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***Department of Statistics, Malaysia***



Jabatan Perangkaan  
M A L A Y S I A

***PRESS RELEASE***

***Malaysia Tourism Satellite Account***

***2005-2012***

***13th December 2013***

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# SUMMARY FINDINGS

## MALAYSIA TOURISM SATELLITE ACCOUNT 2005-2012

### Introduction

Statistics on inbound, domestic and outbound tourism expenditure for the period of 2005 to 2012 are presented in this publication. In addition, statistics on internal consumption, production and employment in the tourism industries are included. TSA compiled is expressed in current prices.

**Table I : Total Tourism Expenditure, 2005-2012**

Tourism Expenditure								
Year	Inbound		Domestic		Outbound		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	16,986.2 <sup>r</sup>	9.8	102,909.5	12.3
2011	60,160.8	3.1	36,179.2	31.2	21,342.6 <sup>r</sup>	25.6	117,682.6	14.4
2012	62,547.8	4.0	40,768.7	12.7	25,670.0 <sup>p</sup>	20.3	128,986.5	9.6

### Total Tourism Expenditure

consists of inbound, domestic and outbound tourism expenditure (Table I)

Tourism expenditure increased from RM117.7 billion in 2011 to RM129.0 billion in 2012. In terms of growth, the total tourism expenditure registered 9.6 per cent in 2012 as compared to a double-digit growth of 14.4 per cent recorded in 2011. Throughout the years, inbound tourism expenditure remained as the main contributor to the total tourism expenditure with the share of 48.5 per cent posted in 2012.

### Inbound Tourism Expenditure

(Table I)

Inbound tourism expenditure expanded from RM60.2 billion in 2011 to RM62.5 billion in 2012 with a growth of 4.0 per cent. The increase in inbound tourism was mainly driven by the higher number of visitor arrivals and stronger spending of foreign tourist in Malaysia. The arrival of 33.7 million visitors was recorded in 2012 as compared to 32.8 million in 2011, representing an increase of 2.9 per cent.

**Domestic Tourism Expenditure**

(Table I)

The growth of domestic tourism expenditure declined by 18.5 percentage point in 2012 as compared to 2011. This was due to slower momentum recorded by all the tourism products except for country-specific tourism characteristic services. Since 2010, domestic tourism expenditure was spearheaded by country-specific tourism characteristic goods (shopping). It recorded a share of 36.5 per cent to domestic tourism expenditure in 2012.

**Outbound Tourism Expenditure**

(Table I)

Outbound tourism expenditure registered the outflows of RM25.7 billion in 2012 as compared to RM21.3 billion in 2011. Despite the increase, the growth decreased from 25.6 per cent in 2011 to 20.3 per cent in 2012. The outbound tourism expenditure propelled by country-specific tourism characteristic goods (shopping) followed by passenger transport services and accommodation services.

**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	744,034	7.9
2011	60,160.8	3.1	36,179.2	31.2	96,340.0	12.1	810,221 <sup>e</sup>	7.4 <sup>e</sup>
2012	62,547.8	4.0	40,768.7	12.7	103,316.5	7.2	820,159 <sup>p</sup>	7.6 <sup>p</sup>

**Internal Tourism Consumption**

is the summation of inbound and domestic tourism expenditure (Table II)

Internal tourism consumption generated a receipt of RM96.3 billion in 2011 and increased to RM103.3 billion in 2012 with a growth of 7.2 per cent. In 2012, inbound contributed 60.5 per cent to internal tourism consumption while domestic registered 39.5 per cent.

**Inbound Tourism Expenditure to Total Exports**

(Table II)

Inbound tourism expenditure accounted for 7.6 per cent of total exports (merchandise and services) in 2012, posted an increase of 0.2 percentage point from 2011. The increase was supported by the growth of country-specific tourism characteristic goods (6.4 per cent) and accommodation services (3.8 per cent) with the share of 31.1 and 29.8 per cent respectively.

