

# LAPORAN TAHUNAN

ANNUAL REPORT  
**2015**



*Endless Celebrations*

# RASIONAL

## Rational

Reka bentuk kulit depan Laporan Tahunan Tourism Malaysia 2015 memaparkan pengiklanan kreatif Tourism Malaysia yang mengetengahkan teater tradisional wayang kulit dan telah memenangi anugerah.

Ia telah dianugerahkan tempat pertama dalam kategori cetak pada *14th International Tourism Film and Multimedia Competition, Golden City Gate Awards* semasa berlangsungnya ITB Berlin yang merupakan salah sebuah pameran perdagangan pelancongan terulung di dunia.

Iklan ini merupakan sebahagian daripada kempen pengiklanan Tourism Malaysia bagi tahun 2015 bertujuan mempromosi Tahun Festival Malaysia (MyFest) yang memberi penekanan kepada pelbagai aspek budaya yang diraikan oleh penduduk Malaysia yang berbilang bangsa. Bersesuaian dengan temanya "*Endless Celebrations*", kempen MyFest 2015 telah mengenal pasti lebih daripada 200 perayaan menarik yang terdapat dalam kalendar acaranya untuk dinikmati oleh para pelancong di Malaysia.

The 2015 Tourism Malaysia Annual Report cover design features Tourism Malaysia's award-winning advertising creative depicting the age-old wayang kulit theatre tradition.

It was awarded the first prize in the print category of the 14th International Tourism Film and Multimedia Competition at the Golden City Gate Awards held during ITB Berlin, one of the world's most prestigious tourism trade events.

The advertisement was part of Tourism Malaysia's 2015 advertising campaign to promote the Malaysia Year of Festivals (MyFest) which emphasized the many cultural aspects celebrated by Malaysia's diverse population. Aptly themed "*Endless Celebrations*", the MyFest 2015 campaign identified more than 200 exciting celebrations in its calendar of events for tourists to experience in Malaysia.



# KANDUNGAN

## Contents

---

- 004** **Perutusan Menteri**  
Minister's Message
- 010** **Lembaga Pengarah**  
Board of Directors
- 012** **Wawasan, Misi & Dasar Kualiti**  
Vision, Mission & Quality Policy
- 013** **Fungsi Tourism Malaysia**  
Functions of Tourism Malaysia
- 014** **Carta Organisasi**  
Organisation Chart
- 018** **Prestasi Industri**  
Industry Performance
- 032** **Promosi Pelancongan Antarabangsa**  
International Tourism Promotions
- 054** **Promosi Pelancongan Domestik**  
Domestic Tourism Promotions
- 062** **Penyelidikan dan Pembangunan**  
Research and Development
- 074** **Publisiti dan Sokongan Promosi**  
Publicity and Promotion Support
- 086** **Operasi dan Khidmat Pengurusan**  
Operations and Management Services
- 098** **Anugerah dan Pengiktirafan**  
Awards and Accolades
- 104** **Pejabat-Pejabat Tourism Malaysia**  
Tourism Malaysia Offices



# PERUTUSAN MENTERI

## Minister's Message

### YB DATO' SERI MOHAMED NAZRI BIN ABDUL AZIZ

Menteri Pelancongan  
dan Kebudayaan Malaysia  
Minister of Tourism  
and Culture Malaysia





Saya dengan sukacitanya membentangkan Laporan Tahunan Tourism Malaysia 2015.

Tahun Festival Malaysia 2015 telah mencatatkan ketibaan pelancong seramai 25.7 juta orang dan pendapatan pelancong sebanyak RM69.1 bilion. Buat pertama kali, setelah bertahun lamanya, ketibaan pelancong ke Malaysia dan pendapatan pelancong telah mengalami penurunan iaitu masing-masing sebanyak 6.3% dan 4%, kesan daripada pelbagai cabaran yang terpaksa dihadapi semasa sambutan Tahun Melawat Malaysia 2014.

Walau bagaimanapun, kayu pengukur yang tepat atau petunjuk prestasi sebenar ialah dengan membandingkan prestasi tahun 2015 dengan tahun 2013 kerana kedua-dua tahun tersebut tidak mempunyai sebarang peruntukan khas kewangan. Dalam hal ini, ketibaan pelancong telah menunjukkan peningkatan yang marginal iaitu sebanyak 0.02% pada tahun 2015.

Walaupun terdapat penurunan dalam jumlah keseluruhannya, perhatian sewajarnya perlu diberikan kepada kejayaan kecil yang telah dicapai seperti beli-belah yang buat pertama kalinya menjadi perbelanjaan utama pelancong pada 31.3%, mengatasi syer untuk perbelanjaan penginapan. Ini merupakan pertanda baik untuk Malaysia kerana Kerajaan telah memberi tumpuan khusus dalam membangunkan sektor ini di bawah Program Transformasi Ekonomi Pelancongan.

Tourism Malaysia (TM) turut berasa gembira dengan prestasi pelancongan domestik yang telah mencatatkan pertumbuhan sebanyak 4.5% bagi pelawat domestik dan 9.2% bagi perbelanjaan pelawat domestik. Penjenamaan pelancongan domestik "Dekat Je" yang telah dilancarkan pada tahun 2015 sememangnya telah menggalakkan penduduk tempatan untuk melancong dalam negara sendiri.

I am pleased to present the Tourism Malaysia Annual Report for the year 2015.

The Malaysia Year of Festivals 2015 recorded a total of 25.7 million tourist arrivals and RM69.1 billion tourist receipts. For the first time in many years, tourist arrivals to Malaysia and tourist receipts dipped by 6.3% and 4% respectively, impacted by the challenges faced during Visit Malaysia Year 2014.

Nevertheless, a more accurate yardstick would be to compare the 2015/2013 performances since both periods were without any special financial allocations. In this instance, tourist arrivals showed a marginal increase of 0.02% in 2015.

Despite the drop in overall numbers, there are small victories worth noting such as shopping becoming the main tourist expenditure at 31.3%, overtaking the share for spending on accommodation for the first time. This augurs well for Malaysia since the Government has been giving special focus to grow this sector under the Tourism Economic Transformation Programme.

We are also pleased with the performance of domestic tourism registering a growth of 4.5% in domestic visitors and 9.2% in domestic visitor expenditure. The Dekat Je domestic tourism branding launched in 2015 has certainly encouraged locals to travel more within the country.



**PENJENAMAAN  
PELANCONGAN  
DOMESTIK DEKAT  
JE YANG TELAH  
DILANCARKAN  
PADA TAHUN 2015  
SEMEMANGNYA  
TELAH  
MENGALAKKAN  
PENDUDUK  
TEMPATAN UNTUK  
MELANCONG DALAM  
NEGARA SENDIRI  
THE DEKAT  
JE DOMESTIC  
TOURISM BRANDING  
LAUNCHED IN 2015  
HAS CERTAINLY  
ENCOURAGED  
LOCALS TO TRAVEL  
MORE WITHIN THE  
COUNTRY.**

Sungguhpun terdapat pelbagai rintangan pada tahun 2014, usaha untuk mempromosi Malaysia tidak pernah berhenti. Bahkan, TM telah mempertingkatkan lagi usaha-usahanya. Promosi sudah tentulah ditumpukan kepada pasaran sepanjang tahun dengan populasi besar seperti negara China dan India, terutamanya di bandar-bandar peringkat keduanya yang pesat membangun. TM juga telah mengenal pasti Asia Tengah sebagai pasaran baharu yang sedang berkembang, lantas mendorong TM untuk membuka sebuah pejabat Tourism Malaysia di Almaty, Kazakhstan. Kemudahan visa untuk pelancong dari China dan India telah diperjuangkan pada tahun 2015 dan kita telah dapat melihat kesan positif daripada usaha-usaha tersebut pada tahun 2016 ini.

Tahun 2015 turut menyaksikan TM memanfaatkan pemasaran digital dengan jayanya. TM kini mempunyai kehadiran dalam talian yang kukuh merentasi pelbagai platform media sosial seperti Facebook, Twitter, YouTube, Instagram dan blog. Pembangunan semula laman web rasmi dan korporat Tourism Malaysia turut memberi imej segar kepada penjenamaan dalam talian TM.

Selain itu, TM juga amat berterima kasih kepada beberapa individu berpengaruh yang rela tampil ke depan sebagai Penasihat Pelancongan Malaysia untuk memberi sokongan kepada promosi pelancongan kami. Penyanyi Yuna, chef terkenal Dato' Hj Ismail Ahmad dan pereka kasut terkemuka Prof. Dato' Dr. Jimmy Choo ialah antara selebriti yang telah membantu menyerlahkan Malaysia kepada orang-orang di sekeliling mereka.

TM menjadi lebih bersemangat lagi apabila usaha-usaha TM telah diiktiraf melalui rentetan anugerah yang telah diterima pada tahun 2015, termasuk untuk beli-belah, pelancongan golf, pelancongan perubatan, dan pengiktirafan Malaysia sebagai destinasi popular secara amnya yang telah membantu meningkatkan jenama TM di peringkat antarabangsa.

Saya yakin 2016 akan menjadi tahun yang lebih baik untuk pelancongan dengan adanya usaha-usaha pemasaran dan promosi yang berterusan serta tarikan-tarikan terbaharu dan kemasukan pelaburan-pelaburan hospitaliti antarabangsa.

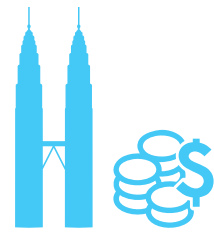
Despite the setbacks of 2014, we never stopped promoting Malaysia. In fact, Tourism Malaysia stepped up its efforts even more. Year-round markets with big populations such as China and India were naturally the focus of our promotions, particularly in the fast-growing second-tier cities. We also identified Central Asia as a new and growing market, and opened a Tourism Malaysia office in Almaty, Kazakhstan. Visa facilitation for China and India was also advocated for in 2015, and we are seeing the positive impact of this effort now in 2016.

The year 2015 also saw Tourism Malaysia capitalising on digital marketing with great success. We now have a strong online presence across various social media platforms such as Facebook, Twitter, YouTube, Instagram and blogs. The revamped official and corporate websites of Tourism Malaysia also gave a fresh image to our online branding.

We were also grateful that some of the cream of society had stepped forward as Tourism Malaysia Advisors to lend their support for our tourism promotions. Singer Yuna, famed chef Dato' Hj Ismail Ahmad and renowned shoe maestro Prof. Dato' Dr. Jimmy Choo were among the celebrities that helped shine a limelight on Malaysia in their respective circles.

We are heartened that all these efforts were recognized with a string of accolades received in 2015, including for shopping, golf tourism, medical tourism, and general destination popularity, which helped to boost our brand internationally.

I am confident that with our continued marketing and promotions efforts as well as the new attractions and international hospitality investments coming on board, 2016 will be a better year for tourism.



SAYA YAKIN 2016 AKAN MENJADI TAHUN YANG LEBIH BAIK UNTUK PELANCONGAN DENGAN ADANYA USAHA-USAHA PEMASARAN DAN PROMOSI YANG BERTERUSAN SERTA TARIKAN-TARIKAN TERBAHARU DAN KEMASUKAN PELABURAN-PELABURAN HOSPITALITI ANTARABANGSA. I AM CONFIDENT THAT WITH OUR CONTINUED MARKETING AND PROMOTIONS EFFORTS AS WELL AS THE NEW ATTRACTIONS AND INTERNATIONAL HOSPITALITY INVESTMENTS COMING ON BOARD, 2016 WILL BE A BETTER YEAR FOR TOURISM. ”



TM mengucapkan terima kasih kepada rakan-rakan daripada sektor awam dan swasta serta media atas sokongan yang telah mereka berikan pada tahun 2015, dan berharap agar mendapat sokongan yang berterusan daripada mereka pada tahun 2016 supaya dapat bersama-sama mencapai sasaran 36 juta pelancong dan pendapatan pelancong sebanyak RM168 bilion yang telah ditetapkan bagi tahun 2020.

We thank our partners from the public and private sector as well as the media for their support in 2015, and hope to have their continued support in 2016 so that together we may achieve our 2020 target of 36 million tourists and RM168 billion tourist receipts.



