

Table 7: Selected Tourism Indicators, 1995, 2000, 2005 and 2010

Indicator	1995	2000	2005	2010
Number of Tourist Arrivals (million)	7.5	10.2	16.4	24
By Country of Origin (%)				
ASEAN	73.5	70.4	76.8	65.0
People's Republic of China	1.4	4.2	3.8	6.1
Japan	4.4	4.5	1.9	2.2
Australia	1.8	2.3	1.5	2.7
United Kingdom	2.2	2.3	1.5	2.8
Taipei, China	3.9	2.1	1.3	2.7
India	0.4	1.3	1.2	1.8
West Asia*	n.a	0.5	1.0	2.7
Hong Kong, China**	2.0	n.a	n.a	n.a
US**	1.3	n.a	n.a	n.a
Others	9.1	12.4	11.0	14.0
Total Tourist Receipts ¹ (RM billion)	9.2	17.3	31.0	59.4
Per Capita Expenditure* (RM)	n.a	1,696	1,890	2,417
Average Length of Stay (nights)	4.8	5.8	7.2	8.7
Number of Hotels	1,220	1,492	2,256	3,218
Number of Hotel Rooms	76,373	124,413	170,873	247,008
Average Hotel Occupancy Rate (%)	65.5	59.2	63.5	66.4
Employment	67,214	390,600	451,000	520,700

Notes:

* Not available in Eighth Malaysia Plan 2001–2005

** Not available in Ninth Malaysia Plan 2006–2010

2010 are projected numbers

1 Tourist receipts exclude excursionist receipts.

Sources: Eighth Malaysia Plan 2001–2005 and Ninth Malaysia Plan 2006–2010