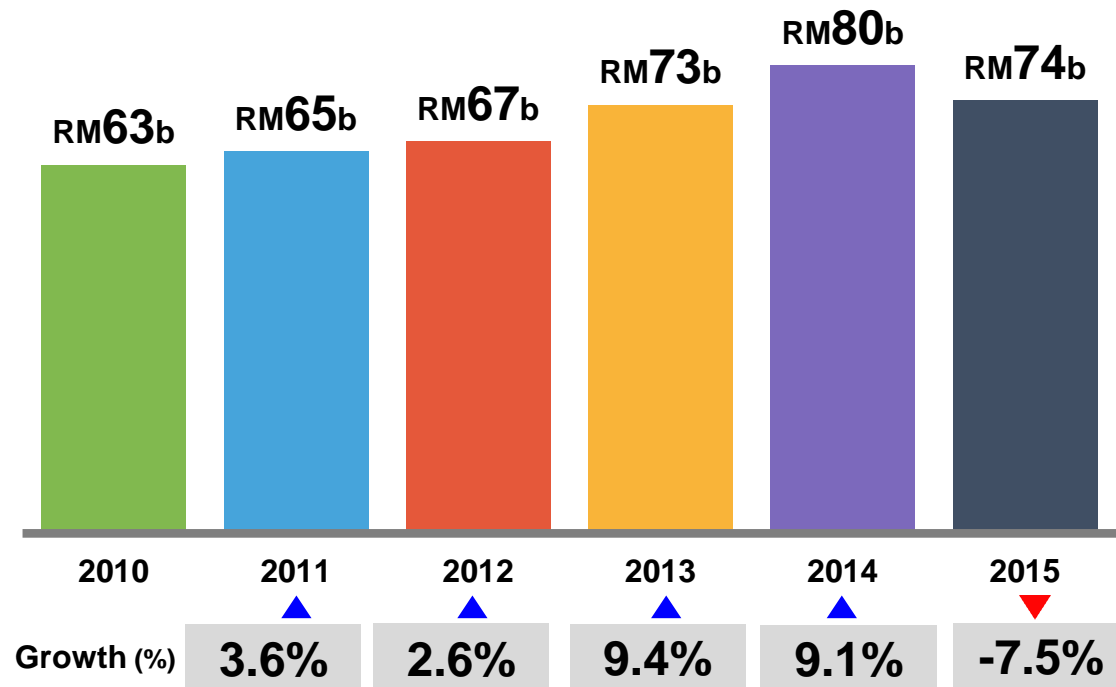
Department of Statistics, Malaysia

14-16 February 2017

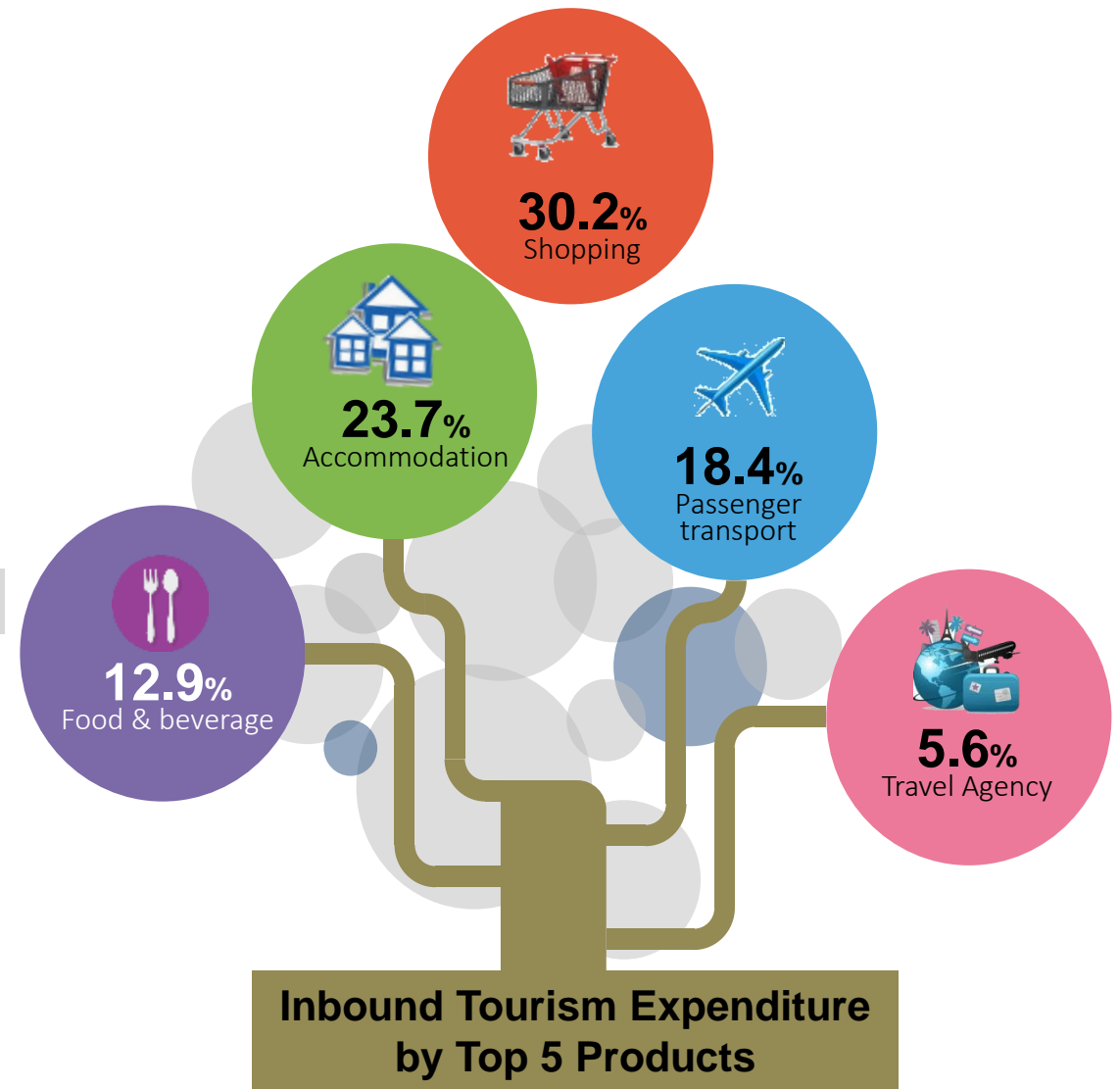
Outline