## YB Dato' Seri Mohamed Nazri bin Abdul Aziz

Menteri Pelancongan dan Kebudayaan Malaysia  
Minister of Tourism and Culture Malaysia



Seni lukisan jalanan "Boy on motorcycle" oleh artis Ernest Zacharevic merupakan sebahagian daripada tarikan pelancongan di Pulau Pinang  
"Boy on motorcycle" street art installation by artist Ernest Zacharevic is part of the tourist attraction in Penang



Reka bentuk Jambatan Wawasan yang futuristik menjadikannya mercu tanda ikonik Putrajaya  
The futuristic design of the Warisan Bridge makes it an iconic landmark of Putrajaya





LEMBAGA PENGARAH  
**Board of Directors**

WAWASAN, MISI & DASAR KUALITI  
**Vision, Mission & Quality Policy**

FUNGSI TOURISM MALAYSIA  
**Functions of Tourism Malaysia**

CARTA ORGANISASI  
**Organisation Chart**

# LEMBAGA PENGARAH

## Board of Directors



1

1 ◀  
**ENCIK WEE  
CHOO KEONG**

**Pengerusi**

Lembaga Penggalakan  
Pelancongan Malaysia

**Chairman**

Malaysia Tourism Promotion  
Board



2

2 ▶  
**YBHG. DATO' ZAINOL  
ABIDIN OMAR**

**Timbalan Pengerusi**

Lembaga Penggalakan  
Pelancongan Malaysia

**Deputy Chairman**

Malaysia Tourism Promotion  
Board



3

3 ◀  
**YBHG DATUK SERI MIRZA  
MOHAMMAD TAIYAB**

**Ketua Pengarah**

Lembaga Penggalakan  
Pelancongan Malaysia

**Director General**

Malaysia Tourism  
Promotion Board



4

4 ▶  
**YBHG. TAN SRI  
DR. ONG HONG PENG**

**Ketua Setiausaha**

Kementerian Pelancongan  
dan Kebudayaan Malaysia

**Secretary General**

Ministry of Tourism and  
Culture, Malaysia



5

5 ◀  
**ENCIK LOW YEW ENG**

**Timbalan Setiausaha**

Bahagian Antarabangsa,  
Kementerian Kewangan, Malaysia

**Deputy Undersecretary**

International Division,  
Ministry of Finance, Malaysia



6

6 ▶  
**YBHG. DATO' SYED  
MOHD RAZIF SYED  
YASIN**

**Presiden**

BUMITRA

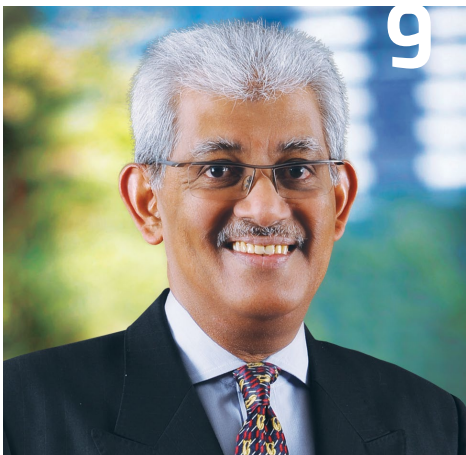
**President**

BUMITRA



**7 ◀**  
**YBHG. DATO' AZMI MURAD**  
**Pengurus Besar Kanan (Operasi)**  
Malaysia Airports Holding Berhad (MAHB)  
**Senior General Manager (Operations)**  
Malaysia Airports Holding Berhad (MAHB)

**8 ▶**  
**PUAN AIREEN OMAR**  
**Ketua Pegawai Eksekutif**  
Air Asia Berhad  
**Chief Executive Officer**  
Air Asia Berhad



**9 ◀**  
**YBHG. DATUK HAJI MOHD ILYAS ZAINOL ABIDIN**  
**Penasihat**  
Persatuan Hotel Malaysia (MAH)  
**Advisor**  
Malaysian Association of Hotels (MAH)

**10 ▶**  
**YBHG. DATO' SERI TENGKU DR. ZAINAL ADLIN BIN TENGKU MAHAMOOD**  
**Pengerusi**  
Lembaga Pemegang Amanah Taman-Taman Sabah  
**Chairman**  
Sabah Parks Board of Trustees



**11 ◀**  
**YBHG. DATUK SERI SYED ALI ALHABSHEE**  
**Setiausaha**  
Badan Perhubungan UMNO Wilayah Persekutuan  
**Secretary**  
Federal Territory UMNO Liaison Body

**12 ▶**  
**YBHG. DATO' SRI AHMAD FARID RIDZUAN**  
**Penasihat Komunikasi**  
Kepada Perdana Menteri  
**Communication Advisor**  
to The Prime Minister



**13 ▶**  
**YBHG. DATO' DALJIT SINGH A/L GURDEV SINGH**  
**Penasihat Perhubungan Kaum India**  
Kepada YB Menteri Pelancongan & Kebudayaan  
**Indian Community Relations Advisor**  
to YB Minister of Tourism and Culture, Malaysia

# WAWASAN, MISI DAN DASAR KUALITI

## Vision, Mission & Quality Policy

### Wawasan

Menjadikan industri pelancongan sebagai sumber pendapatan utama negara dan penyumbang utama kepada pembangunan sosio-ekonomi negara.

### Misi

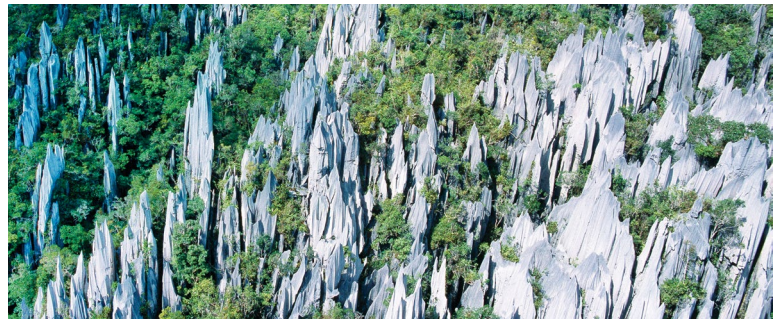
Memasarkan Malaysia sebagai sebuah destinasi yang terunggul di rantau ini.

### Vision

To make the tourism industry a primary source of national revenue and a prime contributor to the socio-economic development of the nation.

### Mission

To market Malaysia as a premier destination of excellence in this region.



### Dasar Kualiti

Tourism Malaysia komited untuk menyebarkan maklumat pelancongan negara secara profesional, berkesan, memenuhi citarasa pelanggan dan dapat mendorong atau membantu mereka dalam melakukan lawatan ke Malaysia dengan jayanya.

#### Objektif Kualiti

- Mewujudkan tenaga kerja yang berketerampilan dan bermaklumat.
- Menyebarkan maklumat pelancongan dengan tepat, cekap, dan dengan perkhidmatan yang mesra pelanggan.

### Quality Policy

Tourism Malaysia is committed to the professional and effective dissemination of national tourism information, the fulfilment of customer requirements and supporting or assisting customers in making their visits to Malaysia a success.

#### Quality Objective

- To produce an outgoing and knowledgeable workforce.
- To disseminate tourism information accurately and efficiently with customer-friendly service.



# FUNGSI TOURISM MALAYSIA

## Functions of Tourism Malaysia

**Berdasarkan Akta Lembaga Penggalakan Pelancongan Malaysia 1992, fungsi Lembaga (Tourism Malaysia) adalah seperti berikut:**

- Menggiatkan dan menggalakkan pelancongan ke dalam Malaysia.
- Merangsangkan, memajukan dan memasarkan Malaysia sebagai destinasi tumpuan pelancong di arena antarabangsa dan tempatan.
- Menyelaraskan apa-apa aktiviti pemasaran atau penggalakkan yang berkaitan dengan pelancongan yang dijalankan oleh mana-mana organisasi, agensi kerajaan atau bukan kerajaan.
- Membuat syor kepada menteri berkaitan tindakan dan program menggiatkan kemajuan penggalakan industri pelancongan di Malaysia dan melaksanakan setelah dipersetujui.

**In accordance with the Malaysia Tourism Promotion Board Act 1992, the functions of the Board (Tourism Malaysia) are as follows:**

- Stimulate and promote tourism to and within Malaysia.
- Invigorate, develop and market Malaysia internationally and domestically as a tourist focal point.
- Coordinate all marketing or promotional activities relating to tourism conducted by any organisation, government, or non-governmental agency.
- Recommend to the minister relevant measures and programmes that stimulate development and promotion of the Malaysian tourism industry and to implement them upon approval.



**Selaras dengan fungsi Tourism Malaysia sebagai sebuah organisasi penggalakan, matlamat - matlamat yang berikut telah ditetapkan:**

- Meningkatkan ketibaan pelancong antarabangsa.
- Meningkatkan purata tempoh lawatan para pelancong untuk menambah hasil pendapatan dari pelancongan.
- Merangsang pertumbuhan pelancongan dalam negeri.
- Meningkatkan faedah/hasil yang boleh diperolehi dari pasaran Persidangan, Insentif dan Pameran (MICE).

**In line with the role of Tourism Malaysia as a promotional organisation, the following objectives were upheld:**

- Increase international tourist arrivals.
- Extend the average length of stay of the visitors to increase tourism revenue.
- Stimulate the growth of domestic tourism.
- Increase the benefits/share obtained from the Meetings, Incentives, Conventions and Exhibitions (MICE) market.



# CARTA ORGANISASI

## Organisation Chart



**Ketua Pengarah**  
*Director General*

YBHG. DATUK SERI MIRZA  
MOHAMMAD TAIYAB

**Pengarah Kanan  
Khidmat  
Pengurusan**  
*Senior Director  
Management Services*

WAN ZAWAWI  
MOHAMMED

**Timbalan  
Ketua Pengarah  
(Pengiklanan & Digital)**  
*Deputy Director General  
(Advertising & Digital)*

DATO' SRI  
ABDUL KHANI DAUD

**Bahagian  
Komunikasi  
Korporat**  
*Corporate  
Communication  
Division*

AZIZAH AZIZ

**Unit  
Undang-undang**  
*Legal Unit*

**Unit Audit  
Dalam**  
*Internal  
Audit Unit*

**Unit Integriti**  
*Integrity Unit*

**Bahagian  
Sumber Manusia**  
*Human Resource  
Division*

ZULKAFI YAHA

**Bahagian Kewangan**  
*Finance Division*

AZLEEN MAT ZIP

**Unit Pentadbiran**  
*Administration Unit*

**Unit Pengurusan  
Korporat**  
*Corporate  
Management Unit*

**Bahagian Pengiklanan**  
*Advertising Division*

DATO' MOHMED RAZIP HASAN

**Bahagian Produksi**  
*Production Division*

DATO' HJ. ZAINUDDIN  
ABDUL WAHAB

**Bahagian Pembangunan Pakej**  
*Package Development Division*

SAIDI BUNDAN

**Bahagian Pengurusan  
Teknologi Maklumat**  
*Information Technology  
Management Division*

ZALEHA ASMAHAN



**"Tahun 2015 merupakan Tahun Festival Malaysia (MyFest) yang membawa tema "Endless Celebrations"**

"The year 2015 was marked as the Malaysia Year of Festivals (MyFest), carrying the theme "Endless Celebrations"

Kuala Lumpur dinobatkan sebagai Destinasi Utama Asia di *World Travel Awards Asia and Australasia 2015*  
Kuala Lumpur was awarded Asia's Leading Destination at the *World Travel Awards Asia and Australasia 2015*





PRESTASI  
INDUSTRI  
Industry Performance

# Prestasi Industri

## Industry Performance

Lembaga Penggalakan Pelancongan Malaysia atau Tourism Malaysia ialah sebuah agensi di bawah Kementerian Pelancongan dan Kebudayaan Malaysia. Tourism Malaysia bertanggungjawab untuk mempromosikan Malaysia sebagai sebuah destinasi pelancongan yang unggul di serata dunia. Sejak penubuhannya, Tourism Malaysia telah berjaya mencapai matlamat yang ditetapkan dan kini dianggap sebagai model contoh Organisasi Pelancongan Kebangsaan di rantau ini dan di peringkat antarabangsa.

