Malaysia’s Tourism Industry at a Glance

Purpose: Information
Submitted by: Malaysia
MALAYSIA'S TOURISM INDUSTRY AT A GLANCE

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Ministry of Tourism and Culture Malaysia (MOTAC)
MALAYSIA—KEY TOURISM INDICATORS 2016
INBOUND TOURISM

Total Tourist Arrivals
26.8 million

Inbound Tourism Expenditure

<table>
<thead>
<tr>
<th>Year</th>
<th>RM</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>RM</td>
<td>65.3b</td>
<td>67.1b</td>
<td>73.4b</td>
<td>80.1b</td>
<td>74.6b</td>
<td>81.2b</td>
</tr>
</tbody>
</table>

Share by Top 4 Products

- Shopping: 30.8%
- Passenger transport: 18.2%
- Accommodation: 23.8%
- Food & beverage: 12.9%

HIGHLIGHTS
Inbound visitors’ expenditure increased to RM81.2 billion with a growth of 8.7%
DOMESTIC TOURISM

Number of Tourist

66.0 million

Domestic Tourism Expenditure

HIGHLIGHTS

In 2016, domestic tourism generated RM66.5 billion with a growth of 9.8%
**Outbound Tourism**

**Expenditure**

<table>
<thead>
<tr>
<th>Year</th>
<th>RM</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>24.4b</td>
<td>21.5%</td>
</tr>
<tr>
<td>2012</td>
<td>28.7b</td>
<td>17.6%</td>
</tr>
<tr>
<td>2013</td>
<td>29.3b</td>
<td>2.2%</td>
</tr>
<tr>
<td>2014</td>
<td>32.2b</td>
<td>9.8%</td>
</tr>
<tr>
<td>2015</td>
<td>31.1b</td>
<td>-3.5%</td>
</tr>
<tr>
<td>2016</td>
<td>33.5b</td>
<td>7.8%</td>
</tr>
</tbody>
</table>

**Highlights**

In 2016, outbound expenditure with a growth of **7.8%**
The tourism ratio are the proportion of an industry’s output that is consumed by visitors.

Total Tourism Ratio: 41.3%

- Accommodation: 86.6%
- Passenger transport: 55.6%
- Travel Agencies: 98.1%
- Shopping: 42.0%
- Automotive fuel: 39.5%
- Food & beverage: 32.5%
- Cultural, sports & recreational: 16.9%
- Country-specific tourism services: 17.9%
EMPLOYMENT IN THE TOURISM INDUSTRY

3.2 million persons engaged in tourism industry and contributed 22.7% to total employment

49.8% 50.2%

Top 5 Industry Percentage Share (%)

- Retail trade: 34.5% (2016), 34.1% (2015)
- Food & beverage: 31.2% (2016), 31.3% (2015)
- Country-specific tourism services: 17.6% (2016), 17.5% (2015)
- Accommodation: 6.9% (2016), 6.8% (2015)
- Passenger transport: 5.0% (2016), 5.5% (2015)
Malaysia’s Tourism Accolades 2016

The best Muslim Travel Destination in the world
– Global Muslim Travel Index (GMTI)

Penang: 4th in the top 10 cities for best in travel
– Lonely Planet

World's 5th Best Shopping Destination (Kuala Lumpur)
– Expedia UK

Best Tourist Destination
– Shanghai World Travel Expo 2016 (WTF)

5th Top Retirement Haven
– InternationalLiving.com

Asia Leading Destination
– World Travel Awards 2016 (Asia and Australia)
MALAYSIA TOURISM TRANSFORMATION PLAN (MTTP)

year 2020

36 million Tourists

USD 51.38 billion Receipts

*Attract More Tourists to Stay Longer, Spend More and Repeat Visits
MALAYSIA TOURISM TRANSFORMATION PLAN (MTTP)

Tourism with GNI of RM94b (3x growth)

Affordable Luxury (i.e. shopping)
1. Duty-free for wider range of goods
2. BB-KLCC as premier shopping district
3. 3 new premium outlets

Family Fun
4. Develop an Econature Integrated Resort
5. Straits Riviera Cruise playground for high-end cruise + urban redevelopment of port landing areas

Events, Spa & Sports
6. Bid for more international events
7. Establish dedicated entertainment zones
8. Target Spa & Sports (golf, angling) tourism

Business Tourism
9. Establish Malaysia as a leading M.I.C.E. destination

Nature Adventure
10. Establish Malaysia as the pre-eminent global biodiversity hub
   • Rainforest & Marine Discovery Centres (together with parks & gardens)
   • new and enhanced live biodiversity sites

Connectivity (greater focus on medium connectivity to support growth)

Hotels (ensure adequate supply with better mix, better rates)

Enablers (Marketing, Visa, Funding, Human Capital, Tourism Environment)
### 11th Malaysia Plan for Tourism Industry

#### Strategies

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<tbody>
<tr>
<td>1</td>
<td>Ecotourism</td>
</tr>
<tr>
<td>2</td>
<td>Heritage sites, and cultural products</td>
</tr>
<tr>
<td>3</td>
<td>Meetings, Incentives, Conventions and Exhibitions (MICE)</td>
</tr>
<tr>
<td>4</td>
<td>Shopping destinations</td>
</tr>
<tr>
<td>5</td>
<td>Muslim travel market</td>
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#### Way Forward

- Capturing the high yield tourists to stimulate the industry’s contribution to the economy.
- Domestic tourism will be harnessed to further increase the vibrancy of the industry.
FOCUS AREAS
1. Investment in Ecotourism
2. Tourism Concessions
3. Synergy between Ecotourism & Conservation
4. Ecotourism Marketing
5. Ecotourism Clusters

STRATEGIES
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ACTIONS
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Urutan Malaysia
#SAYANGMALAYSIA

PROUDLY MALAYSIAN, INSPIRED TRADITION.