-  | **Inbound Tourism**
-  | **Domestic Tourism**
-  | **Outbound Tourism**
-  | **Performance of Tourism Industry**
-  | **GVATI & TDGVA by Industry**
-  | **Tourism Ratio**
-  | **Employment in Tourism Industry**

Inbound Tourism Expenditure

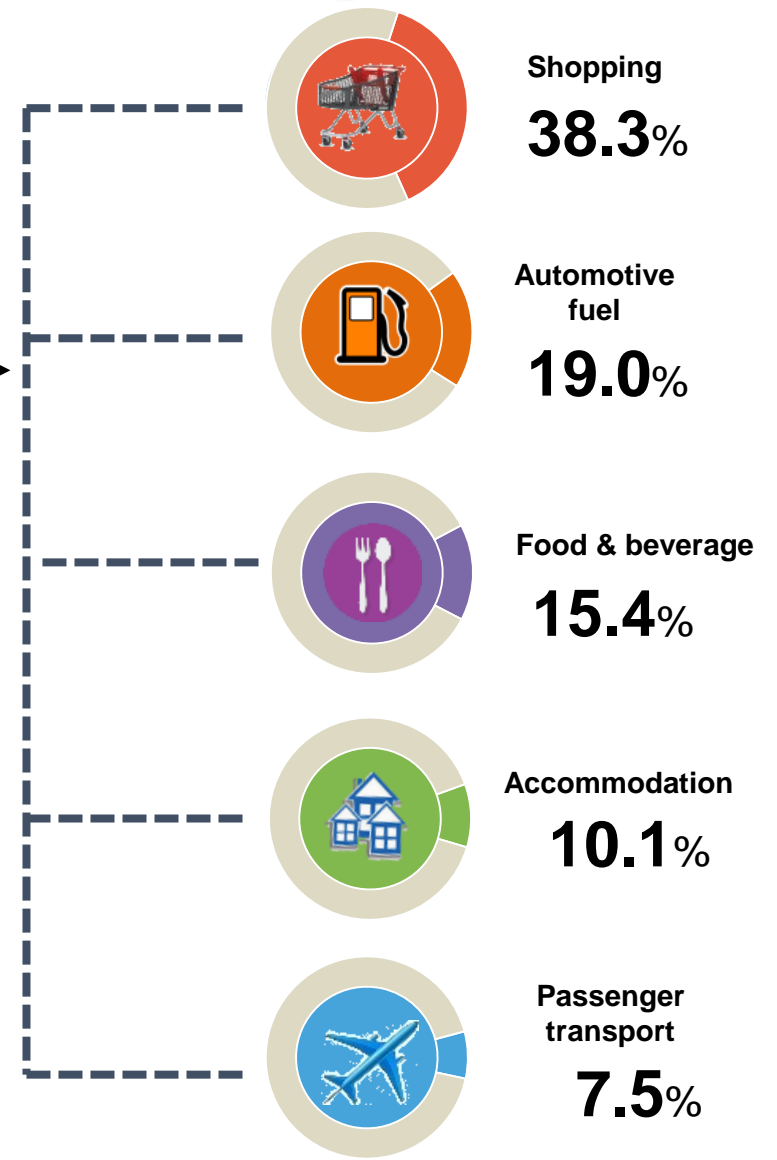
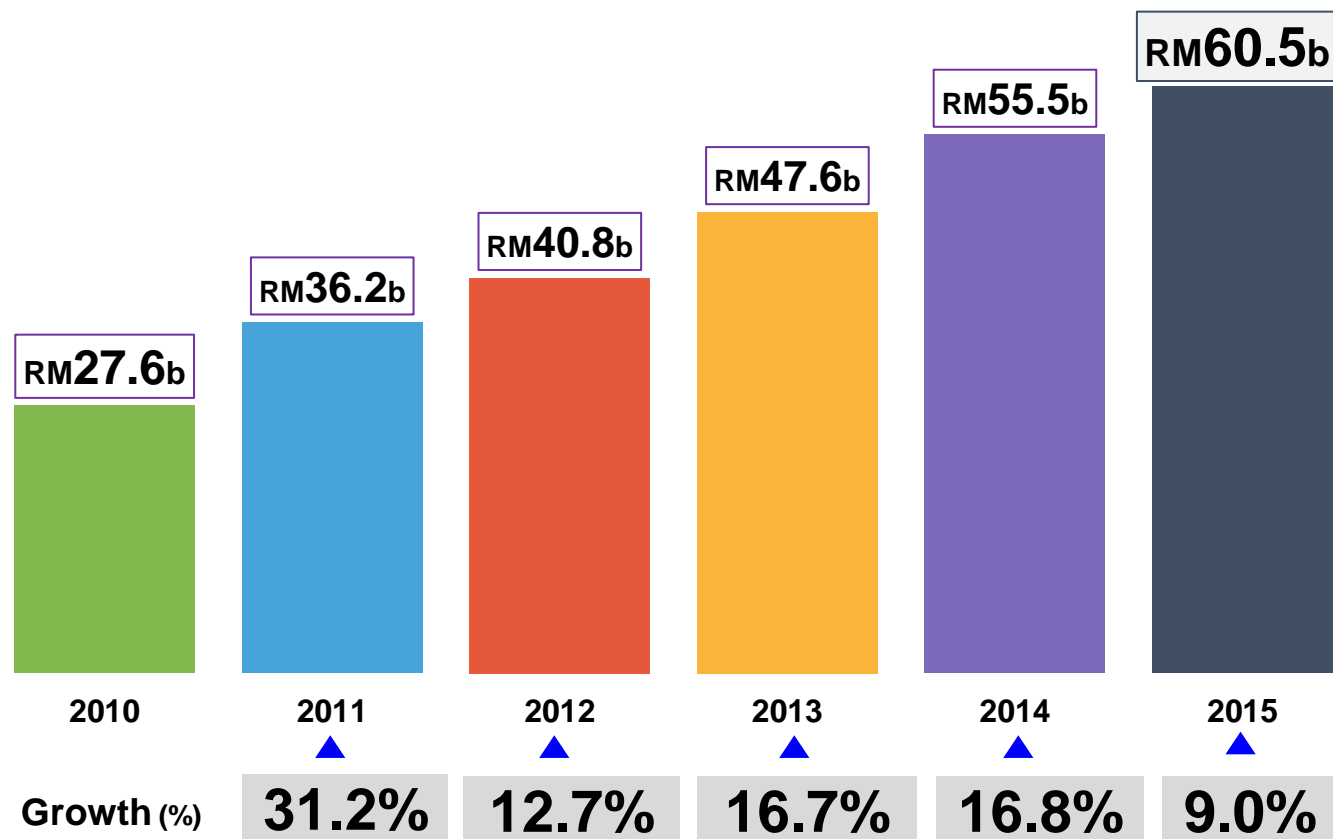