Pada tahun 2015, Malaysia telah menganjurkan Tahun Festival Malaysia (MyFest) bertemakan "*Endless Celebrations*" yang memfokuskan kepada kepelbagaian festival yang disambut oleh masyarakat Malaysia yang berbilang bangsa. Ia merupakan kesinambungan daripada edisi keempat kempen Tahun Melawat Malaysia (TMM) 2014 yang bertemakan "*Celebrating 1Malaysia Truly Asia*". Kedua-dua kempen ini menjadi pemacu ke arah mencapai sasaran ketibaan seramai 36 juta orang pelancong dengan pendapatan pelancong sebanyak RM168 bilion pada tahun 2020, seperti yang digariskan dalam Bidang Ekonomi Utama Negara.

Dengan jumlah ketibaan seramai 25.7 juta orang pelancong antarabangsa pada tahun 2015, Malaysia telah mencapai sebanyak 87.5% daripada 29.4 juta orang pelancong antarabangsa yang telah disasarkan bagi MyFest 2015. Ia menunjukkan pertumbuhan yang memberangsangkan meskipun negara terpaksa berhadapan dengan kelembapan ekonomi dunia, impak tragedi MH370, MH17 dan QZ8501, insiden penculikan dan keselamatan di perairan Sabah serta bencana alam yang melanda Malaysia sepanjang tahun 2015.

The Malaysia Tourism Promotion Board or Tourism Malaysia is an agency under the purview of the Ministry of Tourism and Culture. It is responsible for promoting Malaysia as a premier tourism destination worldwide. Since its establishment, Tourism Malaysia has achieved its objective and is now considered a model National Tourism Organisation in the region and in the world.

The year 2015 was marked as the Malaysia Year of Festivals (MyFest), carrying the theme "*Endless Celebrations*" which focused on the various festivals celebrated by Malaysia's diverse population. It was an extension of the fourth Visit Malaysia Year held in 2014, themed "*Celebrating 1Malaysia Truly Asia*." Both campaigns are the driver towards the national target of attaining 36 million tourists and RM168 billion tourist receipts by 2020, as outlined in the Tourism National Key Economic Area.

With a total of 25.7 million tourist arrivals in 2015, Malaysia achieved 87.5% of the 29.4 million tourists arrivals targeted for MyFest 2015. It was an encouraging growth given the many unfortunate incidences the nation faced including the sluggish world economic conditions, the aviation incidences involving MH370, MH17 and QZ8501, the kidnapping incident in Sabah, and several natural disasters that befell Malaysia in that year.



“PADA TAHUN 2015, MALAYSIA TELAH MENGANJURKAN TAHUN FESTIVAL MALAYSIA (MyFEST) BERTEMAKAN “ENDLESS CELEBRATIONS”. THE YEAR 2015 WAS MARKED AS THE MALAYSIA YEAR OF FESTIVALS (MYFEST), CARRYING THE THEME “ENDLESS CELEBRATIONS”.”



“MALAYSIA TELAH MENCAPAI SEBANYAK MALAYSIA ACHIEVED

# 87.5%

DARIPADA 29.4 JUTA ORANG PELANCONG ANTARABANGSA YANG DISASARKAN BAGI MYFEST 2015. OF THE 29.4 MILLION TOURISTS ARRIVALS TARGETED FOR MYFEST 2015.”

Usaha gigih Tourism Malaysia yang turut mendapat sokongan padu daripada kerajaan dan rakan-rakan industri membolehkan Malaysia terus kekal sebagai destinasi pilihan para pelancong antarabangsa

## TAHUN FESTIVAL MALAYSIA (MYFEST) 2015

MyFest 2015 merupakan sebuah misi nasional seperti yang telah diumumkan oleh Perdana Menteri Malaysia dalam ucapan Bajet 2015. Kempen ini merupakan kesinambungan kepada Tahun Melawat Malaysia 2014 dengan sasaran untuk mengekalkan kedudukan Malaysia sebagai salah sebuah destinasi pelancongan yang utama di dunia. Ia menasarkankan seramai 29.4 juta ketibaan pelancong dengan pendapatan pelancong sebanyak RM89 bilion.

### Objektif MyFest 2015:

- Untuk mempersembahkan dan meraikan kepelbagaian budaya dan perayaan yang terdapat di Malaysia sebagai tarikan kepada pelancong
- Bagi meneruskan momentum pertumbuhan ketibaan pelancong ke Malaysia serta meningkatkan jumlah kunjungan ulangan
- Sebagai batu loncatan untuk mempertingkatkan industri pelancongan Malaysia terutamanya melalui penganjuran pelbagai acara pelancongan yang berskala mega
- Bagi memberi pengalaman yang menakjubkan kepada pelancong melalui sambutan pelbagai perayaan oleh rakyat Malaysia yang berbilang budaya

MyFest 2015 memberi tumpuan kepada penduduk Malaysia yang berbilang bangsa serta kekayaan khazanah budaya, warisan, perayaan dan seninya, seiring dengan jenama "Malaysia Truly Asia". Sebanyak 50 acara utama di peringkat kebangsaan dan 200 acara pelancongan dan kebudayaan di peringkat negeri telah dianjurkan di seluruh Malaysia pada tahun 2015 sebagai sebahagian daripada kempen tersebut.

Tourism Malaysia's efforts, complemented by the strong support from the Government and industry partners, had enabled Malaysia to remain a popular choice among international tourists.

## MALAYSIA YEAR OF FESTIVALS 2015

MyFest 2015 was hailed as a national mission by the Prime Minister of Malaysia in his Budget 2015 speech. The campaign was a follow-up to Visit Malaysia Year 2014 aimed at maintaining Malaysia's position as one of the leading tourist destinations in the world. It targeted to bring in a total of 29.4 million tourists with tourists receipts of RM89 billion.

### Objectives of MyFest 2015:

- To showcase and celebrate the various cultures and festivals of Malaysia as a tourist attraction
- To leverage on the momentum of the growing tourist arrivals to Malaysia and increase repeat visits
- As a stepping stone to enhance Malaysia's tourism industry especially with the organising of various mega-scale tourism events
- To provide a magical experience for tourists through the celebration of various festivals by the multi-cultural population of Malaysia

MyFest 2015 focused on the diversity of Malaysia's population and its rich culture, heritage, celebrations and art, in line with the "Malaysia Truly Asia" branding. A total of 50 national-level main events and 200 state-level tourism and cultural events were organised throughout Malaysia in 2015 as part of the campaign.



MYFEST 2015  
MENYASARKAN  
SERAMAI  
TARGETED TO  
BRING IN A TOTAL OF

**29.4** JUTA  
MILLION

KETIBAAN PELANCONG  
DENGAN PENDAPATAN  
PELANCONG SEBANYAK  
RM89 BILLION.  
TOURISTS WITH  
TOURISTS RECEIPTS  
OF RM89 BILLION. ”

Logo MyFest 2015 telah dilancarkan oleh Menteri Pelancongan dan Kebudayaan Malaysia YB Dato' Seri Mohamed Nazri bin Abdul Aziz, di Kelantan pada 18 September 2014.

Reka bentuk logo MyFest menggambarkan sebuah peralatan muzik tradisional yang dikenali sebagai Rebana Ubi. Gendang merupakan alat muzik yang boleh dikaitkan dengan masyarakat Malaysia yang mempunyai pelbagai budaya, sejajar dengan semangat 1Malaysia. Oleh yang demikian, reka bentuk logo ini mencerminkan sesuatu yang penting dalam warisan, tradisi dan budaya negara.

Kempen MyFest 2015 turut mempunyai maskotnya sendiri iaitu monyet *proboscis* yang lebih mesra dipanggil "Bayau".

The MyFest 2015 logo was launched by YB Dato' Seri Mohamed Nazri bin Abdul Aziz, Minister of Tourism and Culture Malaysia in Kelantan on 18 September 2014.

The logo depicts a traditional musical instrument known as the Rebana Ubi. The drum is a musical instrument which is associated with Malaysia's multicultural society, in line with the spirit of 1Malaysia. Therefore, the logo design reflected an important part of the country's heritage, traditions and culture.

The MyFest 2015 campaign also had its own mascot, the proboscis monkey, which was affectionately named "Bayau."



50

ACARA UTAMA DI PERINGKAT KEBANGSAAN NATIONAL-LEVEL MAIN EVENTS

200

ACARA PELANCONGAN DAN KEBUDAYAAN DI PERINGKAT NEGERI. STATE-LEVEL TOURISM AND CULTURAL EVENTS.

Maskot MyFest, Bayau membuat kemunculan semasa sambutan Citrawarna 2015 di Dataran Merdeka, Kuala Lumpur  
The MyFest mascot, Bayau, makes an appearance during the Citrawarna celebration at Dataran Merdeka, Kuala Lumpur





Majlis pelancaran MyFest 2015 di Mumbai Gateway, India  
MyFest 2015 launching at Mumbai Gateway, India

## KETIBAAN ANTARABANGSA

Pada tahun 2015, Malaysia telah menerima seramai 25,721,251 orang pelancong antarabangsa iaitu penurunan sebanyak 6.3% berbanding tahun 2014 yang merekodkan sebanyak 27,437,315 orang pelancong antarabangsa. Walau bagaimanapun, kempen Tahun Melawat Malaysia yang dilaksanakan pada tahun 2014 telah menerima peruntukan yang lebih besar bagi memastikan kejayaan pelbagai program dan aktiviti promosinya. Oleh yang demikian, jika perbandingan dibuat dengan tahun 2013 yang menyaksikan ketibaan pelancong antarabangsa seramai 25,715,460 orang tanpa sebarang peruntukan khas untuk promosi, maka ia menunjukkan peningkatan sebanyak 0.02%.

## INTERNATIONAL ARRIVALS

In 2015, Malaysia received a total of 25,721,251 international tourists, a decline of 6.3% compared to 2014 which recorded a total of 27,437,315 international tourist arrivals. However, 2014 was the Visit Malaysia Year with a generous financial allocation provided to ensure the success of the various programmes and promotions. Therefore, if comparison is made against year 2013, in which Tourism Malaysia attracted 25,715,460 tourist arrivals without any special allocation for promotions, the 2015 results show an increase of 0.02%.



PADA TAHUN 2015, MALAYSIA TELAH MENERIMA SERAMAI 25,721,251 ORANG PELANCONG ANTARABANGSA. INTERNATIONAL TOURISTS.

