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MALAYSIA'S TOURISM PERFORMANCE IN 2010

Malaysia registered 24,577,196 tourist arrivals in 2010, an increase of 3.9% compared to 2009.

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.

Despite the challenging global economic scenario last year, tourism made its mark as a key revenue generator to the Malaysia economy. A record of RM56.5 billion in tourist receipts was generated in 2010, 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.

Malaysia is recognised globally as a leading tourism destination and was listed as one of the top ten countries for 'Best in Travel 2010' and one of the 'Best-value Destination for 2010' by the Lonely Planet.

For more information, please visit Tourism Malaysia's online Facts and Figures at http://www.tourismmalaysia.gov.my/corporate/research.asp?page=facts_figures.

MALAYSIA TOURISM PROMOTION BOARD

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