➤ Inbound visitors' expenditure decreased to **RM74 billion** with a **negative** growth of **7.5%**.








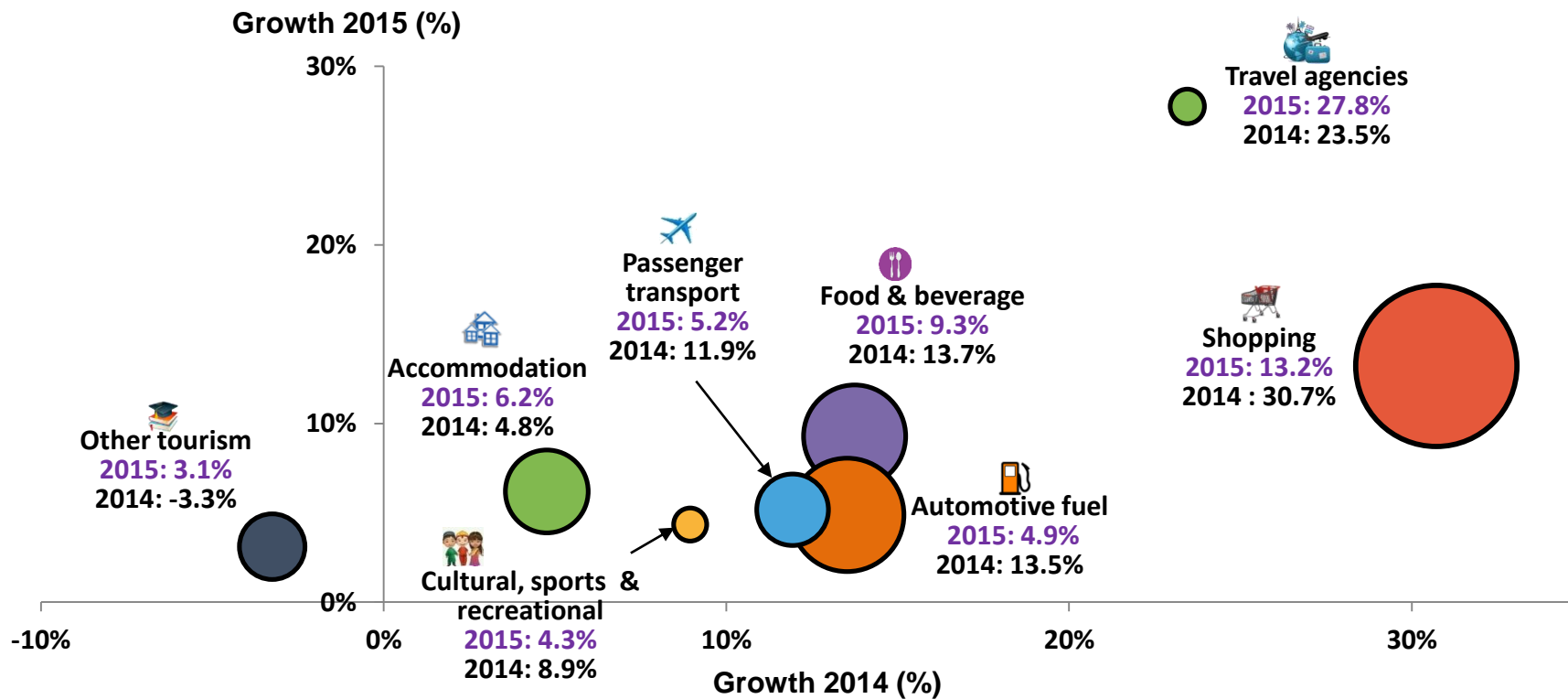
Domestic Tourism Expenditure

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

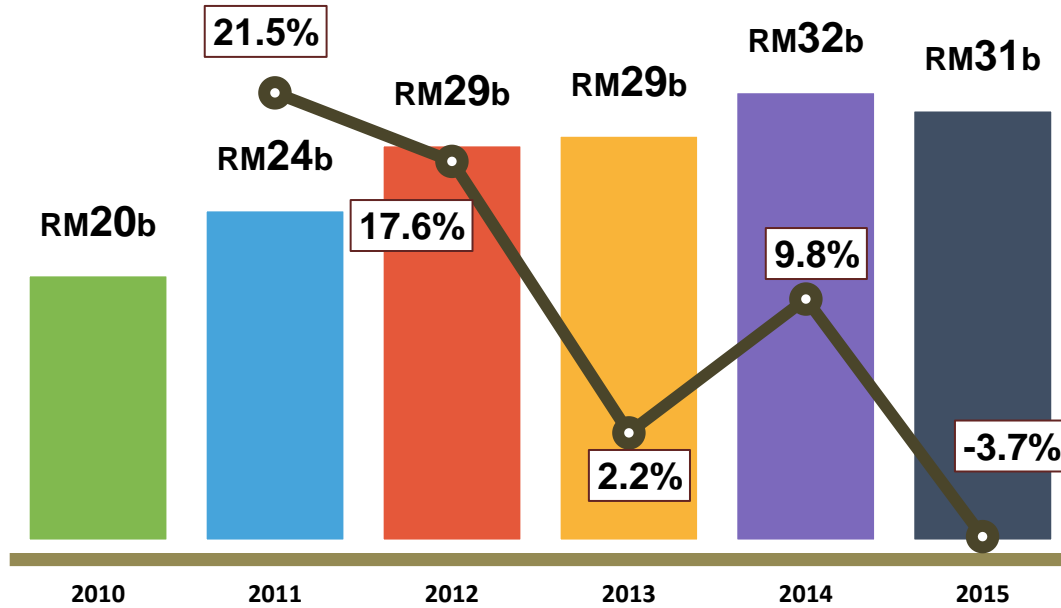


Domestic Tourism Expenditure

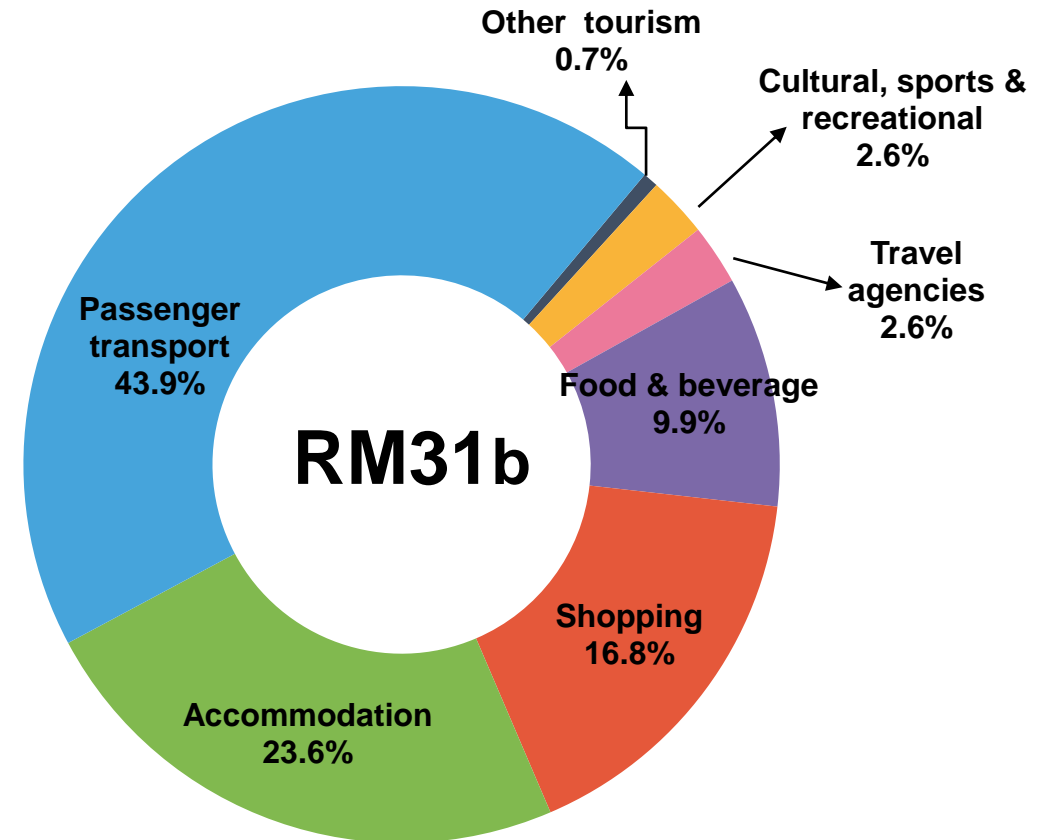
Products	Value (RM Billion)		Growth (%)		Share (%)	
	2014	2015	2014	2015	2014	2015
 Retail trade	20,483.0	23,192.1	30.7	13.2	36.9	38.3