**Jadual 1 Ketibaan pelancong ke Malaysia dari 10 pasaran utama 2015/2014 dan 2015/2013**

Table 1 Tourist arrivals to Malaysia from 10 major markets 2015/2014 and 2015/2013

Kedudukan Ranking	Warganegara Nationality	2015	2014	2013	% Perubahan % Change 2015/2014	% Perubahan % Change 2015/2013
1	Singapura / Singapore	12,930,754	13,932,967	13,178,774	-7.2	-1.9
2	Indonesia / Indonesia	2,788,033	2,827,533	2,548,021	-1.4	+9.4
3	China / China	1,677,163	1,613,355	1,791,423	+4.0	-6.4
4	Thailand / Thailand	1,343,569	1,299,298	1,156,452	+3.4	+16.2
5	Brunei / Brunei	1,133,555	1,213,110	1,238,871	-6.6	-8.5
6	India / India	722,141	770,108	650,989	-6.2	+10.9
7	Filipina / Philippines	554,917	618,538	557,147	-10.3	-0.4
8	Australia / Australia	486,948	571,328	526,342	-14.8	-7.5
9	Jepun / Japan	483,569	553,106	513,076	-12.6	-5.8
10	Korea Selatan / South Korea	421,161	385,769	274,622	+9.2	+53.4
11	Lain-Lain / Others	3,179,441	3,652,203	3,279,743	-12.9	-3.1
	<b>Jumlah / Total</b>	<b>25,721,251</b>	<b>27,437,315</b>	<b>25,715,460</b>	<b>-6.3</b>	<b>+0.02</b>

Sumber: Jabatan Imigresen Malaysia  
Source: Immigrations Department, Malaysia



Hotel mewah, The Ritz-Carlton, Kuala Lumpur  
Luxury hotel, The Ritz-Carlton, Kuala Lumpur



Para pelancong yang tiba melalui penerbangan sulung  
Turkmenistan Airlines ke Kuala Lumpur  
Tourists arriving on Turkmenistan Airlines' inaugural flight  
to Kuala Lumpur

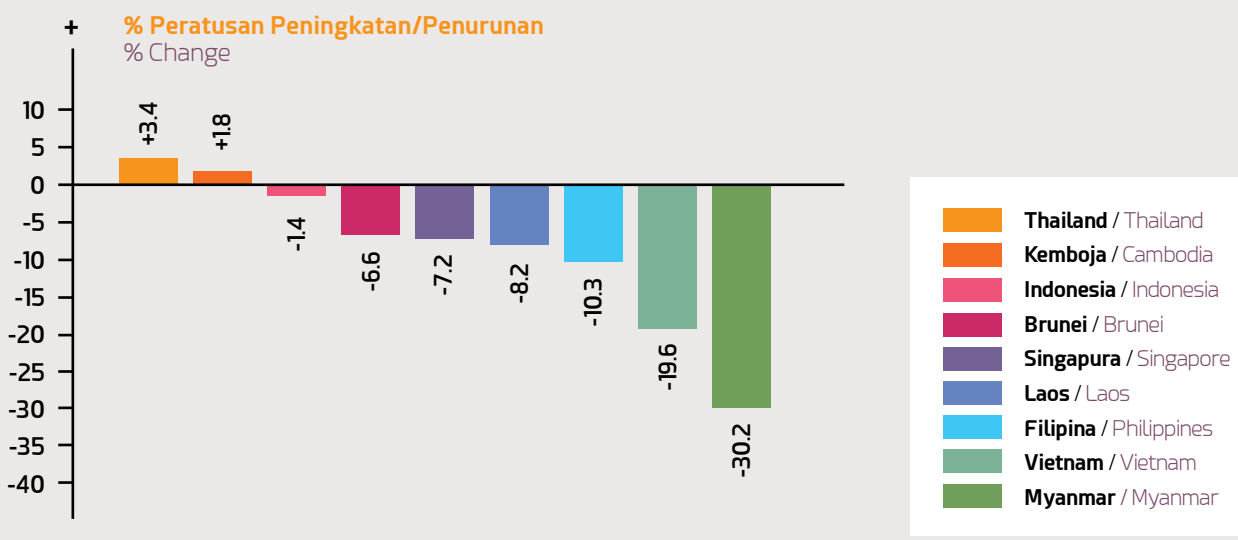
### PRESTASI KETIBAAN PELANCONG MENGIKUT PASARAN

Secara keseluruhan, pasaran ASEAN terus kekal sebagai penyumbang utama ketibaan pelancong antarabangsa ke Malaysia dengan syer sebanyak 74.4% walaupun mencatatkan penurunan kepada 19 juta orang pelancong pada tahun 2015 berbanding 20 juta orang pelancong pada tahun 2014. Singapura, Indonesia, Thailand, Brunei dan Filipina merupakan lima pasaran utama dari rantau ASEAN.

### TOURIST ARRIVALS BY MARKETS

Overall, the ASEAN market remained the highest contributor to international tourist arrivals with a share of 74.4% despite recording a decline to 19 million tourists in 2015 compared to 20 million in 2014. Singapore, Indonesia, Thailand, Brunei and the Philippines made up the five major markets from this region.

**Jadual 2 Prestasi Ketibaan Pelancong Dari Negara-Negara ASEAN 2015**  
Table 2 Percentage change in tourist arrivals from ASEAN countries to Malaysia 2015



Sumber: Jabatan Imigresen Malaysia  
Source: Immigrations Department, Malaysia

Seramai 4.8 juta atau 18.8% pelancong antarabangsa yang berkunjung ke Malaysia pada tahun 2015 ialah dari pasaran jarak sederhana berbanding 5.1 juta atau 18.7% pelancong antarabangsa dari pasaran jarak sederhana pada tahun 2014. Pasaran yang mencatatkan pertumbuhan positif ialah Korea Selatan, Taiwan dan Republik Rakyat China (RRC). Walaupun pasaran India dan Australia mengalami penurunan, kedua-dua negara ini masih berada dalam kelompok lima negara teratas bagi pasaran jarak sederhana.

Some 4.8 million or 18.8% of international tourists to Malaysia in 2015 came from medium haul markets compared with 5.1 million or 18.7% of international tourists in 2014. Markets that recorded positive growth were South Korea, Taiwan and the People’s Republic of China (PRC). Arrivals from India and Australia showed a decline but were still among the top five markets.



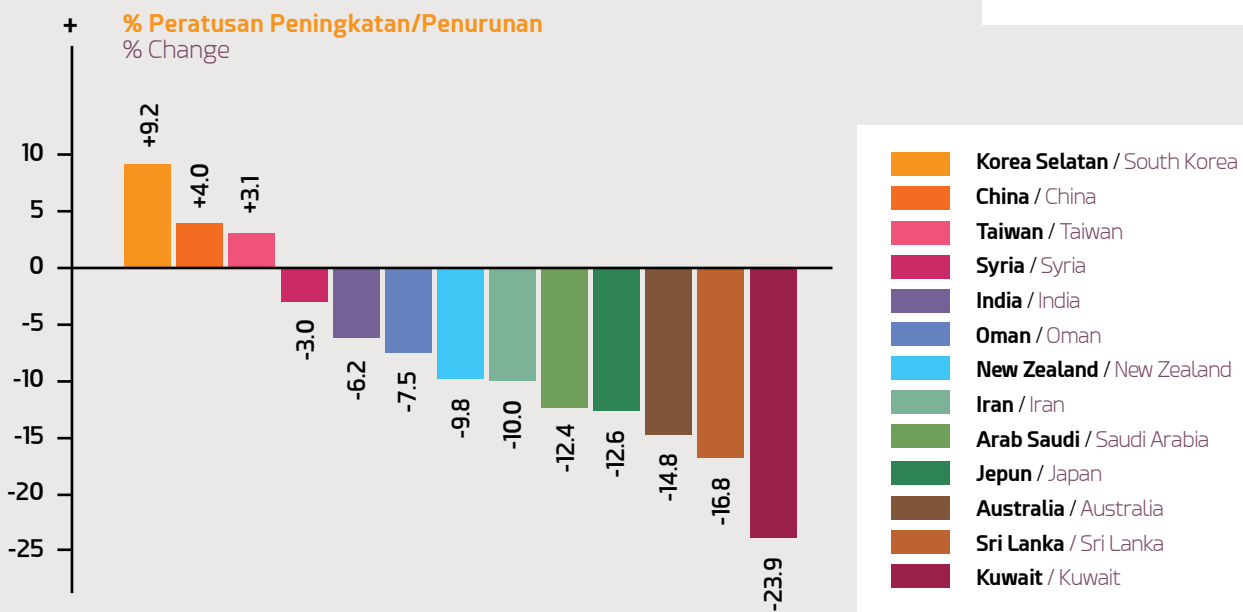
SERAMAI 4.8 JUTA ATAU SOME 4.8 MILLION OR

18.8%

PELANCONG ANTARABANGSA DARI PASARAN JARAK SEDERHANA TELAH BERKUNJUNG KE MALAYSIA PADA TAHUN 2015. OF INTERNATIONAL TOURISTS TO MALAYSIA IN 2015 CAME FROM MEDIUM HAUL MARKETS.

**Jadual 3 Prestasi Ketibaan Pelancong Terpilih Dari Pasaran Jarak Sederhana 2015**

Table 3 Percentage change in tourist arrivals from selected medium haul markets to Malaysia 2015

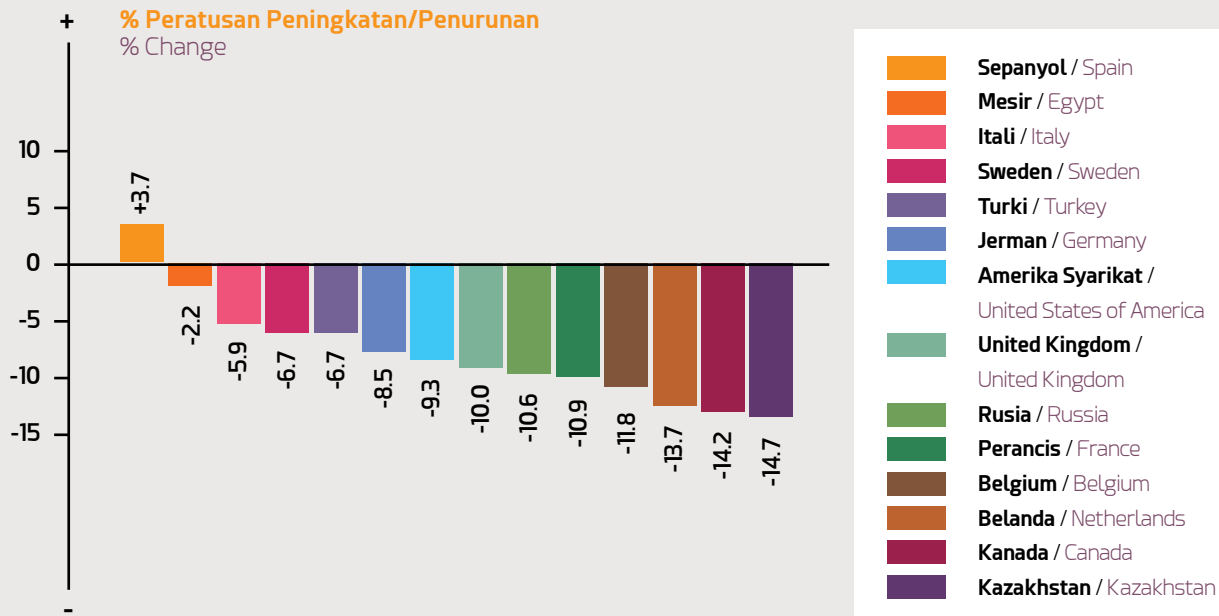


Sumber: Jabatan Imigresen Malaysia  
Source: Immigrations Department, Malaysia

Seramai 1.7 juta atau 6.7% ketibaan pelancong antarabangsa ke Malaysia pada tahun 2015 ialah dari pasaran jarak jauh berbanding 1.9 juta orang pelancong antarabangsa dari pasaran jarak jauh pada tahun 2014. Sepanyol merupakan satu-satunya negara penyumbang utama pelancong dari pasaran jarak jauh yang telah mencatatkan pertumbuhan yang positif iaitu sebanyak 3.7% berbanding 2014.

A total of 1.7 million or 6.7% of international tourist arrivals to Malaysia in 2015 were from long haul markets, compared to 1.9 million in 2014. Of the major long haul markets, only Spain recorded a positive growth of 3.7%.

**Jadual 4** Jadual Prestasi Ketibaan Pelancong Terpilih Dari Pasaran Jarak Jauh 2015  
Table 4 Percentage change in tourist arrivals from selected long haul markets to Malaysia 2015



Sumber: Jabatan Imigresen Malaysia  
Source: Immigration Department, Malaysia

## PENDAPATAN PELANCONG

Pendapatan pelancong antarabangsa pada tahun 2015 telah mengalami penurunan sebanyak 4% kepada RM69.1 bilion berbanding RM72 bilion pada tahun 2014. Walau bagaimanapun, perbandingan yang dibuat dengan tahun 2013 menunjukkan peningkatan yang positif iaitu sebanyak 5.6%.

Pendapatan pelancong dari pasaran Asia Tenggara telah mencatatkan penurunan sebanyak 5% kepada RM44.02 bilion pada tahun 2015 dari RM46.33 bilion pada tahun sebelumnya. Walaupun begitu, jumlah perbelanjaan seorang pelancong dari pasaran ini telah meningkat kepada RM2,291.10 pada tahun 2015 berbanding RM2,274.30 pada tahun sebelumnya.

