TOURISM PERFORMANCE REPORT

JANUARY-SEPTEMBER 2018

Strategic Planning Division
TOURISM MALAYSIA

DIRECTOR'S NOTE :

January- September 2018 showed Malaysia received less arrivals than the previous year, decreased -0.3% to 19.39 mil. (19.44 mil. in 2017). Major markets such as Singapore (7,830,117, -15.6%) and Brunei (1,055,723, -18.6%) led to the downtrend. However, Thailand (1,426,685, +4.1), Indonesia (2,438,946, +17.6%), Vietnam (304,024, +54.0%), China (2,283,152, +34.2%), South Korea (463,004, +33.1), Taiwan (311,140, +20.5) and India (437,736, +10.4%) recorded sturdy positive growth. In tandem with the downtrend of arrivals, Malaysia recorded minimal growth of tourist expenditure, increased +0.5% to RM61.85 b.. Traditional markets such as Singapore (RM19.66 b., -28.0%), China (RM9.91 b., +47.8%) and Indonesia (RM6.95 b., +17.3%) were the main contributors.

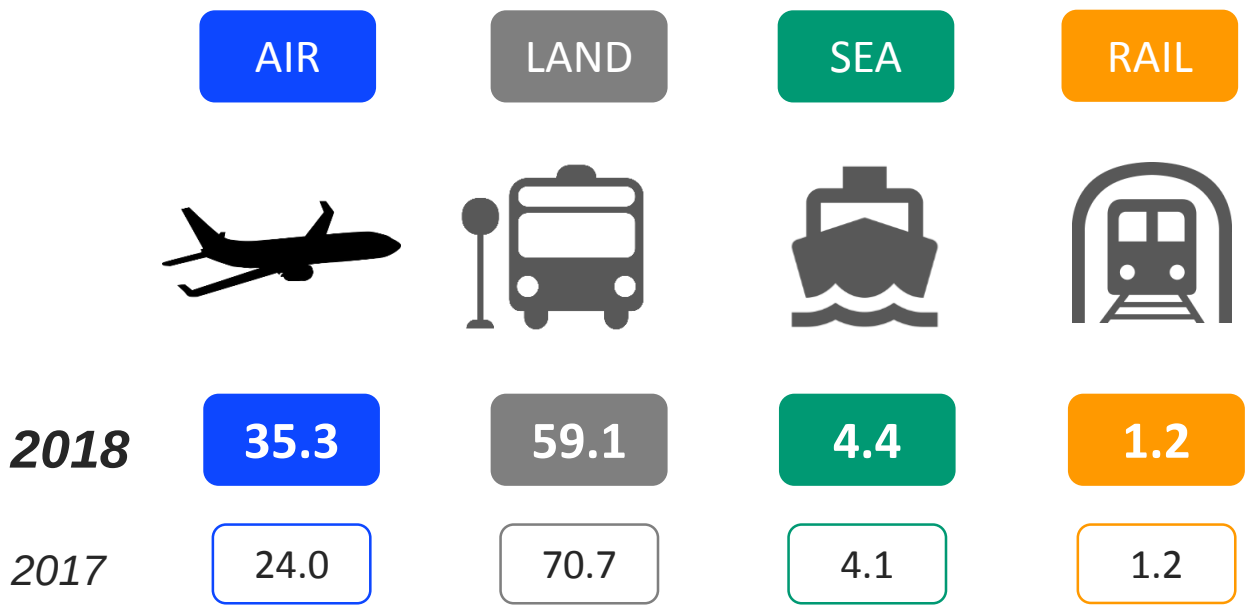
DATO' HJ. ZAINUDDIN BIN ABDUL WAHAB
Senior Director, Strategic Planning Division

