



MEDIA RELEASE

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AN OPTIMISTIC START FOR 2010

The year 2010 has begun on a positive note for Malaysia's tourism industry.

Malaysia has registered a total of **1,896,918 tourists** in the first month of 2010, an **increase of 1.4%** compared to the same period in the previous year.

Table 1: Comparison of tourist arrivals to Malaysia (January 2009 and 2010)

MONTH	TOURIST ARRIVALS 2009	TOURIST ARRIVALS 2010	CHANGE %
JANUARY	1,871,099	1,896,918	1.4

Source: Immigration Department of Malaysia

The top ten tourist generating markets for **January 2010** were **Singapore** (1,001,806), **Indonesia** (202,124), **Thailand** (97,050), **China (including Hong Kong & Macau)** (95,473), **Brunei** (67,544), **Australia** (54,136), **India** (48,426), **United Kingdom** (32,739), **the Philippines** (32,040) and **Japan** (30,757).

Among the top fifteen countries, double digit growth was recorded for tourist arrivals from **South Korea** (19.2%), **India** (15.7%), **Australia** (14.6%) and **Taiwan** (12.9%). Markets that registered marked decline were **Brunei** (-33.8%), **Thailand** (-16.6%), **the Philippines** (-10.9%).

Regions that have shown significant growth were Central Asia (43.7%), West Asia (22.0%), South Asia (20.3%) and Oceania (13.2%).

For more information, please go to 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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