Pendapatan pelancong dari pasaran Amerika, Eropah dan Oceania telah menurun sebanyak 9.7% pada tahun 2015 berbanding pada tahun 2014. Pasaran Amerika telah mengalami penurunan sebanyak 11.2% iaitu daripada RM1.35 bilion pada tahun

## TOURIST RECEIPTS

International tourist receipts for 2015 declined by 4% to RM69.1 billion compared with RM72 billion registered in 2014. However, a comparison with 2013 showed a positive increment of 5.6%.

Tourist receipts from the Southeast Asia market showed a decline of 5% to RM44.02 billion in 2015 from RM46.33 billion in the previous year. However, the average per capita expenditure of the ASEAN tourist rose to RM2,291.10 in 2015 compared with RM2,274.30 in the previous year.

Tourist receipts from the Americas, Europe and Oceania market dropped by 9.7% in 2015 compared with 2014. The Americas market saw a 11.2% drop from RM1.35 billion in 2014 to RM1.21 billion in 2015. Meanwhile, the Europe market dropped



“**PENDAPATAN PELANCONG ANTARABANGSA PADA TAHUN 2015 TELAH MENGALAMI PENURUNAN SEBANYAK INTERNATIONAL TOURIST RECEIPTS FOR 2015 DECLINED BY**

**4%.”**



2014 kepada RM1.21 bilion pada tahun 2015. Sementara itu, pasaran Eropah telah mencatatkan penurunan sebanyak 8.7% iaitu daripada RM5.26 bilion pada tahun 2014 kepada RM4.8 bilion pada tahun 2015. Pendapatan pelancong dari Australia dan New Zealand juga telah mengalami penurunan dengan masing-masing sebanyak 11.4% dan 7.1%.

Pasaran Asia (Utara, Selatan, Timur dan Barat) telah menunjukkan prestasi yang lebih baik dengan peningkatan pendapatan pelancong sebanyak 2.7% kepada RM15.95 bilion pada tahun 2015 dari RM15.53 bilion pada tahun 2014. Pendapatan pelancong dari Afrika Selatan telah mengalami penurunan sebanyak 12.4% kepada RM89.80 juta pada tahun 2015 berbanding RM102.50 juta pada tahun 2014. Walau bagaimanapun, China, India, Korea Selatan dan Taiwan telah menunjukkan peningkatan positif dengan masing-masing sebanyak 16.1%, 13.5%, 17.8%, dan 12.8%.

by 8.7% from RM5.26 billion in 2014 to RM4.8 billion in 2015. Tourist receipts from Australia and New Zealand also fell by 11.4% and 7.1% respectively.

The Asia market (North, South, East and West) performed better with a 2.7% increase in tourist receipts to RM15.95 billion in 2015 from RM15.53 billion in 2014. South Africa tourist receipts fell by 12.4% to RM89.80 million in 2015 compared with RM102.50 million in 2014. However, China, India, South Korea and Taiwan showed positive increments of 16.1%, 13.5%, 17.8% and 12.8% respectively.



## PERBELANJAAN PELANCONG ANTARABANGSA

Sebahagian besar perbelanjaan pelancong antarabangsa adalah untuk beli belah (31.3%) diikuti oleh penginapan (25.4%) dan makanan & minuman (13.4%). Perbelanjaan untuk beli belah telah mencatatkan kenaikan dari 30% pada tahun 2014 kepada 31.3% pada tahun 2015 melangkaui peratusan perbelanjaan untuk penginapan yang menurun kepada 25.4% pada tahun 2015 dari 30.3% pada tahun 2014. Empat komponen baharu telah direkodkan pada tahun 2015 iaitu perubatan, tiket penerbangan antarabangsa oleh syarikat penerbangan tempatan, bahan api dan sukan.

## INTERNATIONAL TOURIST EXPENDITURE

International tourist expenditure mainly went to shopping (31.3%), accommodation (25.4%) and food & beverages (13.4%). Shopping expenditure increased from 30% in 2014 to 31.3% in 2015, overtaking the expenditure on accommodation which was 25.4% in 2015 and 30.3% in 2014. Four new components of expenditure were recorded in 2015, i.e. medical, international air fares by local carriers, fuel and sports expenditures.



“  
PERBELANJAAN BELI BELAH TELAH MENCATATKAN KENAIKAN KEPADA SHOPPING EXPENDITURE INCREASED TO

**31.3%.”**

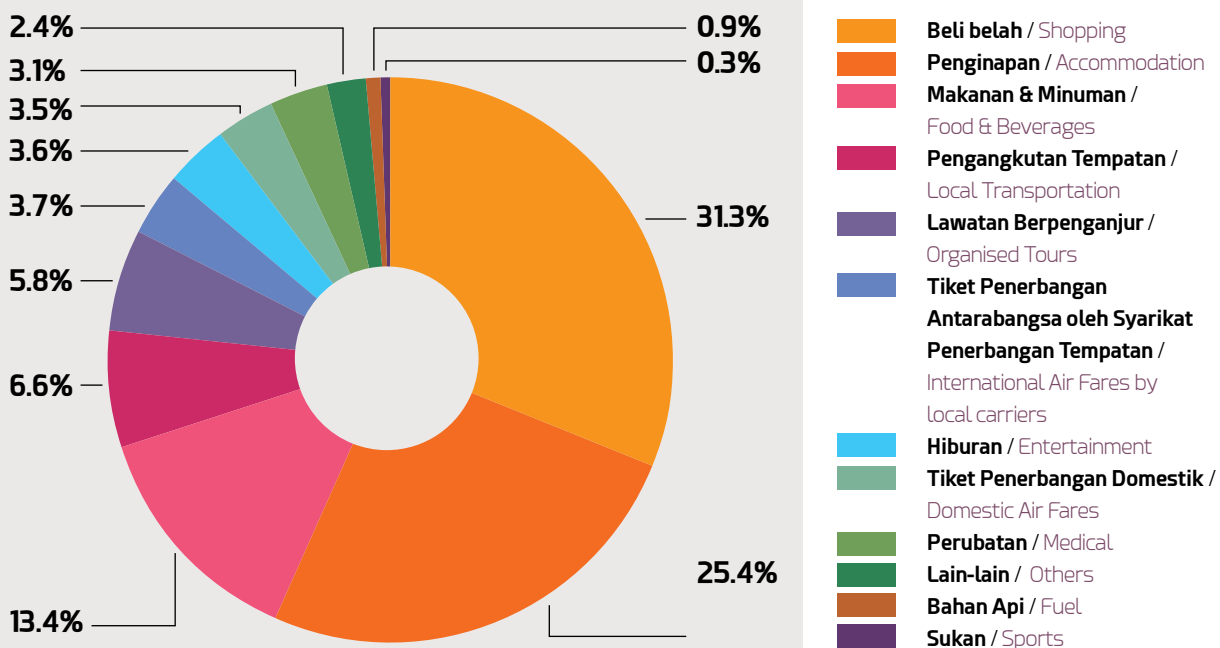
Secara purata, perbelanjaan seorang pelancong antarabangsa (per kapita) telah meningkat sebanyak 2.4% iaitu dari RM2,624 pada tahun 2014 kepada RM2,687 pada tahun 2015. Purata tempoh inap pula telah menurun sebanyak 1.1 malam iaitu dari 6.6 malam pada tahun 2014 kepada 5.5 malam pada tahun 2015. Purata tempoh inap pelancong dari Asia Barat adalah yang paling lama iaitu 9.7 malam berbanding pelancong Eropah (7.5 malam), Amerika (7.1 malam), Asia Selatan (7.1 malam), Asia Timur (5.9 malam) dan ASEAN (4.6 malam).

Overall, the average expenditure made by an international tourist (per capita) rose by 2.4% from RM2,624 in 2014 to RM2,687 in 2015. The average length of stay, meanwhile, fell by 1.1 nights from 6.6 nights in 2014 to 5.5 nights in 2015. The average length of stay by West Asian tourists was the longest at 9.7 nights, compared with Europeans (7.5 nights), Americans (7.1 nights), South Asians (7.1 nights), East Asians (5.9 nights) and ASEAN tourists (4.6 nights).



**PURATA TEMPOH INAP PELANCONG DARI ASIA BARAT ADALAH YANG PALING LAMA IAITU 9.7 MALAM. NIGHTS.**

**Carta 1 Pecahan Perbelanjaan Pelancong Antarabangsa 2015**  
Chart 1 2015 international tourist expenditure breakdown



### PELAWAT DOMESTIK

Sejumlah 176.9 juta orang pelawat domestik telah dicatatkan pada tahun 2015, mewakili pertumbuhan sebanyak 4.5% berbanding 169.3 juta orang pelawat domestik pada tahun 2014. Jumlah perbelanjaan pelawat domestik pula ialah sebanyak RM67.8 bilion iaitu pertumbuhan sebanyak 9.2% berbanding RM62.2 bilion pada tahun 2014.

### DOMESTIC VISITORS

A total of 176.9 million domestic visitors was recorded in 2015, representing a growth of 4.5% compared to 169.3 million domestic visitors in 2014. Additionally, total domestic visitor expenditure was RM67.8 billion, a growth of 9.2% compared to RM62.2 billion in 2014.

**Jadual 5 Prestasi pelancongan domestik 2015/2014**

Table 5 Domestic tourism performance 2015/2014

	Bilangan (Juta) Numbers (Million)			Perbelanjaan (RM bilion) Expenditure (RM billion)			Purata Tempoh Inap Average Length of Stay		
	2015	2014	Pertumbuhan Growth (%)	2015	2014	Pertumbuhan Growth (%)	2015	2014	Pertumbuhan Growth (%)
<b>Pelancong / Tourist</b>	62.7	60.7	+3.3	-	-	-	2.30	2.60	-11.5
<b>Pelawat Harian / Excursionists</b>	114.2	108.6	+5.2	-	-	-	-	-	-
<b>Jumlah / Total</b>	<b>176.9</b>	<b>169.3</b>	<b>+4.5</b>	<b>67.8</b>	<b>62.2</b>	<b>+9.2</b>	-	-	-

Sumber: Tourism Malaysia dengan kerjasama Jabatan Perangkaan Malaysia  
Source: Tourism Malaysia in collaboration with Department of Statistics

## JUMLAH TETAMU HOTEL DAN KADAR PENGINAPAN

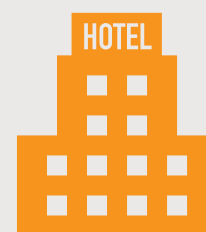
Malaysia merekodkan sejumlah 71,512,839 orang tetamu hotel pada tahun 2015. Daripada jumlah ini, 35.8% merupakan tetamu antarabangsa (25,571,078 orang) manakala 64.2% ialah tetamu domestik (45,941,761 orang). Lima buah negeri yang telah mencatatkan jumlah bilangan tetamu tertinggi (antarabangsa dan domestik) ialah Kuala Lumpur (15,894,155 orang), Pahang (10,334,754 orang), Johor (6,953,327 orang), Pulau Pinang (6,347,618 orang), dan Sabah (6,054,307 orang). Kuala Lumpur menjadi satu-satunya negeri yang mencatatkan bilangan tetamu antarabangsa melebihi bilangan tetamu domestik.

Walau bagaimanapun, purata kadar penginapan telah menurun sebanyak 1.7% dari 63.6% pada tahun 2014 kepada 61.9% pada tahun 2015. Lapan buah negeri yang telah mencatatkan purata kadar penginapan yang lebih tinggi ialah Pahang (79.3%), Kuala Lumpur (67.1%), Labuan (66.2%), Putrajaya (65.7%), Selangor (64.7%), Sabah (64.2%), Pulau Pinang (63.7%) dan Melaka (63.3%).

## NUMBER OF HOTEL GUESTS AND OCCUPANCY RATE

Malaysia recorded a total of 71,512,839 hotel guests in 2015. Of these, 35.8% were international guests (25,571,078), while 64.2% were domestic guests (45,941,761). Five states that recorded the highest number of guests (international and domestic) were Kuala Lumpur (15,894,155), Pahang (10,334,754), Johor (6,953,327), Pulau Pinang (6,347,618) and Sabah (6,054,307). Kuala Lumpur was the only state that recorded a higher number of international guests compared to domestic guests.