SUMMARY OF TOURIST ARRIVALS & EXPENDITURE

TOURIST ARRIVALS	TOTAL EXPENDITURE (RM)	AVERAGE PER CAPITA (RM)	AVERAGE PER DIEM (RM)	AVERAGE STAY (NIGHTS)
19,386,115	+0.5%	+0.8%	**437.1**	+0.2
-0.3%	**61,851.5 m.**	**3,190.5**	-2.0%	**7.3**

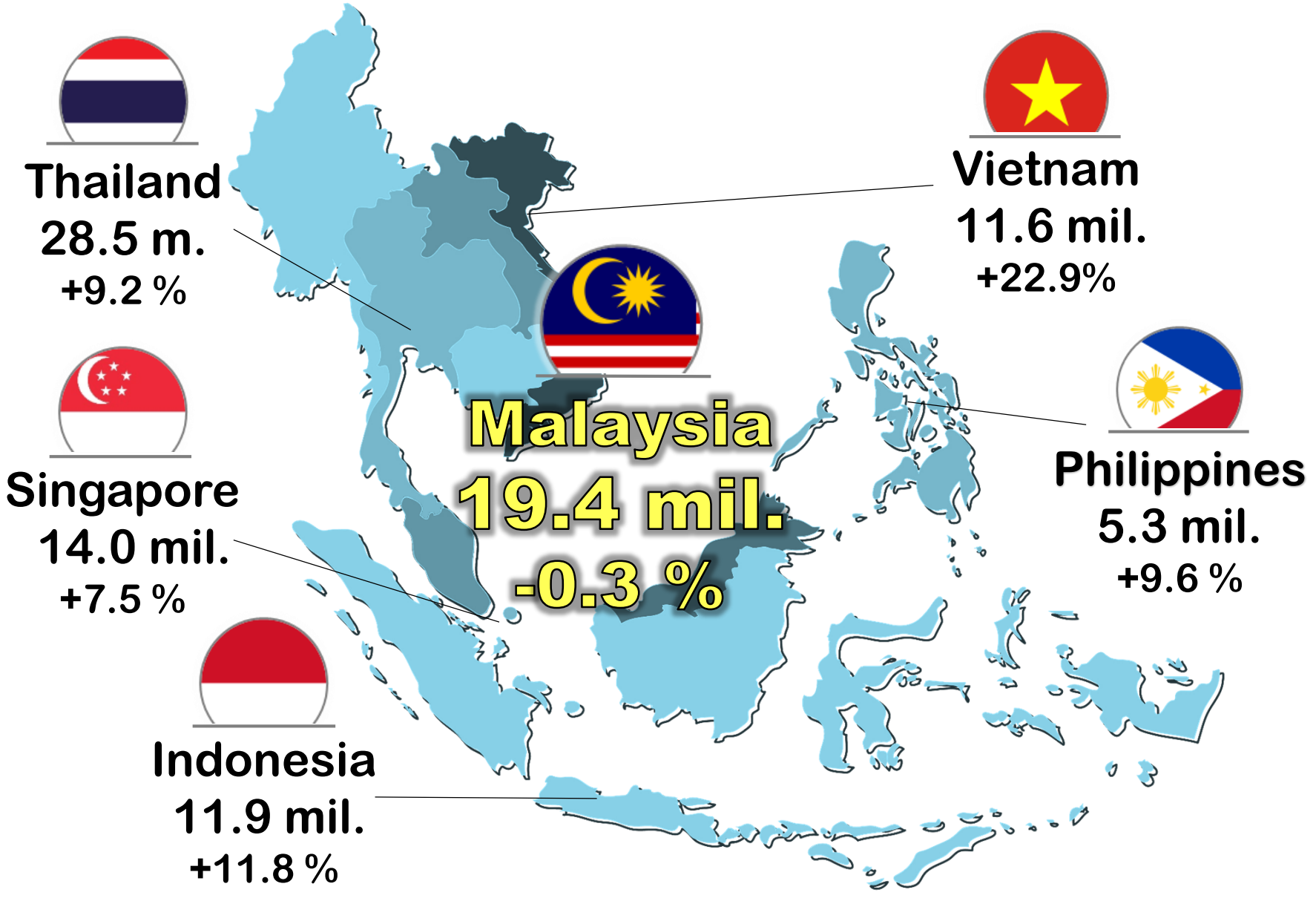
Source: DVS, Tourism Malaysia.