**Internal Tourism Consumption as a Percentage to Gross Domestic Product**

(Table I, II and IV)

The share of internal tourism consumption to Gross Domestic Product (GDP) was 11.0 per cent in 2012 as compared to 10.9 per cent recorded in 2011. The contribution of inbound and domestic tourism expenditure to GDP were 6.6 and 4.3 per cent respectively.

**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	44,562.0 <sup>r</sup>	21.7	75,333.7 <sup>r</sup>	6.9
2011	57,521.8 <sup>r</sup>	29.1	81,503.4 <sup>r</sup>	8.2
2012	66,438.7 <sup>p</sup>	15.5	88,217.8 <sup>p</sup>	8.2

**National Tourism Expenditure**

is the aggregation of domestic and outbound tourism expenditure

(Table I and III)

In 2012, national tourism expenditure recorded a growth of 15.5 per cent as against 29.1 per cent in the previous year. In terms of value, Malaysian residents spent RM66.4 billion in 2012 as compared to RM57.5 billion in 2011.

**International Tourism Expenditure**

is made up of inbound and outbound tourism expenditure

(Table I and III)

International tourism expenditure registered RM88.2 billion in 2012 and the growth remained at 8.2 per cent. Inbound visitors dominated 70.9 per cent of the total international tourism expenditure.

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	10.6
2007	151.1	17.4	77.6	17.9	73.5	16.8	665.3	11.5	11.1
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	201.2	8.9	101.1	7.5	100.1	10.3	797.3	11.8	12.6
2011 <sup>e</sup>	223.7	11.2	114.3	13.1	109.4	9.3	884.5	10.9	12.4
2012 <sup>p</sup>	230.5	3.1	112.9	-1.2	117.6	7.6	941.2	6.4	12.5

#### Total Output of Tourism Industries

(Table IV)

Total output grew 3.1 per cent after achieving a significant growth of 11.2 per cent in 2011. This was due to subdued performance recorded in the retail trade industry.

#### Total Intermediate Consumption

(Table IV)

Total intermediate consumption posted a negative growth of 1.2 per cent in 2012 as against a double-digit positive growth accounted in 2011. This negative growth was mainly led by the decline in the total intermediate consumption for retail trade industry.

#### Gross Value Added of Tourism Industries

is the difference between total output and total intermediate consumption of tourism industries

(Table IV)

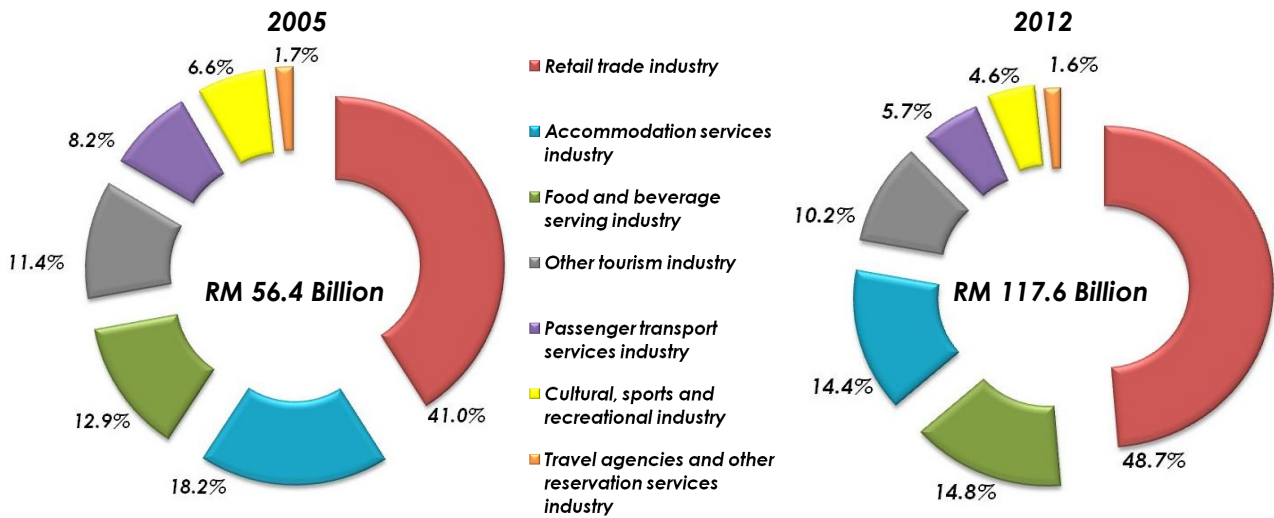
Gross Value Added of Tourism Industries (GVATI) is the total gross value added of all establishments belonging to tourism industries, regardless of whether all their output is provided to visitors or non-visitors. GVATI registered RM117.6 billion in 2012, an increase of 7.6 per cent from the previous year. The growth was driven by retail trade industry, food & beverage serving industry and accommodation services.