However, the average occupancy rate of hotels dropped by 1.7% from 63.6% in 2014 to 61.9% in 2015. Eight states that recorded higher than average occupancy rates were Pahang (79.3%), Kuala Lumpur (67.1%), Labuan (66.2%), Putrajaya (65.7%), Selangor (64.7%), Sabah (64.2%), Pulau Pinang (63.7%) and Melaka (63.3%).



“MALAYSIA MEREKODKAN SEJUMLAH MALAYSIA RECORDED A TOTAL OF

**71,512,839**

ORANG TETAMU HOTEL PADA TAHUN 2015. HOTEL GUESTS IN 2015. ”

## KEMUDAHSAMPAIAN

Malaysia menyediakan pelbagai pintu masuk kepada para pelancong yang ingin memasuki negara ini sama ada melalui jalan darat, rel, laut mahupun udara.

Pada tahun 2015, jumlah kekerapan penerbangan ke Malaysia dari pasaran ASEAN telah meningkat kepada 1,764 kali seminggu dengan kapasiti tempat duduk sebanyak 291,801 buah. Sebagai tambahan, terdapat sebanyak 293 pelayaran seminggu dari Indonesia, Brunei, Thailand, Singapura dan Filipina dengan kapasiti tempat duduk sebanyak 60,972 buah.

Terdapat sebanyak 971 penerbangan mingguan yang menghubungkan pasaran Asia dan Afrika ke Malaysia dengan kapasiti 217,920 buah tempat duduk. Kemudahsampaian telah dipertingkatkan melalui pertambahan penerbangan-penerbangan baharu di laluan ini, termasuklah penerbangan tujuh kali seminggu dari Nanning, Cochin dan Narita ke Kuala Lumpur oleh AirAsia, Malindo Air dan All Nippon Airways. Laluan Beijing, Sapporo dan Fuzhou ke Kuala Lumpur turut beroperasi dengan kekerapan empat kali seminggu melalui Air China, AirAsia X serta Xiamen Airlines. Selain itu, penerbangan Air Asia dari Kaohsiung ke Kuala Lumpur juga beroperasi dengan kekerapan sebanyak tiga kali seminggu.

Pasaran Amerika, Eropah dan Oceania dirangsang melalui pelebaran sayap Malindo Air ke Australia dengan penerbangan 11 kali seminggu dari Perth. Selain itu, kerjasama antara Tourism Malaysia dengan Etihad dan Singapore Airline turut membuka lebih banyak peluang untuk pelancong antarabangsa berkunjung ke Malaysia walaupun Air France dan Malaysia Airlines telah menarik balik penerbangan untuk laluan Kuala Lumpur - Paris mulai Oktober 2015.

## ACCESSIBILITY

Malaysia provides various entry points for tourists to enter the country via road, rail, sea and air.

In 2015, flight frequency from the ASEAN market to Malaysia increased to 1,764 flights a week with total seat capacity of 291,801. In addition, there were 293 boat trips a week from Indonesia, Brunei, Thailand, Singapore and the Philippines with 60,972 seat capacity.

There were 971 weekly flights connecting the Asia and Africa market to Malaysia with 217,920 seats. Accessibility was enhanced with the mounting of new flights on this route, including seven weekly flights from Nanning, Cochin and Narita to Kuala Lumpur by AirAsia, Malindo Air and All Nippon Airways. Meanwhile, the Beijing, Sapporo and Fuzhou routes to Kuala Lumpur operated at a frequency of four flights a week by Air China, AirAsia X and Xiamen Airlines. In addition, AirAsia connected Kaohsiung and Kuala Lumpur three times a week.

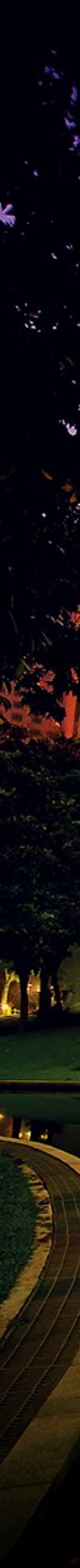
The Americas, Europe and Oceania market was boosted with Malindo Air's expansion into Australia, flying 11 times a week from Perth. Meanwhile, Tourism Malaysia's collaboration with Etihad and Singapore Airlines also opened up opportunities for travel to Malaysia despite the suspension of the Kuala Lumpur-Paris routes by Malaysia Airlines and Air France.



“  
PADA TAHUN 2015, JUMLAH KEKERAPAN PENERBANGAN KE MALAYSIA DARI PASARAN ASEAN TELAH MENINGKAT KEPADA 1,764 KALI SEMINGGU. FLIGHT FREQUENCY FROM THE ASEAN MARKET TO MALAYSIA INCREASED TO

# 1,764

KALI SEMINGGU. FLIGHTS A WEEK.”





Pemandangan Menara Berkembar Petronas yang dilimpahi cahaya lampu dilihat dari Taman KLCC, yang merupakan salah satu lokasi populer untuk mengambil gambar dalam kalangan para pelancong. **The Petronas Twin Towers, lighted up and viewed from KLCC Park, is a favourite photo spot among tourists.**



**"MyFest menyasarkan untuk membawa masuk seramai 29.4 juta orang pelancong dengan pendapatan pelancong sebanyak RM89 bilion."**

"MyFest targeted to bring in a total of 29.4 million tourists with tourists receipts of RM89 billion."



KLIA2 ialah sebuah lapangan terbang yang dikhususkan untuk penerbangan tambang rendah dan hab untuk perjalanan, makan-makan, hiburan, dan santai. KLIA2 is a dedicated airport for low-cost carriers and a hub for travel, dining, entertainment and leisure all in one.

**Monday 15 Dec 2014**

FLIGHT	DESTINATION	CHECKIN	REMARK	GATE	ETD	STATUS
AK 0870	Nat Yai			P3		
AK 2457	Singapore			L3		
TR 2204	P. Langkawi			J1		
AK 6304	P. Langkawi			J12		
AK 6434	Kota Bharu			J4		
AK 0711	Singapore			Q19		
AK 0824	Phuket			J9		
AK 5842	Miri			P17		
AK 5872	Sibu			J13		
AK 0332	Ujung Pandang			P1		
AK 0856	Chiang Mai			P13		
AK 5130	K. Kinabalu			K16		
AK 5194	Sandakan			J3		
AK 5748	Tawau			J16		
AK 5208	Kuching			K20		
JT 0283	Jakarta			L1		
AK 0101	Kunming			P21		
AK 0168	Nanning			P7		

**MALAYSIA AIRPORTS**

← **Perlepasan Dalam Negara** (Domestic Departures)  
 → **Perlepasan Antarabangsa** (International Departures)  
 → **Perlepasan Dalam Negara** (Domestic Arrivals)  
 ← **Perlepasan Antarabangsa** (International Arrivals)

**kLIA 2**  
Next Generation Hub

Perlepasan Antarabangsa  
International Departures

PROMOSI  
PELANCONGAN  
ANTARABANGSA  
International Tourism Promotions

# PROMOSI PELANCONGAN ANTARABANGSA

## International Tourism Promotions

Pada tahun 2015, Tourism Malaysia telah menganjurkan dan menyertai pelbagai program promosi melalui 35 buah pejabat dan lapan buah pejabat pemasarannya di luar negara. Program-program promosi pelancongan yang telah dilaksanakan di peringkat antarabangsa adalah terdiri daripada misi jualan dan jerayawara, pameran dan ekspso pelancongan antarabangsa, seminar dan bengkel, kempen pengiklanan, publisiti dan lawatan *mega familiarisation* serta promosi produk minat khas.

Pelaksanaan program-program ini bertujuan mempromosikan MyFest 2015 dan produk-produk pelancongan yang terdapat di Malaysia, memperkasakan pengetahuan barisan hadapan mengenai Malaysia selain memberi nilai tambah kepada pakej-pakej pelancongan yang dibangunkan oleh ejen-ejen pelancongan. Selain itu, ia bertujuan mengukuhkan hubungan dan kerjasama antara Tourism Malaysia dengan ejen-ejen pelancongan, syarikat-syarikat penerbangan dan pihak korporat.

### MISI JUALAN DAN JERAYAWARA

Sebanyak 21 misi jualan dan jerayawara telah dianjurkan oleh Tourism Malaysia iaitu masing-masing lapan di pasaran Amerika, Eropah dan Oceania dan sembilan di pasaran Asia dan Afrika, serta empat di pasaran ASEAN.

Antara misi jualan tersebut ialah misi jualan ke India dari 8 hingga 18 Februari; ke China dari 19 hingga 25 Mac; ke Uzbekistan yang

In 2015, Tourism Malaysia organised and participated in numerous promotional programmes through its 35 overseas offices and eight marketing offices. These international tourism promotions activities comprised of sales missions and roadshows, tourism exhibitions and expositions, seminars and workshops, advertising campaigns, publicity programmes, mega familiarisation trips as well as the promotion of niche products.

The implementation of these programmes were to promote MyFest 2015 and the tourism products in Malaysia, to enhance frontliners' knowledge of Malaysia and to add value to the tourism packages developed by the travel agents. In addition, these efforts also strengthened relations and cooperation between Tourism Malaysia and travel agents, airlines and corporations.

### SALES MISSIONS AND ROADSHOWS

A total of 21 sales missions and roadshows were organised by Tourism Malaysia, i.e. eight for the Americas, Europe and Oceania market, nine for the Asia and Africa market and four for the ASEAN market.

Among the sales missions conducted were to India from 8 to 18 February; to China from 19 to 25 March; to Uzbekistan



diketahui oleh YB Menteri Pelancongan dan Kebudayaan Malaysia bersempena dengan *Kazakhstan International Tourism Fair (KITF)* dari 22 hingga 24 April; ke New Zealand dan Australia dari 7 hingga 14 Ogos; ke Belanda, Denmark, Norway dan Itali dari 12 hingga 21 September dan ke Ireland dan UK sempena *World Travel Mart (WTM)* dari 27 Oktober hingga 5 November.

Selain itu, Tourism Malaysia juga telah menganjurkan kempen promosi menerusi dua jerayawara di Indonesia, dua di Jepun dan satu di Filipina, Korea dan Singapura.

in conjunction with the *Kazakhstan International Tourism Fair (KITF)* from 22 to 24 April led by YB Minister of Tourism and Culture; to New Zealand and Australia from 7 to 14 August; to Netherlands, Denmark, Norway and Italy from 12 to 21 September; and to Ireland and the UK in conjunction with *World Travel Market (WTM)* from 27 October to 5 November.

In addition, Tourism Malaysia also organised two promotional roadshows to Indonesia, two to Japan and one each to the Philippines, Korea and Singapore.



“ SEBANYAK A TOTAL OF

21

MISI JUALAN TELAH DIANJURKAN OLEH TOURISM MALAYSIA. SALES MISSION AND ROADSHOWS WERE ORGANISED BY TOURISM MALAYSIA. ”

Menteri Pelancongan dan Kebudayaan di *Kazakhstan International Tourism Fair (KITF) 2015*  
Minister of Tourism and Culture at the *Kazakhstan International Tourism Fair (KITF) 2015*



Majlis Pelancaran MyFest 2015 di Mumbai, India  
Launching of MyFest 2015 in Mumbai, India

Menteri Pelancongan dan Kebudayaan semasa misi jualan ke Osaka, Jepun  
Minister of Tourism and Culture during the sales mission to Osaka, Japan



Penyertaan Malaysia Airlines dan Tourism Selangor Sdn Bhd di KOTFA 2015  
Participation of Malaysia Airlines and Tourism Selangor Sdn Bhd at KOTFA 2015



Penyertaan Lembaga Pelancongan Johor dan Sabah di KOTFA 2015  
Participation of Johor and Sabah tourism boards at KOTFA 2015



Temu ramah media bersama Ketua Pengarah Tourism Malaysia semasa misi jualan ke Filipina  
Media interview with Director General of Tourism Malaysia during the sales mission to the Philippines



Sesi niaga ke niaga pada travel mart di Fairmont Hotel, Manila semasa misi jualan ke Filipina  
B2B travel mart session at Fairmont Hotel, Manila, during the sales mission to the Philippines



Astaka Tourism Malaysia di World Travel Mart, Afrika  
The Malaysia Pavilion at World Travel Mart, Africa

## PAMERAN DAN EKSPLO PELANCONGAN ANTARABANGSA

Tourism Malaysia turut menyertai pelbagai pameran dan eksplo pelancongan antarabangsa bertujuan menjana publisiti positif dan mempromosi MyFest 2015. Antara acara utama tersebut ialah *Internationale Tourismus-Börse (ITB)* di Berlin, Jerman; *World Travel Market (WTM)* di London, United Kingdom; *ASEAN Tourism Forum 2015 (ATF)* di Nay Pyi Taw, Myanmar; *China International Travel Mart (CITM)* di Kunming, China; *Arabian Travel Market (ATM)* di Dubai, Emiriah Arab Bersatu; dan *South Asia Travel & Trade (SATTE)* di New Delhi, India.

