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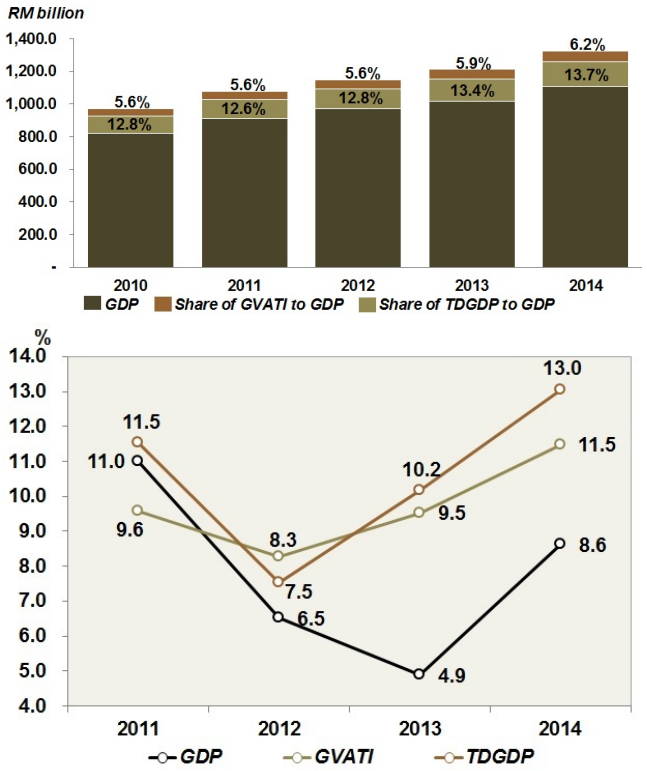
MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

TOURISM SATELLITE ACCOUNT, 2010-2014

PERFORMANCE OF TOURISM INDUSTRY

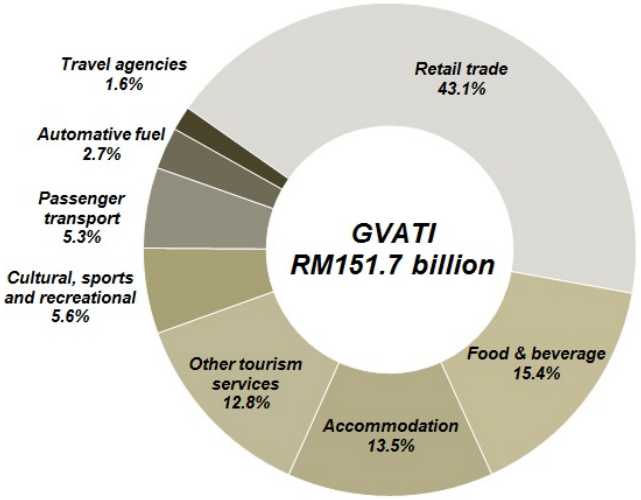
The share of Gross Value Added of Tourism Industries (GVATI) to Gross Domestic Product (GDP) elevated to 13.7 per cent in 2014 as against 13.4 per cent in 2013. GVATI recorded a value of RM151.7 billion with a robust growth of 11.5 per cent (2013: 9.5%) as shown in Chart I. The double-digit growth was impelled by retail trade industry, food & beverage and accommodation.

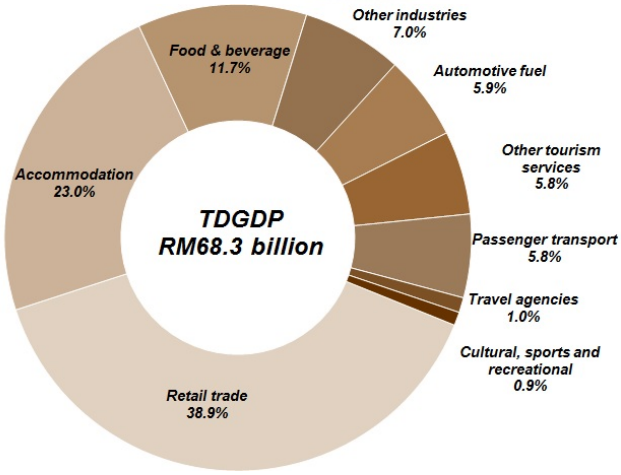
Chart 1: *GVATI and TDGDP to GDP - Value, percentage share and annual percentage change*



In 2014, the share of Tourism Direct Gross Domestic Product (TDGDP) expanded to 6.2 per cent (2013: 5.9%) of GDP. In terms of value, TDGDP increased to RM68.3 billion from RM60.4 billion (2013) and posted a strong growth of 13.0 per cent as against last year. Retail trade and accommodation were the biggest contributor to TDGDP with a share of 38.9 per cent and 23.0 per cent respectively (Chart 2).