#### Percentage Share of GVATI to GDP

(Table IV)

The share of GVATI to GDP expanded by 0.1 percentage point to attain 12.5 per cent in 2012. During the period of 2005 to 2012, the share of GVATI to GDP was in the range of 10.4 to 12.7 per cent.

Chart 1 : Percentage Share of Gross Value Added Tourism Industries



**Percentage Share of Gross Value Added of Tourism Industries**

(Chart 1)

GVATI amounted RM117.6 billion in 2012 as compared to RM56.4 billion in 2005. In terms of compounded annual growth rate, it posted a growth of 9.6 per cent from 2005 to 2012.

Retail trade industry recorded the highest percentage share to gross value added for both years. It registered 41.0 per cent with RM23.2 billion in 2005 and 48.7 per cent (RM57.3 billion) in 2012.

In 2005, accommodation services generated the second highest gross value added of 18.2 per cent whereas in 2012, the performance of this industry was at a slower pace with the share of 14.4 per cent.

Food & beverage serving industry was the third highest contributor to GVATI in 2005. It recorded 12.9 per cent which reflects to RM7.3 billion. In 2012, this industry grew at 14.8 per cent and generated a value added of RM17.4 billion.

All the remaining industries recorded a lower share in 2012 as compared to 2005. The share of other tourism industries was 10.2 per cent, followed by passenger transport services industry (5.7 per cent), cultural, sports & recreational industry (4.6 per cent) and travel agencies & other reservation services industry (1.6 per cent).

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

Year	Tourism Direct Gross Value Added			Tourism Direct Gross Domestic Product		
	RM (Billion)	Annual change (%)	Share of TDGVA (%)	RM (Billion)	Annual change (%)	Share of TDGDP (%)
2005	25.4	..	4.7	25.4	..	4.7
2006	28.1	10.9	4.8	28.1	10.8	4.7
2007	32.3	15.0	4.9	32.4	15.0	4.9
2008	37.4	15.6	4.9	37.4	15.6	4.9
2009	38.6	3.2	5.5	38.6	3.2	5.4
2010	42.4	9.9	5.4	42.4	9.9	5.3
2011 <sup>e</sup>	46.1	8.8	5.3	46.2	8.8	5.2
2012 <sup>p</sup>	49.4	7.0	5.3	49.4	7.0	5.3

**Tourism Direct Gross Value Added**

(Table IV and V)

Tourism Direct Gross Value Added (TDGVA) is the part of gross value added generated by tourism industries and other industries which is consumed by the visitors. TDGVA with a value of RM49.4 billion registered a growth of 7.0 per cent as compared to 8.8 per cent in 2011. Since 2011, the share of TDGVA to overall gross value added remained at 5.3 per cent.

**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. In 2012, TDGDP grew 7.0 per cent and the share of TDGDP to GDP was 5.3 per cent, increased by 0.1 percentage point as against 5.2 per cent recorded in 2011.

**Tourism Ratio**

(Table VI)

Tourism ratio indicates the proportion of the value of products purchased by visitors as compared to the supply. The tourism ratio of 0.92 for accommodation was the highest recorded in the three years period. This reflects that the visitors' demand for accommodation services attained 92.0 per cent out of total supplied.

