Tourism Malaysia Records Growth In 2010

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Tourism remains a key revenue generator for the country, overcoming challenging global economic conditions of the past year and achieving growth in tourist receipts, according to the Malaysia Tourism Promotion Board.

A total of 24,577,196 tourists arrivals was recorded for 2010, a 3.9% increase from the past year with a record of RM56.5 billion in tourist receipts, a growth of 5.8% compared to RM53.4 billion in 2009.

The average per capita expenditure of tourists also grew from RM2,257 in 2009 to RM2,299 in 2010.

The top ten tourist generating markets were: Singapore (13,042,004), Indonesia (2,506,509), Thailand (1,458,678), China (1,130,261), Brunei (1,124,406), India (690,849), Australia (580,695), the Philippines (486,790), the United Kingdom (429,965) and Japan (415,881).

In terms of growth, the top five markets were India (17.1%), South Korea (16.2%), United Arab Emirates (16.0%), Iran (14.3%) and Cambodia (12.7%).

On the average, tourists stayed 6.8 nights in 2010, a slight increase of 0.1 night from 6.7 nights in 2009.

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