

# ***Department of Statistics, Malaysia***



Jabatan Perangkaan  
M A L A Y S I A

## ***PRESS RELEASE***

### ***Malaysia Tourism Satellite Account***

***2005-2011***

***Monday, 14 January 2013***

# SUMMARY OF FINDINGS

## MALAYSIA TOURISM SATELLITE ACCOUNT 2005-2011

### Overview

This summary of findings provides information on tourism statistics in Malaysia for the period of 2005 to 2011<sup>1</sup>. It presents data on expenditure for inbound, domestic, outbound, internal, supply & consumption and employment in the tourism industries. Two new indicators namely Tourism Direct Gross Value Added (TDGVA) and Tourism Direct Gross Domestic Product (TDGDP) are also provided. In line with the rebasing of Gross Domestic Product, the statistics were compiled in 2005 prices.

**Table I : Total Tourism Expenditure, 2005-2011**

Tourism Expenditure								
Year	Inbound		Domestic		Outbound <sup>a</sup>		Total	
	RM (Million)	Annual change (%)	RM (Million)	Annual change (%)	RM (Million)	Annual change (%)	RM (Million)	Annual change (%)
2005	33,092.4	..	19,026.8	..	9,090.8	..	61,210.0	..
2006	37,572.9	13.5	21,603.0	13.5	10,691.4	17.6	69,867.3	14.1
2007	47,423.7	26.2	27,265.6	26.2	11,843.4	10.8	86,532.7	23.9
2008	50,171.8	5.8	17,870.9	-34.5	14,198.3	19.9	82,241.0	-5.0
2009	55,000.8	9.6	21,133.5	18.3	15,472.8	9.0	91,607.1	11.4
2010	58,347.5	6.1	27,575.8	30.5	18,173.2	17.5	104,096.5	13.6
2011	60,160.8	3.1	36,179.2	31.2	21,341.3	17.4	117,681.3	13.1

### Total Tourism Expenditure

(Table I)

Total tourism expenditure consists of inbound, domestic and outbound tourism expenditure. It increased from RM104.1 billion in 2010 to RM117.7 billion in 2011. Since year 2005, the larger portion of total tourism expenditure contributed by inbound tourism expenditure.

### Inbound Tourism Expenditure

(Table I)

Inbound tourism expenditure showed a consistent positive growth for the period of 2006 to 2011. The total receipts increased to RM60.2 billion in 2011 from RM58.3 billion in 2010. In spite of the increase, the annual percentage change reduced from 6.1 per cent in 2010 to 3.1 per cent in 2011. Meanwhile, the number of inbound visitors to Malaysia in 2011

<sup>1</sup> Detailed data is available in the publication entitled Malaysia Tourism Satellite Account, 2005-2011

recorded 32.8 million, an increase from 32.7 million in 2010. Most of the visitors were from ASEAN countries especially from Singapore, Indonesia and Thailand.

### Domestic Tourism Expenditure

(Table I)

Domestic tourism expenditure expanded from RM27.6 billion in 2010 to RM36.2 billion in 2011. Throughout the years, it recorded double-digit growth except in 2008 which registered a negative growth in line with the increase in the price of petrol.

### Outbound Tourism Expenditure

(Table I)

Outbound tourism expenditure which reflects the outflows of tourism expenditure contracted by 0.1 percentage point as compared to 17.5 per cent in 2010. Outbound tourism expenditure for 2011 registered the highest outflows of RM21.3 billion since year 2005.

**Table II : Internal Tourism Consumption and Inbound Tourism as a Percentage to Total Exports**

Year	Inbound tourism expenditure		Domestic tourism expenditure		Internal Tourism Consumption		Total exports RM (Million)	Inbound tourism over total exports (%)
	RM (Million)	Annual change (%)	RM (Million)	Annual change (%)	RM (Million)	Annual change (%)		
2005	33,092.4	..	19,026.8	..	52,119.2	..	613,694	5.4
2006	37,572.9	13.5	21,603.0	13.5	59,175.9	13.5	669,505	5.6
2007	47,423.7	26.2	27,265.6	26.2	74,689.3	26.2	706,382	6.7
2008	50,171.8	5.8	17,870.9	-34.5	68,042.7	-8.9	766,096	6.5
2009	55,000.8	9.6	21,133.5	18.3	76,134.3	11.9	651,671	8.4
2010	58,347.5	6.1	27,575.8	30.5	85,923.3	12.9	745,311	7.8
2011	60,160.8	3.1	36,179.2	31.2	96,340.0	12.1	806,705	7.5