 Automotive fuel	10,945.7	11,480.5	13.5	4.9	19.7	19.0
 Food & beverage	8,526.0	9,317.8	13.7	9.3	15.4	15.4
 Accommodation	5,775.6	6,133.3	4.8	6.2	10.4	10.1
 Passenger transport	4,335.7	4,560.0	11.9	5.2	7.8	7.5



Outbound Expenditure



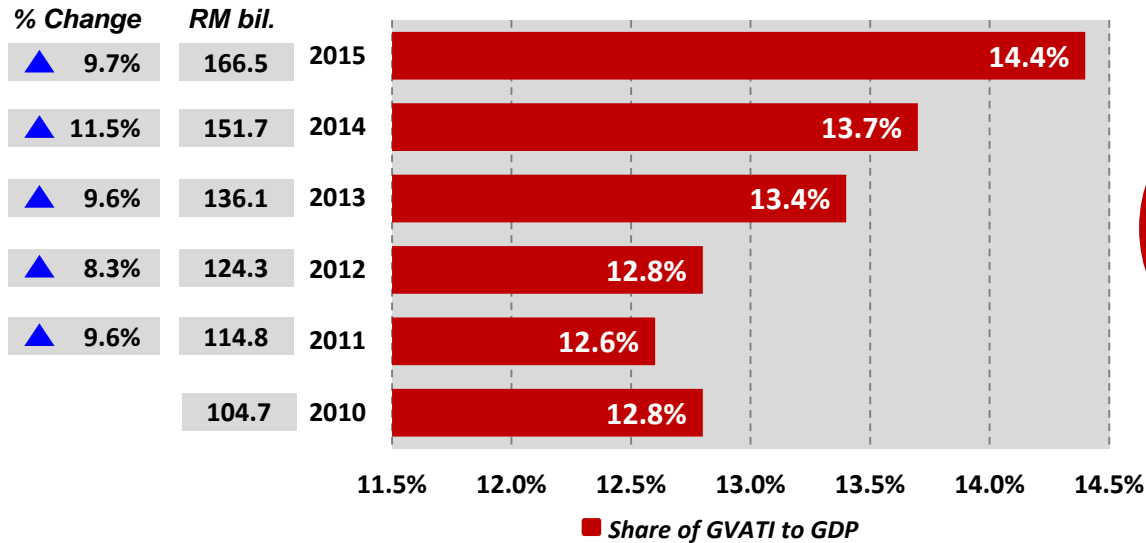
➤ In 2015, outbound expenditure declined to **3.7%**.



Products	Value (RM Million)		Growth (%)	
	2014	2015	2014	2015
Pasenger 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