Chart 2: *GVATI and TDGDP 2014 - Percentage share*

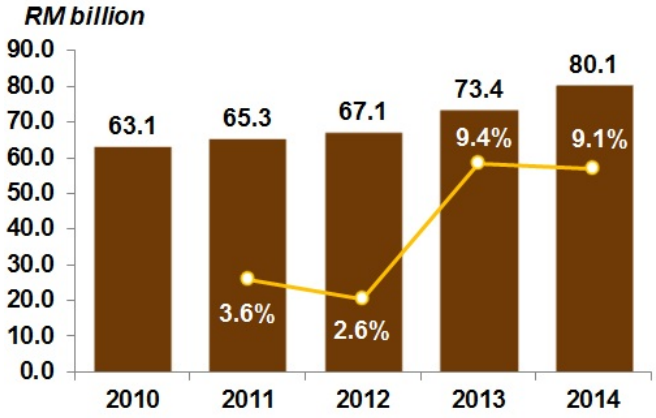


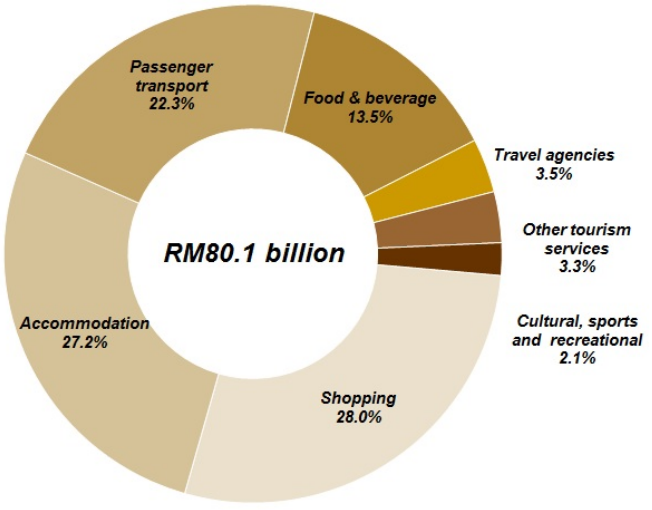


INBOUND TOURISM EXPENDITURE

Inbound tourism expenditure increased to RM80.1 billion (2013: RM73.4 billion) and registered a growth of 9.1 per cent (Chart 3). The higher visitor's receipts mirrored the growth of inbound tourist arrivals which increased to 6.7 per cent in 2014 reaching 27.4 million arrivals. From the inbound tourism expenditure, tourist receipts constituted 97.6 per cent.

Chart 3: *Inbound tourism expenditure - Value, annual percentage change and percentage share*

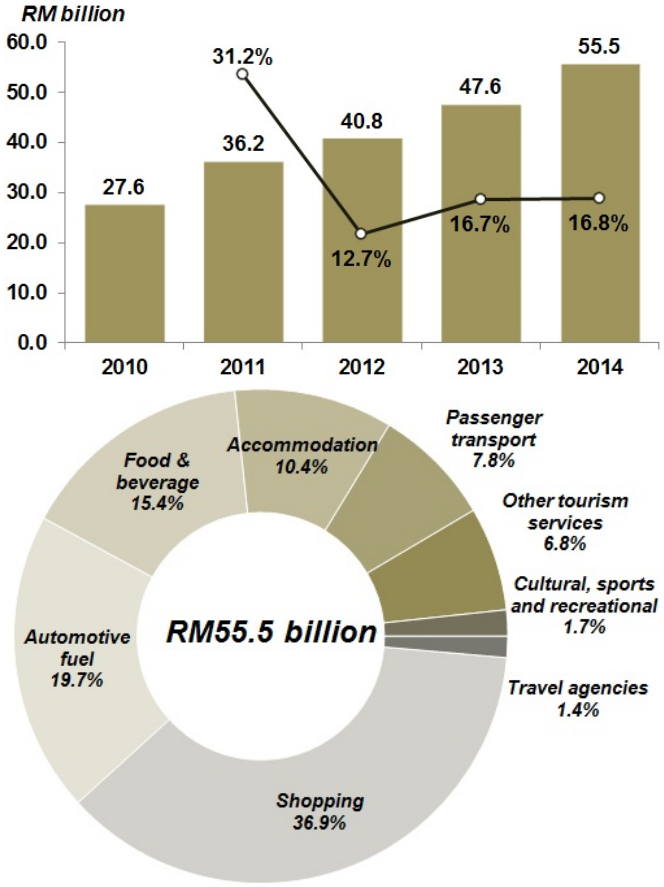




DOMESTIC TOURISM EXPENDITURE

Domestic tourism expenditure continued to register a double-digit growth of 16.8 per cent in 2014 (2013: 16.7%). This performance was propelled by the impressive growth recorded by shopping and retail sale of automotive fuel. In terms of share, shopping remained as the largest component of domestic tourism expenditure and accounted for 36.9 per cent (Chart 4).

Chart 4: *Domestic tourism expenditure - Value, annual percentage change and percentage share*



EMPLOYMENT IN THE TOURISM INDUSTRY

In 2014, employment in the tourism industry grew by 6.2 per cent. This resulted for employment in tourism industry to increase at 19.1 per cent to the total employment (Chart 5).