The second highest tourism ratio was recorded by passenger transport services with 0.84 in 2012. This indicates that 84.0 per cent of all the passenger transport services were consumed by the visitors. The tourism ratio of 0.67 was posted by travel agencies & other reservation services.

Table VI : Total Supply and Demand by Type of Products

Products	Year	Domestic tourism demand		Inbound tourism demand	Total Internal tourism demand	Total supply	Tourism ratio
		Business and government demand	Household demand				
RM (Million)							
Accommodation services for visitors	2010	781.0	2,555.4	17,343.2	20,679.6	22,510.0	0.92
	2011	1,085.0	2,956.9	17,961.3	22,003.2	23,792.3	0.92
	2012	1,356.0	3,118.9	18,651.5	23,126.4	25,145.1	0.92
Food and beverage serving services	2010	78.7	3,742.3	10,177.1	13,998.1	37,263.6	0.38
	2011	85.6	4,661.0	10,245.0	14,991.6	41,513.7	0.36
	2012	162.3	5,549.8	10,149.4	15,861.6	45,471.1	0.35
Passenger transport services	2010	450.1	7,755.3	8,047.1	16,252.5	20,086.4	0.81
	2011	584.4	9,584.9	7,073.9	17,243.2	21,233.9	0.81
	2012	599.6	10,128.1	8,119.6	18,847.3	22,496.6	0.84
Travel agencies and other reservation services	2010	86.2	183.3	2,544.3	2,813.8	3,734.2	0.75
	2011	144.5	204.8	2,805.1	3,154.4	3,988.8	0.79
	2012	154.9	219.1	2,537.4	2,911.4	4,344.3	0.67
Cultural, sports and recreational services	2010	1.9	381.3	1,834.3	2,217.5	10,916.5	0.20
	2011	0.6	569.6	2,317.3	2,887.5	11,734.5	0.25
	2012	2.3	646.3	1,903.0	2,551.6	12,349.8	0.21
Country-specific tourism characteristic goods	2010	6.4	8,944.5	16,981.5	25,932.4	75,855.4	0.34
	2011	3.0	13,168.5	18,294.6	31,466.1	87,858.1	0.36
	2012	2.0	14,889.8	19,474.2	34,366.0	85,370.4	0.40
Country-specific tourism characteristic services	2010	135.6	2,473.8	1,420.0	4,029.4	17,294.2	0.23
	2011	66.1	3,064.3	1,463.6	4,594.0	19,204.1	0.24
	2012	25.2	3,914.4	1,712.7	5,652.3	21,071.8	0.27
Total	2010	1,539.9	26,035.9	58,347.5	85,923.3	187,660.4	0.46
	2011	1,969.2	34,210.0	60,160.8	96,340.0	209,325.4	0.46
	2012	2,302.3	38,466.4	62,547.8	103,316.5	216,249.2	0.48



Meanwhile, tourism ratio for country-specific tourism characteristic goods increased from 0.36 in 2011 to 0.40 in 2012. However, the tourism ratio of food & beverage serving services declined by 1.0 percentage point in 2012 as against the previous year.

Table VII : Employment in the Tourism Industries

Year	Employment in the tourism industries		Total employment		Share of employment in the tourism industries to total employment (%)
	Number ('000)	Annual change (%)	Number ('000)	Annual change (%)	
2005	1,511.5	..	10,045.4	..	15.0
2006	1,554.6	2.9	10,275.4	2.3	15.1
2007	1,568.8	0.9	10,538.1	2.6	14.9
2008	1,677.6	6.9	10,659.6	1.2	15.7
2009	1,759.5	4.9	10,897.3	2.2	16.1
2010	1,849.8	5.1	11,899.5	9.2	15.5
2011 <sup>e</sup>	1,993.7	7.8	12,284.4	3.2	16.2
2012 <sup>p</sup>	2,088.2	4.7	12,723.2	3.6	16.4

### Employment in the Tourism Industries

(Table VII)

In overall, employment in the tourism industry registered an increase of 4.7 per cent in 2012 as compared to 7.8 per cent recorded in 2011. The share of employment in the tourism industry for 2012 was 16.4 per cent as against 16.2 per cent registered in the previous year and it was the highest share within the eight years period.