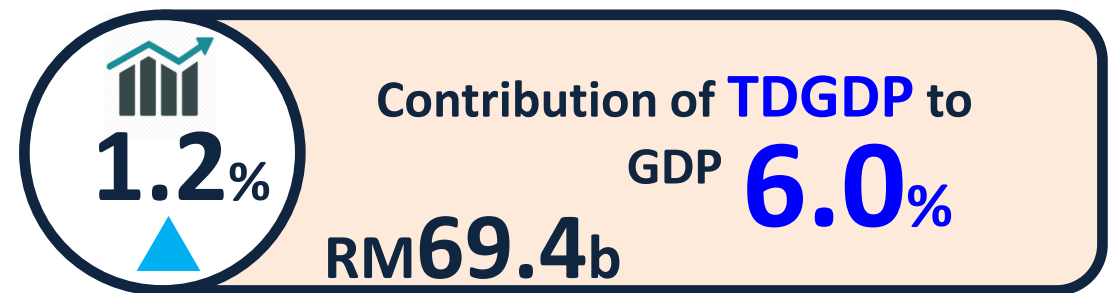
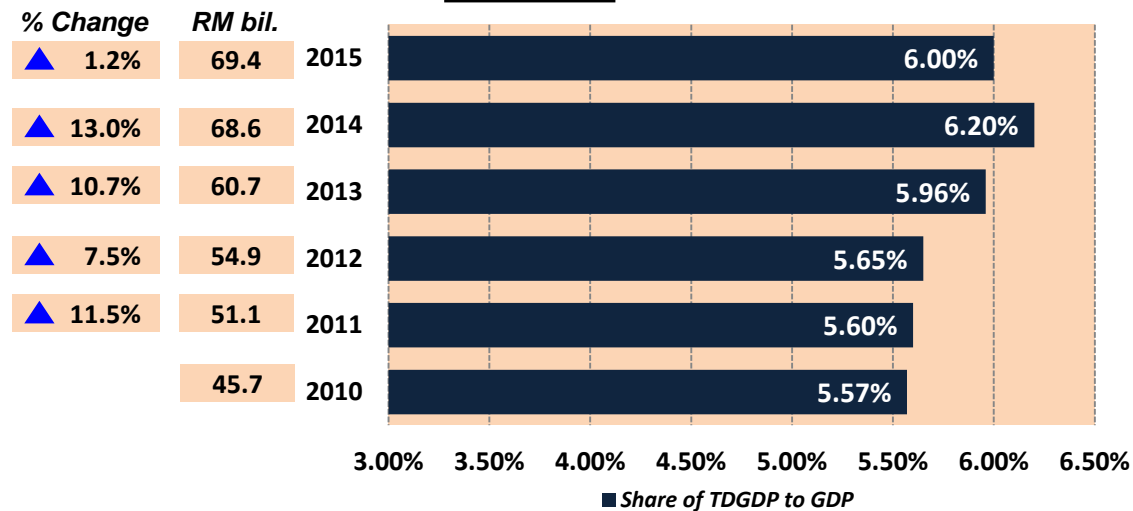
Performance of Tourism Industry, 2015

GVATI



Malaysia's Tourism Industry remained resilient despite weaker demand from inbound tourist

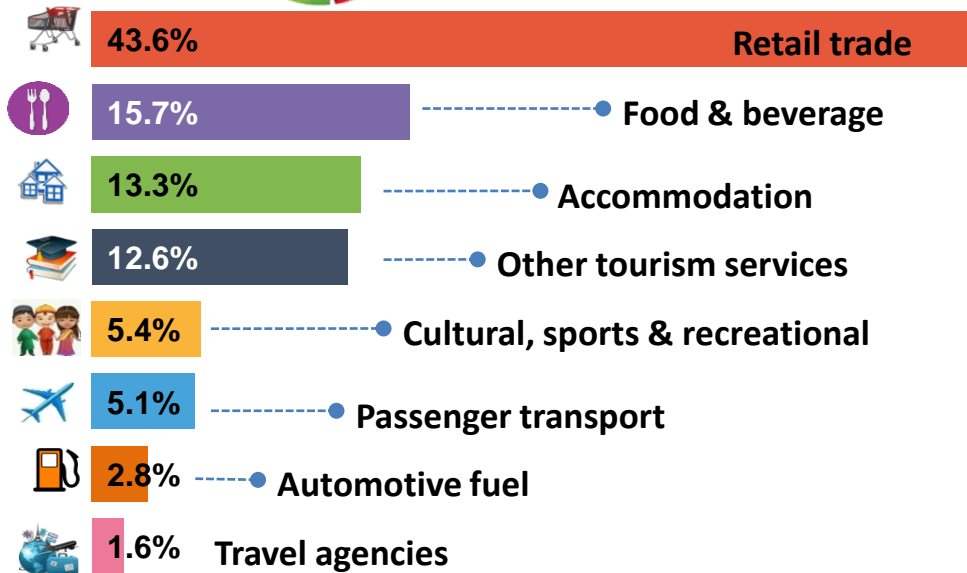
TDGDP



GVATI & TDGVA by Industry, 2015

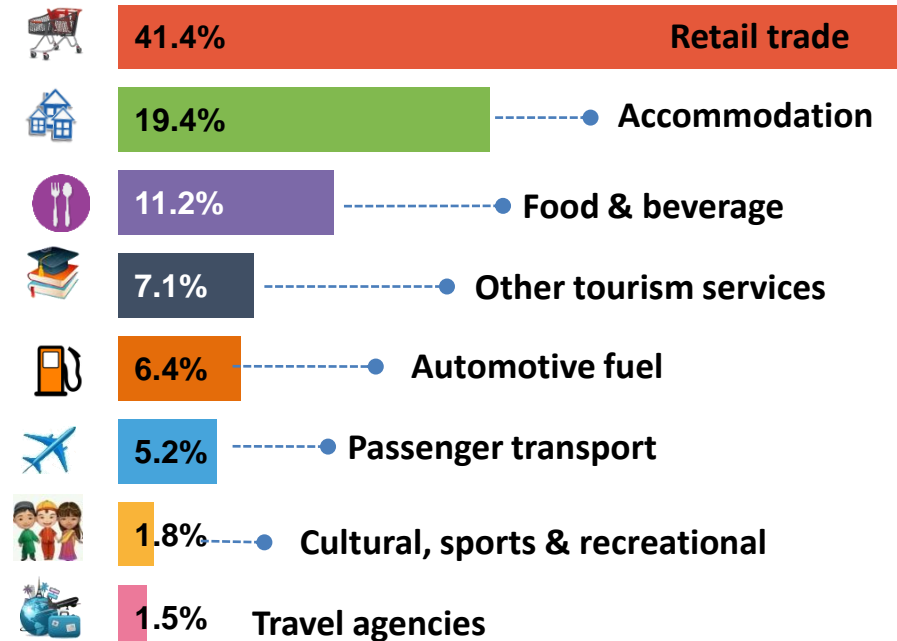
➤ Both GVATI and TDGVA primarily driven by **retail trade** industry.

