

**KEY TOURISM INDICATORS 2010**

(source: Tourism Malaysia)

	<b>2008</b>	<b>2009</b>	<b>2010</b>	% Change 2008/2009	% Change 2009/2010
<b>Tourist Arrivals</b>	22,052,488	23,646,191	24,577,198	7.2	3.9
<b>Tourist Receipts</b>	RM49.6bil	RM53.4bil	RM56.5bil	7.6	5.9
<b>Ave/Per Capita Expenditure</b>	RM 2,247.40	RM 2,256.70	RM 2,298.60	0.4	1.9
<b>Average Per Diem</b>	RM351.20	RM336.80	RM336.00	-4.1	-0.24
<b>Total no. of hotels</b>	2,373	2,373	2,367	0	-0.3
<b>Total no. of rooms</b>	165,739	168,844	168,497	1.9	-0.2
<b>Ave. Occupancy Rate</b>	66.3%	60.90%	59.30%	*-5.4	*-1.6
<b>Ave. Length of Stay</b>	6.4 nights	6.7 nights	6.8 nights	*0.3	*0.1

\*=-variance

MAHO/sms/24.6.2011