Food & beverage serving services and retail trade recorded the highest employment in the tourism industry with a share of 33.6 per cent and 28.8 per cent respectively (Chart 6).

Chart 5: *Employment in the tourism industry - Number of persons, annual percentage change and percentage share*

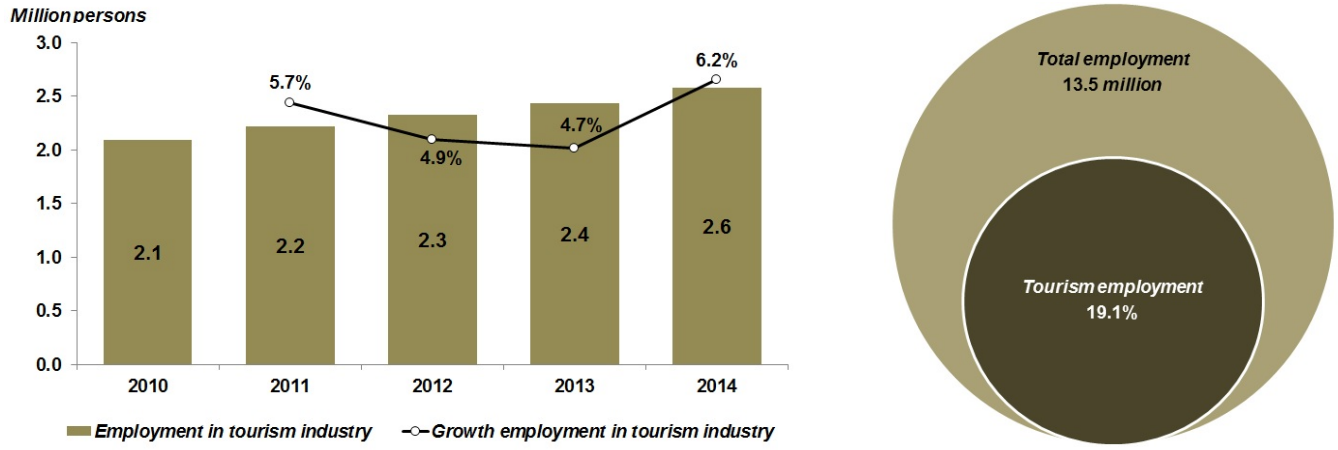
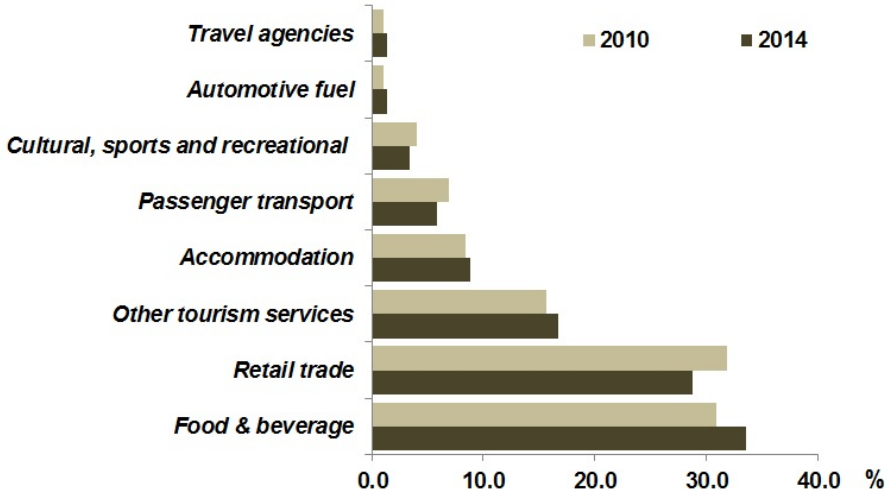


Chart 6: *Employment in the tourism industry 2010 & 2014 - Percentage share*



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ASP SEPINTAS LALU / *SNAPSHOTS OF TSA* MALAYSIA 2014

Ketibaan Pelancong
Tourist Arrivals

27 juta *million*

Perbelanjaan Pelancongan *Inbound*
Inbound Tourism Expenditure

RM80b

NDKIP / *GVATI*
sumbangan kepada KDNK
share to GDP
13.7%

Perbelanjaan Pelancongan Domestik
Domestic Tourism Expenditure

RM56b

KDNKPL / *TDGDP*
sumbangan kepada KDNK
share to GDP
6.2%

Perbelanjaan Pelancongan *Outbound*
Outbound Tourism Expenditure

RM32b

GUNA TENAGA PELANCONGAN

TOURISM EMPLOYMENT

kepada jumlah guna tenaga
to total employment
19.1%

Nilai Ditambah Kasar Industri Pelancongan
Gross Value Added Tourism Industries

RM152b

Guna tenaga Pelancongan
Tourism Employment

2.6 juta *million*

Eksport Bersih Pelancongan
Net Exports of Tourism

RM48b

Sumber : Akaun Satelit Pelancongan, Jabatan Perangkaan Malaysia
Source : Tourism Satellite Account, Department of Statistics Malaysia

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