### Internal Tourism Consumption

(Table II)

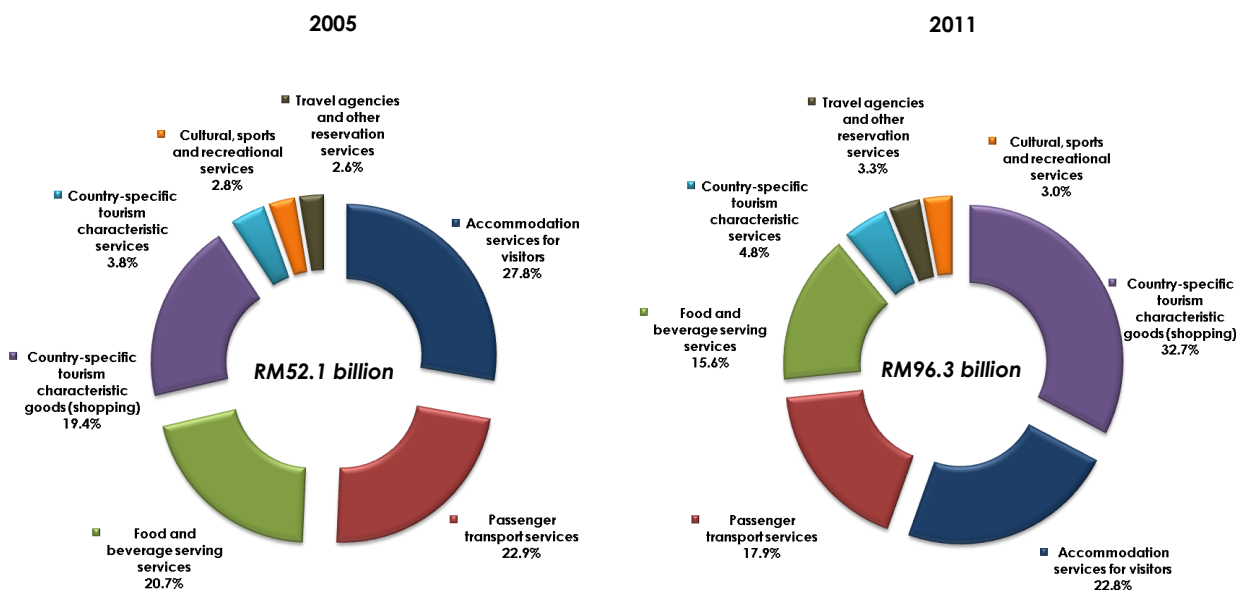
Internal tourism consumption is the combination of both inbound and domestic tourism expenditure. It grew from RM85.9 billion in 2010 to RM96.3 billion in 2011 with a growth of 12.1 per cent.

### Inbound Tourism Expenditure to Total Exports

(Table II)

Inbound tourism expenditure accounted 7.5 per cent of total exports (merchandise and services) for 2011, a decline of 0.3 percentage point from 2010. Within the period of seven years, inbound tourism expenditure share to total exports was seen the highest in 2009 at 8.4 per cent.

Chart 1 : Percentage Share of Internal Tourism Consumption by Product, 2005 & 2011



**Share of Internal Tourism Consumption**  
(Chart 1)

Internal tourism consumption measures the total demand of foreign and domestic visitors. It recorded RM96.3 billion in 2011 compared to RM52.1 billion in 2005. In 2011, internal visitors consumed most on shopping (32.7 per cent) and accommodation (22.8 per cent). In addition, these visitors spent 17.9 per cent on passenger transport services.

Nevertheless in 2005, the consumption of internal visitors was mainly on accommodation (27.8 per cent), followed by passenger transport services (22.9 per cent) and food & beverage serving services (20.7 per cent).

**Internal Tourism Consumption as a Percentage to Gross Domestic Product**  
(Table I, II and IV)

Internal tourism consumption for 2011 was 10.9 per cent of Gross Domestic Product (GDP). The share of inbound to GDP registered 6.8 per cent, domestic 4.1 per cent and outbound 2.4 per cent in 2011 whereas in 2010, inbound posted a share of 7.3 per cent, domestic 3.5 per cent and outbound 2.3 per cent.

