



PRESS RELEASE

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MALAYSIA'S 2016 TOURIST ARRIVALS GROW 4.0%

PUTRAJAYA, 7 MARCH 2017: Malaysia's tourism industry is indicating signs of recovery in 2016 with latest figures showing more tourists visiting the country after the slowdown in 2015.

Tourist arrivals to Malaysia for 2016 registered a hike of 4.0% compared to the same period in 2015. The country received 26.8 million tourists compared to 25.7 million tourists in 2015.

Correspondingly, tourist receipts rose by 18.8%, contributing RM82.1 billion to the country's revenue against RM69.1 billion in 2015, which translates to an average per capita expenditure of RM3,068.2. Total receipts in shopping also recorded positive growth, with RM26 billion in 2016 compared to RM21.6 billion in 2015, an increase of 20.3%. The average length of stay of a tourist increased 0.4% in 2016 to 5.9 nights.

The top 10 tourist generating markets to Malaysia in 2016 were Singapore (13.3 million), Indonesia (3.1 million), China (2.1), Thailand (1.8 million), Brunei (1.4 million), India (0.64 million), South Korea (0.44 million), the Philippines (0.42 million), Japan (0.41 million) and the United Kingdom (0.40 million).

The ASEAN region continued to be the largest contributor of tourist arrivals with a 75.8% share of the total arrivals. Thailand registered the highest growth of 32.5%, followed by Laos (+27%), Brunei (+22.7%), Indonesia (+9.4%) and Singapore (+2.6%).

The medium-haul markets contributed 18.5% share of Malaysia's total arrivals. Markets that registered positive growth included China (+26.7%), Saudi Arabia (+24.2%), Iraq (+12.1%), Taiwan (+6.2%) and South Korea (+5.5%).

Tourist arrivals from the long-haul markets reached 5.8% share of the total arrivals to Malaysia.

Malaysia's stronger tourism performance in 2016 is attributed to improved flight accessibility and travel facilitation, as well as the foreign exchange rate.

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For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourism.gov.my/>

MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. In 2015, Malaysia registered 25.7 million tourist arrivals and RM69.1 billion in receipts, placing it among the major tourism destinations of the world.

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