TOURIST ARRIVALS BY MODE OF TRANSPORT (Share,%)



Source : Tourism Malaysia with the cooperation of Immigration Department

ASEAN TOURIST ARRIVALS



Source : Ministry of Tourism & Sports, Thailand
BPS [Badan Pusat Statistik Indonesia]
Respective NTO's

TOP 5 RANKING

TOURIST EXPENDITURE

Rank		
1	‹›	**Singapore** RM19.66 bil. (-28.0%)
2	‹›	**China** RM9.91 bil. (+47.8%)
3	‹›	**Indonesia** RM6.95 bil. (+17.3%)
4	‹›	**Brunei** RM2.55 bil. (-32.1%)
5	‹›	**Thailand** RM2.51 bil. (-2.2%)

PER CAPITA EXPENDITURE

Rank		
1	‹›	**Saudi Arabia** RM11,175.5 (+11.0%)
2	‹›	**United Kingdom** RM4,968.6 (+5.5%)
3	+2	**India** RM4,871.7 (+17.1%)
4	-1	**Taiwan** RM4,769.3 (+2.5%)
5	-1	**Australia** RM4,661.4 (+9.4%)

PER DIEM EXPENDITURE

Rank		
1	+1	**Taiwan** RM1,128.2 (+35.4%)
2	-1	**Saudi Arabia** RM1,085.0 (+17.6%)
3	‹›	**Singapore** RM991.1 (+25.0%)
4	+2	**India** RM785.8 (+14.3%)
5	‹›	**China** RM761.1 (+10.4%)

AVERAGE STAY

Rank		
1	‹›	**Saudi Arabia** 10.3 nights (-0.6 nights)
2	+2	**United Kingdom** 9.0 nights (+1.3 night)
3	‹›	**France** 8.7 nights (+0.6 nights)
4	+1	**Sweden** 8.5 nights (+1.2 nights)
5	-3	**Netherlands** 8.2 nights (-0.2 nights)

TOURIST EXPENDITURE COMPONENTS

Shopping
RM20.35 b.
Δ : +2.4%

Entertainment
RM 2.00 b.
Δ : 3.8%

Accommodation
RM16.51 b.
Δ : +0.9%

Medical
RM2.30 b.
Δ : +0.5%

F&B
RM8.00 b.
Δ : +0.5%

Domestic Airfares
RM1.61 b.
Δ : -6.7%

Local Transport
RM4.39 b.
Δ : +5.0%

Fuel
RM0.25 b.
Δ : +0.5%

Organized Tour
RM2.78 b.
Δ : -17.8%

Sports
RM0.06 b.
Δ : +0.5

***International Airfares**
RM3.03 b.
Δ : +9.5%

Others
RM0.62 b.
Δ : -22.7%

*Note: Malaysian owned airlines only
** N/C : Non Comparable (due to Jan-March 2017 indicates less than 0.1% share).

TOURIST EXPENDITURE COMPONENTS – SHARE (%)

