Training Course on Tourism Satellite Account in Suriname

Session 9
MALAYSIA’S TOURISM SATELLITE ACCOUNT

Presented by:
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Department of Statistics, Malaysia
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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%.
In 2015, domestic tourism generated RM60.5 billion with a growth of 9.0%.
Domestic Tourism Expenditure

<table>
<thead>
<tr>
<th>Products</th>
<th>Value (RM Billion)</th>
<th>Growth (%)</th>
<th>Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail trade</td>
<td>20,483.0</td>
<td>23,192.1</td>
<td>30.7</td>
</tr>
<tr>
<td>Automotive fuel</td>
<td>10,945.7</td>
<td>11,480.5</td>
<td>13.5</td>
</tr>
<tr>
<td>Food &amp; beverage</td>
<td>8,526.0</td>
<td>9,317.8</td>
<td>13.7</td>
</tr>
<tr>
<td>Accommodation</td>
<td>5,775.6</td>
<td>6,133.3</td>
<td>4.8</td>
</tr>
<tr>
<td>Passenger transport</td>
<td>4,335.7</td>
<td>4,560.0</td>
<td>11.9</td>
</tr>
</tbody>
</table>

Growth 2015 (%):
- Retail trade: 13.2%
- Automotive fuel: 4.9%
- Food & beverage: 9.3%
- Accommodation: 6.2%
- Passenger transport: 5.2%
- Travel agencies: 27.8%
- Other tourism: 3.1%

Growth 2014 (%):
- Retail trade: 30.7%
- Automotive fuel: 13.5%
- Food & beverage: 13.7%
- Accommodation: 11.9%
- Passenger transport: 8.9%
- Cultural, sports & recreational: 4.3%
- Shopping: 30.7%
In 2015, outbound expenditure declined to 3.7%.

<table>
<thead>
<tr>
<th>Products</th>
<th>Value (RM Million)</th>
<th>Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2014</td>
<td>2015</td>
</tr>
<tr>
<td>Pasengger transport</td>
<td>11,776.1</td>
<td>13,620.3</td>
</tr>
<tr>
<td>Accommodation</td>
<td>8,155.1</td>
<td>7,323.7</td>
</tr>
<tr>
<td>Shopping</td>
<td>6,342.9</td>
<td>5,203.7</td>
</tr>
<tr>
<td>Food &amp; beverage</td>
<td>3,185.2</td>
<td>3,056.1</td>
</tr>
</tbody>
</table>

Outbound Expenditure:

- Passenger transport: 43.9%
- Accommodation: 23.6%
- Food & beverage: 9.9%
- Shopping: 16.8%
- Cultural, sports & recreational: 2.6%
- Travel agencies: 2.6%
- Other tourism: 0.7%
Performance of Tourism Industry, 2015

**Contribution of GVATI to GDP**

- 9.7% of RM166.5b

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

**Contribution of TDGDP to GDP**

- 1.2% of RM69.4b
Both GVATI and TDGVA primarily driven by retail trade industry.

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

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

 GVATI 2015
- 43.6% Retail trade
- 15.7% Food & beverage
- 13.3% Accommodation
- 12.6% Other tourism services
- 5.4% Cultural, sports & recreational
- 5.1% Passenger transport
- 2.8% Automotive fuel
- 1.6% Travel agencies

TDGVA 2015
- 41.4% Retail trade
- 19.4% Accommodation
- 11.2% Food & beverage
- 7.1% Other tourism services
- 6.4% Automotive fuel
- 5.2% Passenger transport
- 1.8% Cultural, sports & recreational
- 1.5% Travel agencies

Both GVATI and TDGVA primarily driven by retail trade industry.
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%).

![Tourism Ratio Chart]

<table>
<thead>
<tr>
<th>Segment</th>
<th>2015 Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel agencies</td>
<td>40.6%</td>
</tr>
<tr>
<td>Accommodation</td>
<td>79.8%</td>
</tr>
<tr>
<td>Passenger Transport</td>
<td>54.8%</td>
</tr>
<tr>
<td>Retail trade</td>
<td>41.2%</td>
</tr>
<tr>
<td>Automotive fuel</td>
<td>36.3%</td>
</tr>
<tr>
<td>Food &amp; beverage</td>
<td>32.5%</td>
</tr>
<tr>
<td>Other tourism</td>
<td>19.9%</td>
</tr>
<tr>
<td>Cultural, sports &amp; recreational</td>
<td>16.0%</td>
</tr>
</tbody>
</table>

TOTAL TOURISM RATIO: 40.6%
2.9 million persons engaged in tourism industry and contributed 20.7% to total employment.

Top 5 Industry Percentage Share (%)

- **Retail trade**: 34.1%
- **Food & beverage**: 34.2%
- **Other tourism services**: 31.3%
- **Accommodation**: 17.5%
- **Passenger transport**: 6.8%

THANK YOU