Di samping itu, Tourism Malaysia turut menganjur dan mengambil bahagian dalam pelbagai program promosi untuk meneroka pasaran-pasaran baharu, melatih ejen-ejen pelancongan baharu dan menyasarkan profil demografi yang lebih spesifik seperti pertubuhan sosial, kelab kembara, kumpulan pelajar, kumpulan minat khas serta golongan pesara. Program-program ini termasuklah *Little Malaysia Culture and Tourism Festival 2015* (Indonesia), *1Malaysia Mega Sale Promotion 2015* (Vietnam), *Fitur* (Sepanyol), *Vakantiebeurs* (Belanda), *Travel and Adventure Expo* (Amerika Syarikat) dan *Hutchwilco New Zealand Boat Show* (New Zealand).

## INTERNATIONAL TOURISM EXHIBITIONS AND EXPOSITIONS

Tourism Malaysia also took part in several international tourism exhibitions and expositions to generate positive publicity on Malaysia and to promote MyFest 2015. Among the major events were *Internationale Tourismus-Börse (ITB)* in Berlin, Gemany; *World Travel Market (WTM)* in London, United Kingdom; *ASEAN Tourism Forum 2015 (ATF)* in Nay Pyi Taw, Myanmar; *China International Travel Mart (CITM)* in Kunming, China; *Arabian Travel Market (ATM)* in Dubai, United Arab Emirates, and *South Asia Travel & Trade (SATTE)* in New Delhi, India.

In addition, Tourism Malaysia also organised and took part in various local promotional programmes to explore new markets, train new travel agents and reach specific demographic profiles such as associations, travel clubs, student groups, niche groups and retirees. These programmes included *Little Malaysia Culture and Tourism Festival 2015* (Indonesia), *1Malaysia Megasale Promotion 2015* (Vietnam), *Fitur* (Spain), *Vakantiebeurs* (Netherlands), *Travel and Adventure Expo* (United States of America) and *Hutchwilco New Zealand Boat Show* (New Zealand).



“ TOURISM MALAYSIA TURUT MENGANJUR DAN MENGAMBIL BAHAGIAN DALAM PELBAGAI PROGRAM PROMOSI TEMPATAN BERTUJUAN MENEROKA PASARAN BAHARU. TOURISM MALAYSIA ALSO ORGANISED AND TOOK PART IN VARIOUS LOCAL PROMOTIONAL PROGRAMMES TO EXPLORE NEW MARKETS. ”

Pelancaran pengiklanan luar MyFest 2015 di ITB Berlin  
Launching of MyFest 2015 outdoor advertising at ITB Berlin





Promosi ASEAN di Astaka Malaysia sempena ITB Berlin 2015  
ASEAN Promotion at Malaysia Pavilion in conjunction with  
ITB Berlin 2015



Menteri Pelancongan dan Kebudayaan menyampaikan hujahnya mengenai 'Branding Destination: New Challenges in a Changing Market' di UNWTO & WTM Minister's Summit 2015  
Minister of Tourism and Culture addressing 'Destination Branding: New Challenges in a Changing Market' at the 2015 UNWTO & WTM Ministers' Summit

## SEMINAR DAN BENGKEL

Seminar dan bengkel pelancongan turut dianjurkan sendiri oleh pejabat-pejabat Tourism Malaysia luar negara ataupun melalui kerjasama pintar dengan para pengusaha pelancongan, syarikat-syarikat penerbangan dan badan-badan korporat. Antaranya ialah Seminar "Malaysia Lover's Paradise" (Vietnam), Seminar Penerbangan Catar Tianjin-Kota Kinabalu (China), Seminar Edupelancongan (Jepun), Bengkel Bersama Royal Brunei Airlines untuk Ejen-ejen dan Para Pengusaha Pelancongan (Emiriah Arab Bersatu, Bahrain, Kuwait, Oman dan Qatar), Malaysia My Destination (New Zealand), Seminar Suntrips (Jerman), dan Seminar MyFest 2015 Semasa Ekspo Kembara Lasak Melbourne (Australia).

## SEMINARS AND WORKSHOPS

Tourism seminars and workshops were also organised by Tourism Malaysia overseas offices and sometimes in partnership with tour operators, airlines and corporate bodies, including "Malaysia Lover's Paradise" (Vietnam), Charter Flight Seminar Tianjin-Kota Kinabalu (China), Edu-Tourism Seminar (Japan), Joint Workshop With Royal Brunei Airlines for Agents & Tour Operators (United Arab Emirates, Bahrain, Kuwait, Oman and Qatar), Malaysia My Destination (New Zealand), Suntrips Seminar (Germany) and My Fest2015 Seminar During Adventure Expo Melbourne (Australia).



“  
SEMINAR DAN  
BENKEL  
PELANCONGAN  
TURUT DIANJURKAN  
OLEH PEJABAT-  
PEJABAT TOURISM  
MALAYSIA LUAR  
NEGARA.

TOURISM SEMINARS  
AND WORKSHOPS  
WERE ALSO  
ORGANISED BY  
TOURISM MALAYSIA  
OVERSEAS OFFICES. ”



Pameran Inap desa  
sempena Jerayawara Inap  
desa dan edupelancongan  
di Hamamatsu, Jepun  
Homestay Fair in  
conjunction with Homestay  
& EduTourism Roadshow  
in Hamamatsu, Japan



Astaka Tourism Malaysia yang telah memenangi anugerah di China International Travel Mart, Kunming, China  
The award-winning Malaysia Pavilion at China International Travel Mart, Kunming, China



Astaka Malaysia di World Travel Fair (WTF) 2015 di Shanghai, China  
The Malaysia Pavilion at World Travel Fair (WTF) 2015 in Shanghai, China

## KEMPEN PENGIKLANAN

Sebanyak tujuh buah agensi pengiklanan telah dilantik untuk merancang dan menguruskan kempen pengiklanan dan *media buy* untuk Tourism Malaysia di pasaran-pasaran berikut – ASEAN, Asia Utara, Asia Selatan, Asia Timur, Asia Barat, Amerika, Eropah, dan Oceania. Tiga lagi agensi telah dilantik untuk mengendalikan kempen domestik di Malaysia, aktiviti-aktiviti e-pemasaran dan penjenamaan global.

Kempen pengiklanan global telah dilaksanakan menerusi 15 saluran utama dalam televisyen satelit seperti *National Geographic Channel, Sky News, STAR Channel, FOX Sport, BBC Channel, CNN, Discovery Networks Asia, Phoenix, History Channel, CCTV, MTV Asia, Fashion TV, TV Monde, AXN Asia* dan *Deutsche Welladan* dan telah berjaya menarik seramai 3.3 bilion penonton di seluruh dunia.

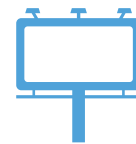
Kempen pengiklanan MyFest 2015 telah diberi penekanan dan perhatian khusus di pasaran ASEAN kerana pasaran ini merupakan penyumbang utama ketibaan pelancong ke Malaysia. Sebanyak lapan kreatif telah diterbitkan khusus untuk pasaran tersebut.

## ADVERTISING CAMPAIGN

Seven advertising agencies were appointed to plan and manage the advertising campaign and media buy for Tourism Malaysia in the following markets – ASEAN, North Asia, South Asia, East Asia, West Asia, Americas and Europe, and Oceania. Three more agencies were appointed to handle the domestic campaign in Malaysia, e-marketing activities and global branding.

A global advertising campaign was implemented via 15 main channels on satellite television namely *National Geographic Channel, Sky News, STAR Channel, FOX Sport, BBC Channel, CNN, Discovery Networks Asia, Phoenix, History Channel, CCTV, MTV Asia, Fashion TV, TV Monde, AXN Asia* and *Deutsche Welladan*, successfully reaching 3.3 billion viewers worldwide.

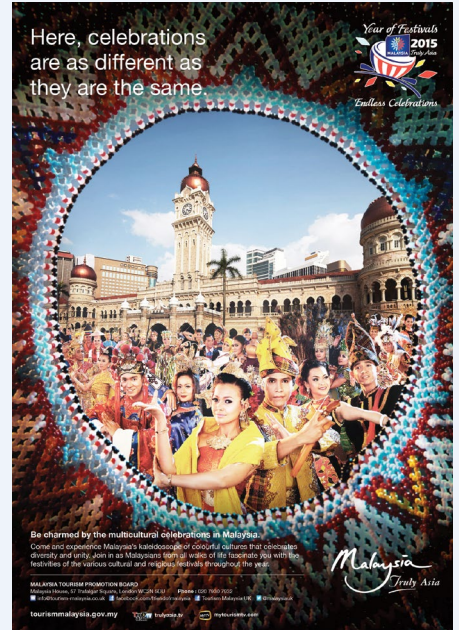
Special focus was given to the promotion of MyFest 2015 in the ASEAN market, the main contributor of tourist arrivals to Malaysia, through eight creatives specially created for the market.



“TUJUH BUAH AGENSI PENGIKLANAN TELAH DILANTIK UNTUK MERANCANG DAN MENGURUSKAN KEMPEN PENGIKLANAN DAN MEDIA BUY UNTUK TOURISM MALAYSIA DI PELBAGAI PASARAN. SEVEN ADVERTISING AGENCIES WERE APPOINTED TO PLAN AND MANAGE THE ADVERTISING CAMPAIGN AND MEDIA BUY TOURISM MALAYSIA IN VARIOUS MARKET.”

Bagi pasaran jarak jauh yang meliputi Amerika, Eropah dan Oceania, tujuh kreatif yang menonjolkan budaya Malaysia seperti pesta wau, wayang kulit dan perkampungan budaya Sarawak telah dihasilkan.

For the long-haul market of Americas, Europe and Oceania, seven creatives were developed, highlighting Malaysia's culture including the wau festival, wayang kulit and the cultural village in Sarawak.



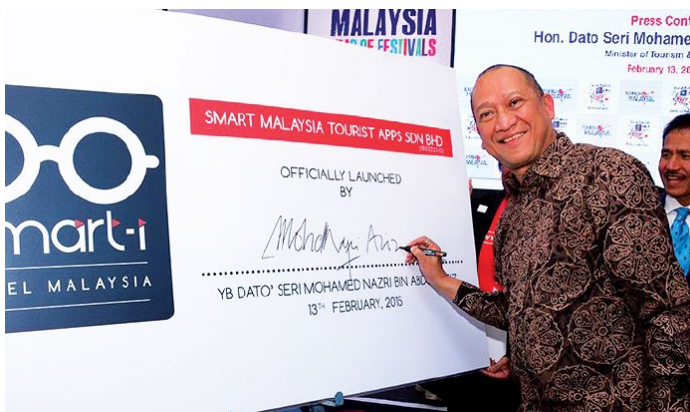
Pilihan pengiklanan kreatif untuk pasaran jarak jauh yang menonjolkan kebudayaan budaya Malaysia  
A selection of advertising creatives for the long-haul market highlighting Malaysian culture



Kempen pengiklanan global MyFest 2015 di Almaty, Kazakhstan  
Global advertising campaign of MyFest 2015 at Almaty, Kazakhstan

Kempen pengiklanan Tourism Malaysia turut dilaksanakan di Jepun, Korea, China, Taiwan, Hong Kong dan Timur Rusia melalui pengiklanan papan iklan luaran LED, bas, taksi dan pawagam bagi meningkatkan ketibaan pelancong dari pasaran-pasaran tersebut.