GVATI



GVATI 2015	RM166.5b
Retail (Shopping)	RM72.6b
Food & Beverage	RM26.1b
Accommodation	RM22.1b

TDGVA



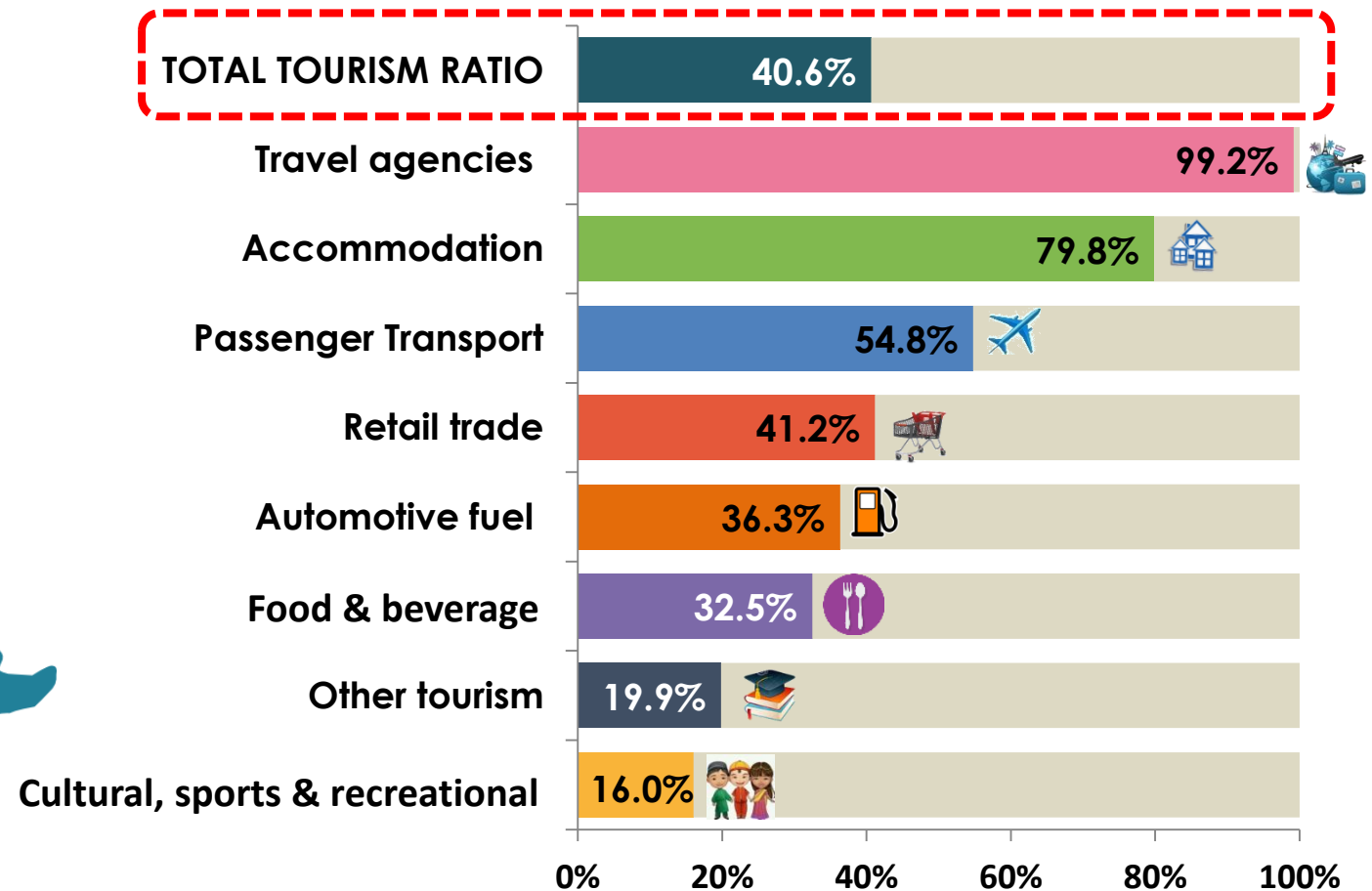
TDGVA 2015	RM69.3b
Retail (Shopping)	RM28.7b
Accommodation	RM13.5b
Food & beverage	RM7.8b

Tourism Ratio

The **tourism ratio** are the proportion of an industry's output that is consumed by visitors.