Shopping
32.9%

Organized Tour
4.5%

Accommodation
26.7%

Domestic Airfares
2.6%

F&B
12.9%

Entertainment
3.2%

Local Transport
7.1%

Fuel
0.4%

Medical
3.7%

Sports
0.1%

*International Airfares
4.9%

Others
1.0%

*Note: Malaysian owned airlines only

TOP 20 MARKETS

COUNTRY OF NATIONALITY	TOURIST ARRIVALS			AVERAGE LENGTH OF STAY (NIGHT)			AVERAGE PER DIEM EXPENDITURE (RM)			AVERAGE PER CAPITA (RM)			TOURIST RECEIPTS (RM MILL)		
	JAN-SEP 2017	JAN-SEP 2018	GROWTH (%)	JAN-SEP 2017	JAN-SEP 2018	VARIANCE	JAN-SEP 2017	JAN-SEP 2018	GROWTH (%)	JAN-SEP 2017	JAN-SEP 2018	GROWTH (%)	JAN-SEP 2017	JAN-SEP 2018	GROWTH (%)
SINGAPORE	9,279,906	7,830,117	-15.6	3.7	2.5	-1.2	792.8	991.1	25.0	2,942.6	2,511.1	-14.7	27,307.3	19,661.9	-28.0
THAILAND	1,370,669	1,426,685	4.1	6.5	4.6	-1.9	286.7	382.6	33.4	1,873.5	1,759.8	-6.1	2,567.9	2,510.7	-2.2
INDONESIA	2,073,703	2,438,946	17.6	5.5	5.6	0.1	516.7	509.2	-1.4	2,859.3	2,851.6	-0.3	5,929.4	6,954.9	17.3
BRUNEI	1,296,849	1,055,723	-18.6	4.1	3.2	-1.0	701.8	760.6	8.4	2,894.0	2,413.1	-16.6	3,753.0	2,547.5	-32.1
VIETNAM	197,477	304,024	54.0	5.6	4.2	-1.4	398.8	594.1	49.0	2,233.4	2,495.2	11.7	679.0	758.6	11.7
CHINA	1,701,207	2,283,152	34.2	5.7	5.7	0.0	689.6	761.1	10.4	3,940.4	4,338.4	10.1	6,703.5	9,905.2	47.8
JAPAN	292,941	298,852	2.0	6.6	5.9	-0.7	533.4	754.6	41.5	3,509.3	4,420.6	26.0	1,028.0	1,321.1	28.5
SOUTH KOREA	347,851	463,004	33.1	6.0	5.8	-0.2	569.7	722.4	26.8	3,415.0	4,189.9	22.7	1,187.9	1,939.9	63.3
TAIWAN	258,190	311,140	20.5	5.6	4.2	-1.4	833.0	1128.2	35.4	4,651.5	4,769.3	2.5	1,201.0	1,483.9	23.6
INDIA	396,387	437,736	10.4	6.1	6.2	0.1	687.5	785.8	14.3	4,161.3	4,871.7	17.1	1,649.5	2,132.5	29.3
SAUDI ARABIA	88,438	94,088	6.4	10.9	10.3	-0.6	922.4	1085.0	17.6	10,066.0	11,175.5	11.0	890.2	1,051.5	18.1
CANADA	49,972	63,343	26.8	6.7	7.4	0.7	478.5	464.9	-2.9	3,199.8	3,447.4	7.7	159.9	218.4	36.6
U.S.A.	149,094	191,797	28.6	6.5	7.0	0.5	574.2	557.2	-3.0	3,717.8	3,875.5	4.2	554.3	743.3	34.1
AUSTRALIA	258,380	258,010	-0.1	6.6	8.1	1.5	645.9	577.6	-10.6	4,260.6	4,661.4	9.4	1,100.9	1,202.7	9.2
SWEDEN	26,110	24,326	-6.8	7.3	8.5	1.2	515.5	453.7	-12.0	3,788.2	3,862.1	2.0	98.9	93.9	-5.0
UK	276,317	278,599	0.8	7.7	9.0	1.3	615.1	552.1	-10.2	4,709.1	4,968.6	5.5	1,301.2	1,384.3	6.4
NETHERLANDS	60,390	65,068	7.7	8.4	8.2	-0.2	481.3	548.2	13.9	4,019.6	4,495.0	11.8	242.7	292.5	20.5
FRANCE	104,960	113,194	7.8	8.1	8.7	0.6	481.4	502.5	4.4	3,902.4	4,372.2	12.0	409.6	494.9	20.8
GERMANY	85,355	98,377	15.3	7.1	7.5	0.4	530.3	583.7	10.1	3,773.8	4,377.6	16.0	322.1	430.7	33.7
OTHERS	1,278,548	1,349,934	5.6	9.3	8.9	-0.4	417.2	559.6	34.1	3,892.6	4,980.3	27.9	4,442.9	6,723.1	51.3
GRAND TOTAL	**19,435,935**	**19,386,115**	**-0.3**	**7.1**	**7.3**	**0.2**	**445.9**	**437.1**	**-2.0**	**3,165.8**	**3,190.5**	**0.8**	**61,529.3**	**61,851.5**	**0.5**