**Table III : National and International Tourism Expenditure**

Year	National Tourism Expenditure		International Tourism Expenditure	
	RM (Million)	Annual change (%)	RM (Million)	Annual change (%)
2005	28,117.6	..	42,183.2	..
2006	32,294.4	14.9	48,264.3	14.4
2007	39,109.0	21.1	59,267.1	22.8
2008	32,069.2	-18.0	64,370.1	8.6
2009	36,606.3	14.1	70,473.6	9.5
2010	45,749.0	25.0	76,520.7	8.6
2011	57,520.5	25.7	81,502.1	6.5

**National Tourism Expenditure**

(Table I and III)

National tourism expenditure is the aggregation of domestic and outbound tourism expenditure. In 2011, national tourism expenditure indicated that Malaysian residents spent RM57.5 billion and recorded a growth of 25.7 per cent as against 25.0 per cent in the previous year.

**International Tourism Expenditure**

(Table I and III)

International tourism expenditure is made up of inbound and outbound tourism expenditure. It increased 6.5 per cent to attain RM81.5 billion in 2011. The international tourism was led by inbound tourism which recorded a share of 73.8 per cent in 2011.

**Table IV : Gross Value Added of Tourism Industries and Percentage Share to Gross Domestic Product (at current prices)**

Year	Total output of tourism industries		Total intermediate consumption		Total Gross Value Added of Tourism Industries		Gross Domestic Product		Percentage share of GVATI to GDP
	RM (Billion)	Annual change (%)	RM (Billion)	Annual change (%)	RM (Billion)	Annual change (%)	RM (Billion)	Annual change (%)	
2005	112.3	..	55.9	..	56.4	..	543.6	..	10.4
2006	128.8	14.7	65.8	17.9	62.9	11.5	596.8	9.8	10.5
2007	151.1	17.4	77.6	17.9	73.5	16.8	665.3	11.5	11.0
2008	169.7	12.3	83.2	7.2	86.5	17.6	769.9	15.7	11.2
2009	184.7	8.9	94.0	13.0	90.7	4.9	712.9	-7.4	12.7
2010	202.9	9.8	103.1	9.7	99.8	10.0	795.0	11.5	12.6
2011	220.7	8.8	111.6	8.2	109.1	9.3	881.1	10.8	12.4

**Total Output of Tourism Industries**  
(Table IV)

Total output of tourism industry is the total output of goods and services produced to be consumed by visitors. It recorded RM220.7 billion in 2011, an increase of 8.8 per cent from the previous year.

**Total Intermediate Consumption**  
(Table IV)

Total intermediate consumption attained RM111.6 billion in 2011 from RM103.1 billion in 2010. In terms of growth in 2010 and 2011, it registered 9.7 and 8.2 percent respectively.

**Gross Value Added of Tourism Industries**  
(Table IV)

Gross Value Added of Tourism Industries (GVATI) is the difference between total output and total intermediate consumption of tourism industries. GVATI recorded RM109.1 billion in 2011 as compared to RM99.8 billion in 2010. It posted a growth of 9.3 per cent in 2011 and 10.0 per cent in 2010. The GVATI contribution to GDP was 12.4 per cent, slightly decreased from 12.6 per cent in 2010.

**Table V : Tourism Direct Gross Value Added and Tourism Direct Gross Domestic Product  
(at current prices)**

Year	Gross Domestic Product		Overall Gross Value Added		Tourism Direct Gross Value Added		Tourism Direct Gross Domestic Product	
	RM (Billion)	Annual change (%)	RM (Billion)	Annual change (%)	RM (Billion)	Share of TDGVA (%)	RM (Billion)	Share of TDGDP (%)
2005	543.6	..	537.2	..	25.4	4.7	25.4	4.7
2006	596.8	9.8	591.1	10.0	28.1	4.8	28.1	4.7
2007	665.3	11.5	659.4	11.5	32.3	4.9	32.4	4.9
2008	769.9	15.7	762.4	15.6	37.4	4.9	37.4	4.9
2009	712.9	-7.4	705.9	-7.4	38.6	5.5	38.6	5.4
2010	795.0	11.5	787.4	11.5	42.3	5.4	42.3	5.3
2011	881.1	10.8	872.4	10.8	46.0	5.3	46.1	5.2

#### **Tourism Direct Gross Value Added**

(Table V)

Tourism Direct Gross Value Added (TDGVA) is the part of gross value added generated by tourism industries and other industries which consumed by the visitors. TDGVA recorded RM46.0 billion in 2011, an increase from RM42.3 billion in 2010. It posted a growth of 8.9 per cent in 2011 compared to 9.6 per cent in 2010. The share of TDGVA to overall gross value added in 2011 recorded 5.3 per cent, a decline of 0.1 percentage point from previous year.