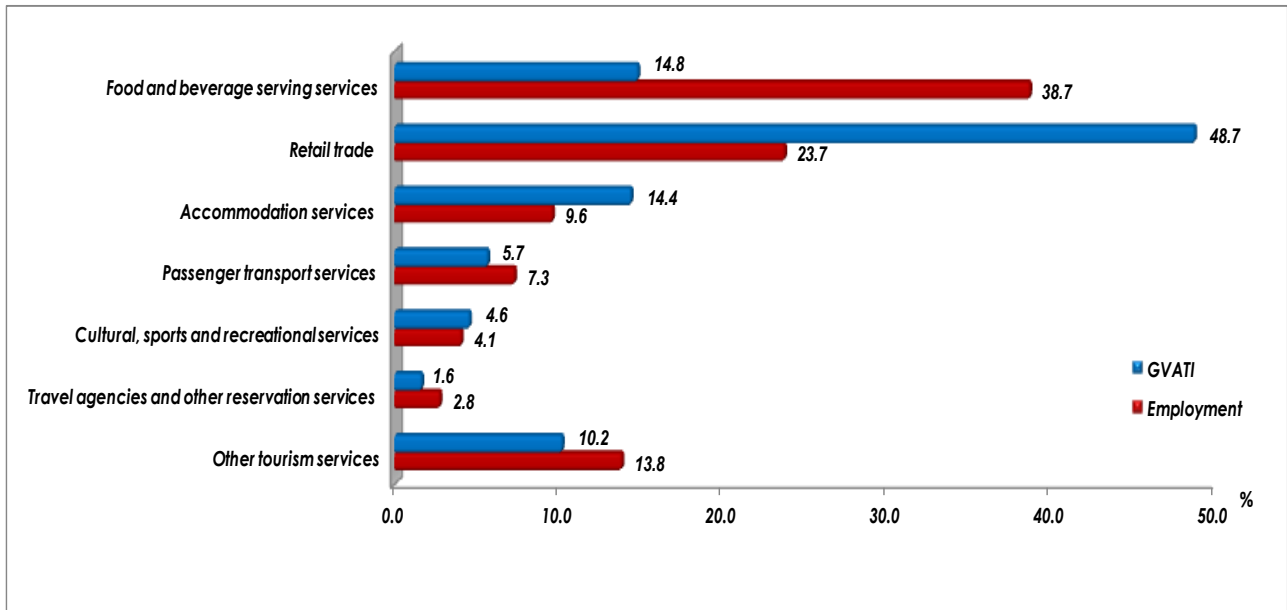
Total employment recorded 12.7 million persons in 2012 with an increase of 438,800 persons from 2011.

### Employment in the Tourism Industries and GVATI

(Table IV & VII and Chart 2)

Food & beverage serving services was the most labour-intensive industry which employed 38.7 per cent and the share to GVATI was 14.8 per cent. Meanwhile, retail trade employed 23.7 per cent with the highest GVATI of 48.7 per cent. The employment in other tourism services (education, medical, insurance and spa services) was 13.8 per cent and generated GVATI of 10.2 per cent.

Chart 2: Percentage Share of Employment in the Tourism Industries and GVATI, 2012



PRESS RELEASE  
 Malaysia Tourism Satellite Account  
 2005-2012

Tourism industry contributed 16.4 per cent to total employment and generated GVATI of RM117.6 billion with the share of 12.5 per cent to GDP.

Released by:

**THE OFFICE OF CHIEF STATISTICIAN MALAYSIA**  
**DEPARTMENT OF STATISTICS, MALAYSIA**  
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