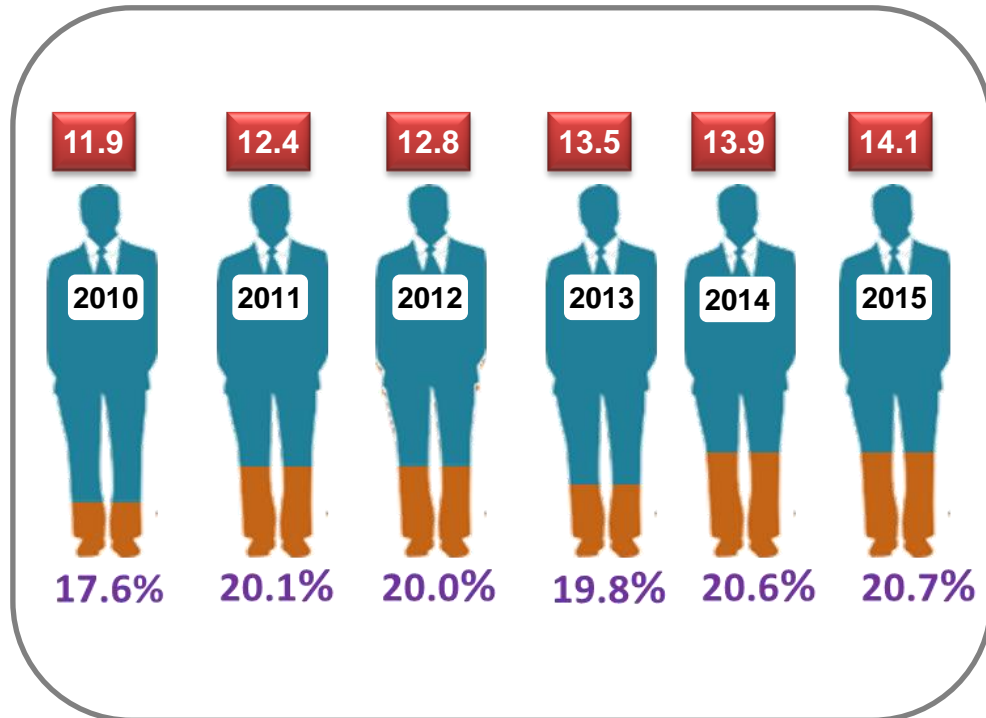
Total tourism product ratio was **40.6%** in 2015

(2014 : 43.8%).

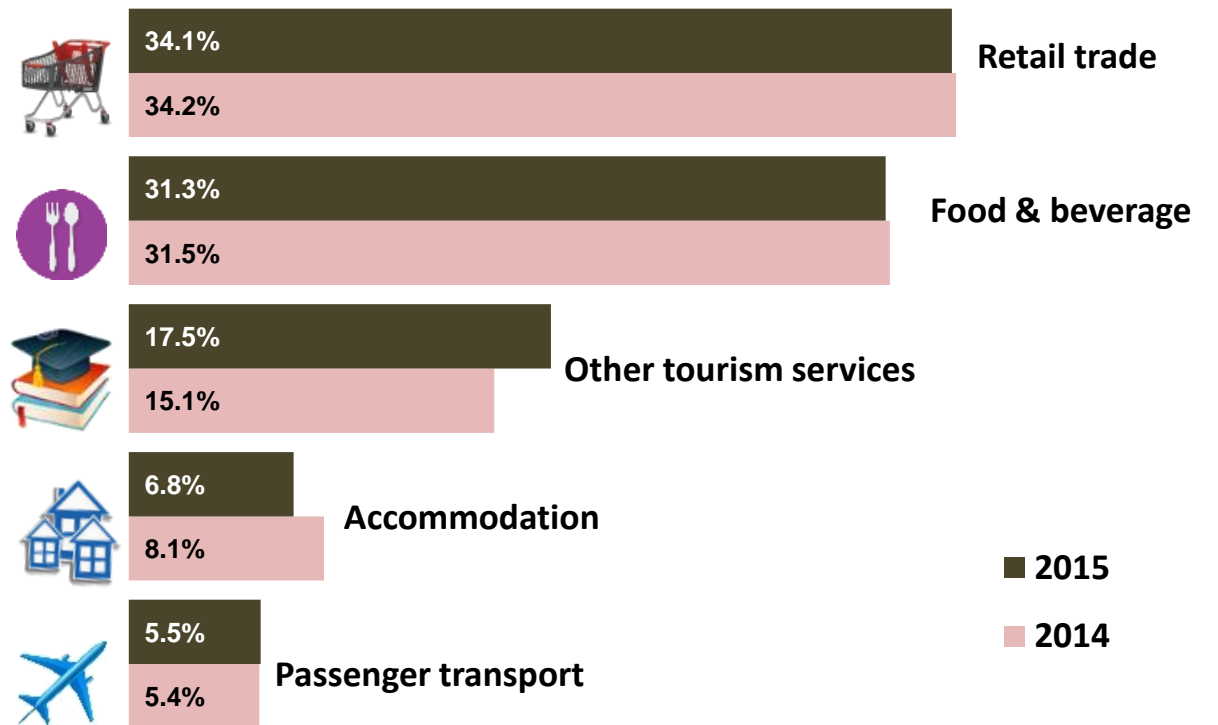


Employment In Tourism Industry

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



Top 5 Industry Percentage Share (%)



THANK YOU