#### **Tourism Direct Gross Domestic Product**

(Table V)

Tourism Direct Gross Domestic Product (TDGDP) is the value of TDGVA including net taxes on products and imports. TDGDP attained RM46.1 billion in 2011 as compared to RM42.3 billion in 2010 with a growth of 8.9 per cent in 2011. The share of TDGDP to GDP for the period of seven years was in the range of 4.7 to 5.4 per cent.

Table VI : Total Supply and Demand by Type of Products

Products	Domestic tourism demand			Inbound tourism demand	Total Internal tourism demand	Total supply	Tourism ratio
	Business and government demand	Household demand					
RM (Million)							
<b>2009</b>							
Accommodation services for visitors	792.2	1,874.4	16,573.8	19,240.4	21,325.7	0.90	
Food and beverage serving services	97.2	3,021.6	9,702.9	12,821.7	32,480.9	0.39	
Passenger transport services	307.0	6,424.0	7,861.9	14,592.9	19,431.9	0.75	
Travel agencies and other reservation services	95.5	186.6	2,371.8	2,653.9	3,831.9	0.69	
Cultural, sports and recreational services	5.5	252.7	1,664.7	1,922.9	10,178.2	0.19	
Country-specific tourism characteristic goods	18.8	6,139.8	15,773.5	21,932.1	69,701.7	0.31	
Country-specific tourism characteristic services	32.0	1,886.2	1,052.2	2,970.4	15,586.9	0.19	
<b>Total</b>	<b>1,348.2</b>	<b>19,785.3</b>	<b>55,000.8</b>	<b>76,134.3</b>	<b>172,537.2</b>	<b>0.44</b>	
<b>2010</b>							
Accommodation services for visitors	781.0	2,555.4	17,343.2	20,679.6	22,474.4	0.92	
Food and beverage serving services	78.7	3,742.3	10,177.1	13,998.1	37,263.6	0.38	
Passenger transport services	450.1	7,755.3	8,047.1	16,252.5	20,390.5	0.80	
Travel agencies and other reservation services	86.2	183.3	2,544.3	2,813.8	4,214.7	0.67	
Cultural, sports and recreational services	1.9	381.3	1,834.3	2,217.5	10,916.5	0.20	
Country-specific tourism characteristic goods	6.4	8,944.5	16,981.5	25,932.4	77,193.2	0.34	
Country-specific tourism characteristic services	135.6	2,473.8	1,420.0	4,029.4	17,478.1	0.23	
<b>Total</b>	<b>1,539.9</b>	<b>26,035.9</b>	<b>58,347.5</b>	<b>85,923.3</b>	<b>189,931.0</b>	<b>0.45</b>	
<b>2011</b>							
Accommodation services for visitors	1,085.0	2,956.9	17,961.3	22,003.2	23,752.6	0.93	
Food and beverage serving services	85.6	4,661.0	10,245.0	14,991.6	41,168.7	0.36	
Passenger transport services	584.4	9,584.9	7,073.9	17,243.2	21,574.3	0.80	
Travel agencies and other reservation services	144.5	204.8	2,805.1	3,154.4	4,539.3	0.69	
Cultural, sports and recreational services	0.6	569.6	2,317.3	2,887.5	11,734.5	0.25	
Country-specific tourism characteristic goods	3.0	13,168.5	18,294.6	31,466.1	85,319.5	0.37	
Country-specific tourism characteristic services	66.1	3,064.3	1,463.6	4,594.0	19,108.8	0.24	
<b>Total</b>	<b>1,969.2</b>	<b>34,210.0</b>	<b>60,160.8</b>	<b>96,340.0</b>	<b>207,197.8</b>	<b>0.46</b>	



**Tourism Ratio**

(Table VI)

The tourism ratio indicates the proportion of the value of products purchased by visitors as compared to the supply. In 2011, the highest ratio among the tourism characteristic products was posted by accommodation 0.93, increased from 0.92 in the previous year. This means that 93.0 per cent of all accommodation services were consumed by the visitors in 2011.