SHOPPING INFORMATION

TOTAL EXPENDITURE

2017
RM 61.5 b.

+0.5%

2018
RM 61.9 b.

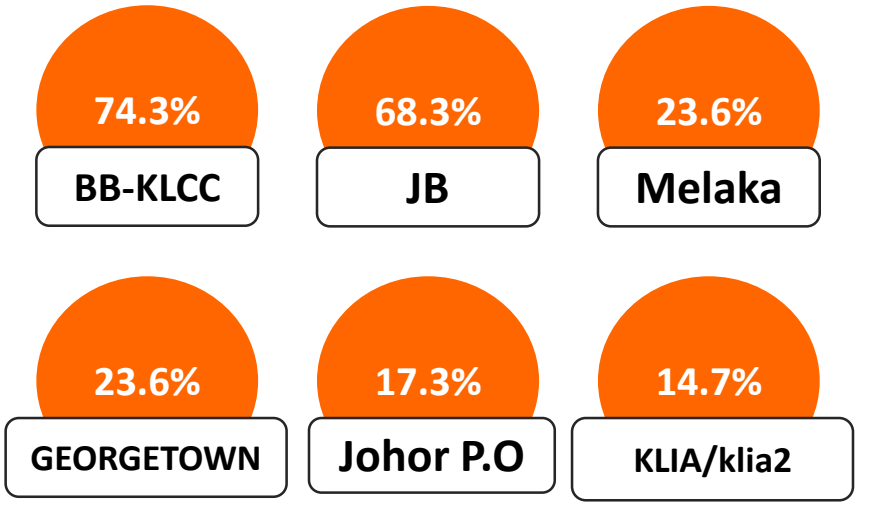
PER CAPITA

2017
RM 1,022.5

+2.7%

2018
RM 1,049.7

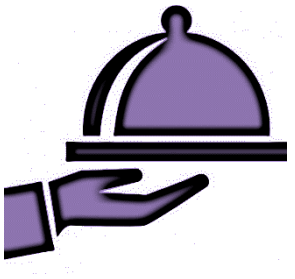
TOP SHOPPING LOCATION BY POPULARITY



(Multiple Response)

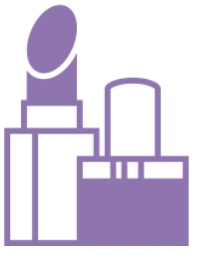
TOP SHOPPING ITEMS PURCHASED BY POPULARITY

HANDICRAFT/ SOUVENIR
99.5%



FOODSTUFF
72.8%

APPARELS/ CLOTHES
55.2%



COSMETICS
54.8%

HOUSEHOLD GOODS
44.8%

SHOES
42.7%

CHOCOLATE
28.7%

FRAGRANCE
26.2%

(Multiple Response)

MAIN PURPOSE OF VISIT

Holiday

53.4%

VFR

20.6%

Shopping

15.0%

Health Treatment

3.9%

Business

2.0%

MICE

1.1%

Education

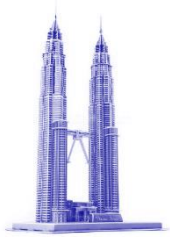
0.5%

Honeymoon

0.4%

(Single Response)