Tourism ratio of passenger transport services registered the second highest of 0.80 in 2011. Tourism ratio of 0.69 was recorded by travel agencies and other reservation services. This indicates that in 2011 the visitors' demand for travel agencies and other reservation services reached 69.0 per cent out of total supplied.

Meanwhile, tourism ratio for country-specific tourism characteristic goods which is shopping, increased to 0.37 in 2011 as against 0.34 in 2010. However in 2011, the tourism ratio of food & beverage serving services decreased by 2.0 percentage point compared with 2010.

**Table VII : Employment in the Related Tourism Industries**

Year	Employment in the related tourism industries		Total employment	Share of employment in the related tourism industries to total employment (%)
	Number ('000)	Annual change (%)	Number ('000)	
2005	1,511.5	..	10,045.4	15.0
2006	1,554.6	2.9	10,275.4	15.1
2007	1,568.8	0.9	10,538.1	14.9
2008	1,677.6	6.9	10,659.6	15.7
2009	1,759.5	4.9	10,897.3	16.1
2010	1,842.6	4.7	11,776.8	15.6
2011	1,984.4	7.7	12,123.0	16.4

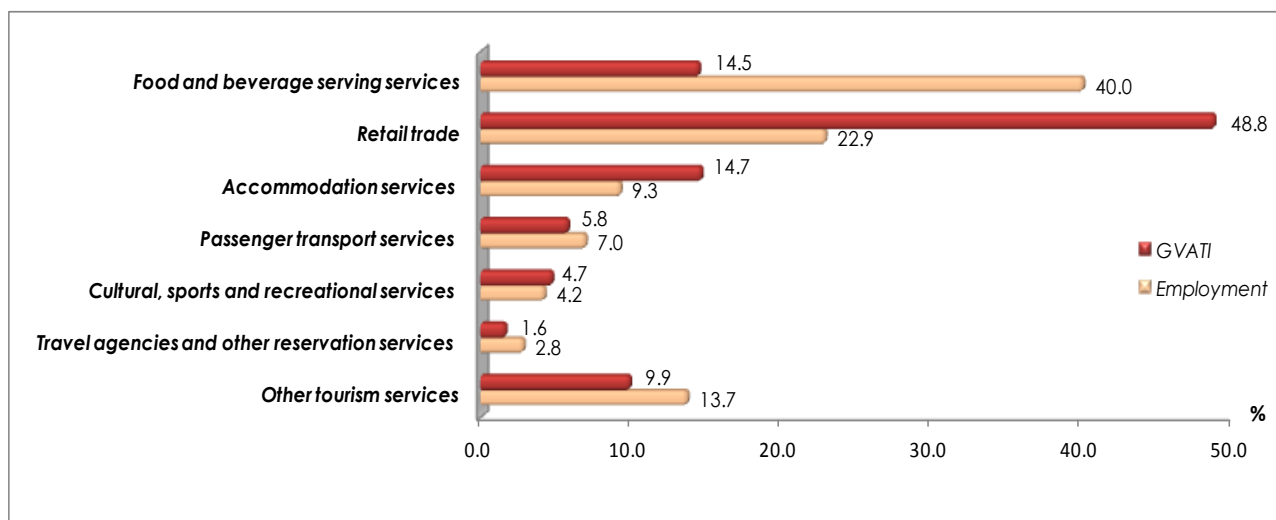
**Employment in the Related Tourism Industries**

(Table VII)

Tourism related industry employed almost 2.0 million persons in 2011. Employment in the related tourism industries registered a growth of 7.7 per cent in 2011 as compared to 4.7 per cent in 2010.

In 2011, the share of employment in the related tourism industry was 16.4 per cent as against 15.6 per cent in the previous year.

**Chart 2: Percentage Share of Employment in the Related Tourism Industries and GVATI, 2011**



**Comparison between Employment in the Related Tourism Industries and GVATI**  
(Table IV & VII and Chart 2)

Comparing the employment and GVATI, it is observed that food & beverage serving services employed the most at 40.0 per cent, while it recorded a GVATI of 14.5 per cent. This was followed by retail trade which employed 22.9 per cent and its GVATI was 48.8 per cent. The share of employment in other tourism services such as spa and education was 13.7 per cent whereas its GVATI was 9.9 per cent.

In 2011, tourism industry generated 16.4 per cent of total employment while the value added generated by tourism industry was 12.4 per cent of GDP.