MAJOR ACTIVITIES ENGAGED



SIGHTSEEING IN THE CITIES

98.6%

SHOPPING

95.7%

VISITING ISLAND & BEACHES

48.7%

VISITING MUSEUM

30.2%

VISITING THEME PARK

28.7%

VISITING HISTORICAL PLACES

28.3%

VISITING VILLAGE

20.5%

SWIMMING

18.5%

NIGHTLIFE & ENTERTAINMENT

15.9%

CULTURAL EVENTS & FESTIVALS

14.1%

(Multiple Response)

SOURCE OF INFORMATION

*F/R VISITED MALAYSIA **83.3%**	OWN EXPERIENCE **80.3%**	INTERNET **73.0%**	*F/R LIVING IN MALAYSIA **53.3%**
TRAVEL AGENTS **35.5%**	TRAVEL GUIDE BOOKS **17.5%**	AIRLINES **12.8%**	OUTDOOR ADVERTISING **5.8%**

***F/R = Friends / Relatives**
(Multiple Response)
Source: DVS, Tourism Malaysia.

*Breakdown of **INTERNET***
(as single response)

SEARCH ENGINE **32.2%**

WEBSITES **23.9%**

SOCIAL MEDIA **12.8%**

TRAVEL REVIEW WEBSITES **11.4%**

ONLINE TRAVEL PROVIDER **11.3%**

ONLINE PUBLICATION **5.1%**

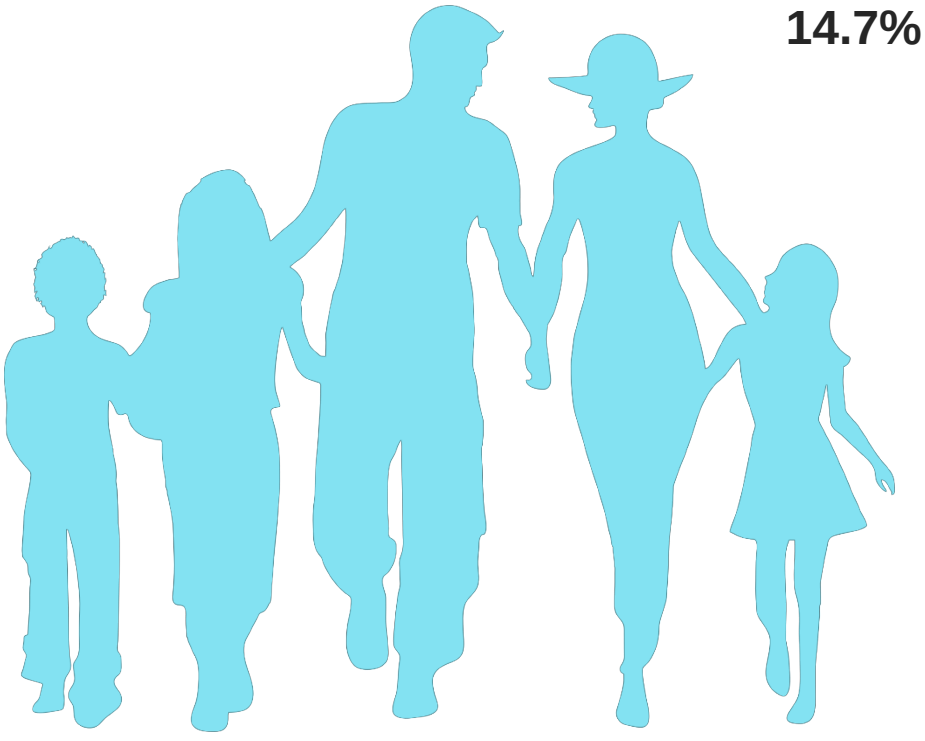
TOP STATES VISITED (BY RANK)

Note:
Tourist stayed at least 1 night at each state
Multiple Response

DECISION MAKER

OWN SELF
72.7%

SPOUSE
14.7%



TRAVEL AGENT
3.2%

FRIEND
3.1%

CHILDREN
1.6%

(Single Response)

NOTES