Tourism Malaysia's advertising campaign was also implemented in Japan, Korea, China, Taiwan, Hong Kong and East Russia through advertising on outdoor LED billboards, busses, taxis and in cinemas to increase tourist arrivals from these markets.



Pelancaran aplikasi *Smart-i* sempena misi jualan ke India 2015  
 Launching of *Smart-i* in conjunction with the sales mission to India 2015



Pelancaran pengiklanan luar MyFest 2015 di WTM, London  
 Launching of MyFest 2015 outdoor advertising at WTM, London

Kempen pengiklanan global turut dijalankan dalam pelbagai majalah penerbangan termasuklah *Going Places* (Malaysia Airlines), *Silverkris* (Singapore Airlines), *Etihad Magazine* (Etihad Airways), *Oryx* (Qatar Airways) dan *High Life* (British Airways).

Bagi mempertingkatkan imej Malaysia sebagai sebuah destinasi percutian mewah, penjenamaan Malaysia melalui sokongan kepada acara-acara berprofil tinggi turut dilaksanakan. Antaranya ialah Kempen Pengiklanan Tourism Malaysia dan FireFly Sdn Bhd 2015, Kempen Pengiklanan Tourism Malaysia dan Air Asia X 2015 dan *Red Tee International Golf Tournament 2015*, Langkawi.

Kempen pengiklanan digital global turut dijalankan secara dalam talian iaitu melalui *Google Ads - Search Engine Optimization (SEO)* dan *Search Engine Marketing (SEM)*, *Facebook*, *Twitter*, *YouTube*, *Instagram*, *blogs* dan *TrulyAsia.TV (WebTV)*. Sebuah aplikasi mobil yang dipanggil *Smart-i Travel Malaysia* serta *email direct marketing* turut digunakan.

Secara keseluruhan, kempen pengiklanan MyFest 2015 telah mencapai 258 juta pembaca majalah dan suratkhbar, 3.7 bilion penonton televisyen dan pendengar radio, 115 juta pelanggan internet dan 1 bilion pengguna jalan raya dan pengangkutan awam di seluruh dunia.

Tourism Malaysia's global campaign was also carried out in various airline in-flight magazines including *Going Places* (Malaysia Airlines), *Silverkris* (Singapore Airlines), *Etihad Magazine* (Etihad Airways), *Oryx* (Qatar Airways) and *High Life* (British Airways).

To further enhance Malaysia's image as a luxury holiday destination, Tourism Malaysia provided branding support to selected high profile events. These collaborations included the Tourism Malaysia-FireFly Sdn Bhd 2015 advertising campaign, the Tourism Malaysia-AirAsia X 2015 advertising campaign, and the *Red Tee International Golf Tournament 2015*, Langkawi.

A global digital advertising campaign was executed online through *Google Ads - Search Engine Optimization (SEO)* and *Search Engine Marketing (SEM)*, *Facebook*, *Twitter*, *YouTube*, *Instagram*, *blogs* and *TrulyAsia.TV (WebTV)*. A mobile application called *Smart-i Travel Malaysia* and *email direct marketing* were also utilised.

Overall, the MyFest 2015 advertising campaign reached a total of 258 million magazine and newspaper readers, 3.7 billion television viewers and radio listeners, 115 million internet subscribers and 1 billion road and public transport users worldwide.

SALURAN-SALURAN MEDIA SOSIAL  
 TOURISM MALAYSIA  
 MALAYSIA'S SOCIAL MEDIA CHANNELS

FACEBOOK

**Cuti Cuti 1 Malaysia**  
 2,308,180 Peminat / fans

**Malaysia Truly Asia**  
 95,757 Peminat / fans

TWITTER

215,801 Pengikut / followers  
 6,777 Tweets / tweets

YOUTUBE

11,099 Pelanggan / subscribers  
 41,781,900 lifetime views

INSTAGRAM

3,388 Pengikut / followers  
 326 Muat naik / posts

BLOG

5,754 Pelawat / visit  
 13,560 Klik / clicks

WEIBO.COM

**Tourism Malaysia**  
 309,348 Peminat / fans  
 2,420 Muat naik / posts

VK.COM

**Tourism Malaysia**  
 26,997 Peminat / fans  
 4,395 Muat naik / posts

## PUBLISITI DAN LAWATAN MEGA FAMILIARISATION (MEGA FAM) MALAYSIA

Program Lawatan *Mega Familiarisation Malaysia* (Mega Fam) merupakan salah satu program *signature* Tourism Malaysia yang dianjurkan bagi membantu mempromosi dan menjenamakan Malaysia sebagai sebuah destinasi pelancongan pilihan di dunia.

Seramai 904 orang tetamu jemputan dari 40 buah negara telah menyertai 15 program Mega Fam. Daripada jumlah keseluruhan tersebut, seramai 318 orang ialah wakil agensi-agensi pelancongan, 451 wakil media, manakala 135 orang lagi ialah tetamu-tetamu korporat, pegawai-pegawai pengiring serta wakil pejabat Tourism Malaysia di luar negara yang diundang khas sempena acara-acara pelancongan utama di Malaysia.

Nilai komersial publisiti program Mega Fam pada tahun 2015 ialah sebanyak RM303.5 juta yang dihasilkan menerusi penyiaran sebanyak 237 artikel dalam penerbitan-penerbitan antarabangsa, 430 buah dokumentari dan siaran media dalam talian.

## PUBLICITY AND MEGA FAMILIARISATION PROGRAMME

The Mega Familiarisation Programme (Mega Fam) is one of Tourism Malaysia's signature programmes to assist in the promotions and branding of Malaysia as the preferred tourist destination in the world.

A total of 904 guests from 40 countries participated in 15 Mega Fam events in 2015. Of these, 318 guests were representatives from travel agencies, 451 were media representatives while 135 were corporate guests, accompanying officers and representatives from the Tourism Malaysia overseas offices, who were specially invited to attend tourism events held in Malaysia.

The commercial value of the publicity generated by the Mega Fam programme in 2015 was RM303.5 million from 237 feature articles published in international publications and 430 documentaries and online media broadcast.



“  
SERAMAI  
A TOTAL OF

# 904

ORANG TETAMU  
JEMPUTAN DARI  
40 BUAH NEGARA  
TELAH MENYERTAI  
15 PROGRAM  
MEGA FAM.

GUESTS FROM  
40 COUNTRIES  
PARTICIPATED IN 15  
MEGA FAM EVENTS. ”

Penasihat  
Pelancongan Malaysia  
Tourism Advisors of  
Malaysia





Promosi dan penjenamaan Malaysia di luar negara turut dipertingkatkan melalui pelantikan seramai sembilan personaliti terkenal sebagai Penasihat Pelancongan Malaysia. Mereka terdiri daripada ikon fesyen antarabangsa Prof. Datuk Dr. Jimmy Choo OBE, usahawan Tan Sri Syed Mohd Yusof Tun Syed Nasir; Datuk Jeffery Sandragesan; penyanyi popular era 80-an Datuk Sheikh Abdullah Ahmad (Datuk Shake); chef terkenal Datuk Ismail Ahmad; penggiat pemuliharaan alam Clement Lee, ahli perniagaan terkemuka dan pakar dalam industri pelancongan Korea Datuk Lee Jin Bok, dan penyanyi-komposer Yunalis Mat Zara'ai (Yuna).

The promotion and branding of Malaysia overseas was also enhanced through the appointment of nine popular personalities as Tourism Malaysia Advisors. Among them were international fashion icon Prof. Datuk Dr. Jimmy Choo OBE; entrepreneur Tan Sri Syed Mohd Yusof Tun Syed Nasir; Datuk Jeffery Sandragesan; popular 80s singer Datuk Sheikh Abdullah Ahmad (Datuk Shake); renowned chef Datuk Ismail Ahmad; environmental advocate Mr. Clement Lee; businessman and Korean tourism industry expert Datuk Lee Jin Bok and singer-songwriter Yunalis Mat Zara'ai (Yuna).



“  
NILAI KOMERSIAL  
PUBLISITI PROGRAM  
MEGA FAM IALAH  
SEBANYAK  
THE COMMERCIAL  
VALUE OF THE  
PUBLICITY  
GENERATED BY  
THE MEGA FAM  
PROGRAMME WAS

**RM303.5**

JUTA / MILLION. ”



Para peserta Mega Familiarisation 2015 menikmati pelbagai pengalaman yang unik di Malaysia  
Mega Familiarisation 2015 participants enjoy a variety of unique Malaysian experiences

## PRODUK MINAT KHAS

Tourism Malaysia turut memberi tumpuan khusus kepada promosi pelancongan minat khas di pasaran luar negara melalui kerjasama dengan para penggiat industri pelancongan Malaysia serta badan kerajaan dan bukan kerajaan. Antara produk dan aktiviti pelancongan minat khas yang diberikan keutamaan ialah Sukan, Gaya Hidup, Ekopelancongan dan Marin.

## SPECIAL INTEREST PROMOTION

Tourism Malaysia also gave special focus to the promotion of niche tourism products overseas, collaborating with Malaysian tourism industry players as well as governmental and non-governmental organisations to facilitate efforts in this area. Among the niche tourism products and activities that were given priority were shopping, sports, lifestyle, ecotourism and marine.

## Beli-Belah

Membeli-belah merupakan salah satu aktiviti utama pelancong ketika melancong. Oleh kerana itulah, Sekretariat Shopping Malaysia telah ditubuhkan pada tahun 2003 bagi membantu membangun dan mempromosikan sektor pelancongan ini dengan lebih berkesan.

Acara-acara beli-belah utama yang dipromosikan di Malaysia adalah terdiri daripada tiga kempen jualan nasional tahunan iaitu Jualan Grand Prix 1Malaysia (14 Mac hingga 5 April), Karnival Jualan Mega 1Malaysia (27 Jun hingga 31 Ogos) dan Jualan Akhir Tahun 1Malaysia (14 November 2015 hingga 3 Januari 2016).

Selain menganjur dan mempromosikan ketiga-tiga karnival jualan ini, Tourism Malaysia turut melaksanakan kempen-kempen pengiklanan, kerjasama pintar dan kolaborasi dengan para penggiat industri seperti kompleks-kompleks beli-belah dan persatuan-persatuan beli-belah bagi mempromosikan Malaysia sebagai syurga beli-belah yang mempunyai nilai untuk wang. Antaranya termasuk:

- Melaksanakan kempen-kempen taktikal bagi membangun dan mempromosikan pakej-pakej pelancongan yang baharu untuk pasaran-pasaran berpotensi yang terpilih seperti ASEAN, China, Hong Kong, Oceania dan India.
- Menganjurkan jerayawara dan seminar di Australia, New Zealand, Indonesia dan India (semasa berlangsungnya *Bangalore PATA Travel Mart*) dengan kolaborasi para pengusaha kompleks beli-belah dan persatuan-persatuan beli-belah tempatan bagi mengembangkan hubungan perniagaan secara terus dengan para pengusaha pelancongan, syarikat-syarikat penerbangan, bank, syarikat-syarikat kad kredit, persatuan-persatuan, dan lain-lain di luar negara.
- Menganjurkan seminar dan memberi taklimat mengenai pembangunan dan aktiviti promosi pelancongan beli-belah bagi memperoleh sokongan dan kerjasama daripada para penggiat industri pelancongan untuk memajukan lagi sektor ini. Salah satu topik yang

## Shopping

Shopping is one of the main activities that tourists engage in on a holiday. As such, the Shopping Malaysia Secretariat was formed in 2003 to help develop and promote this tourism sector further.

The main shopping events promoted in Malaysia are the thrice-yearly sales carnivals namely 1Malaysia GP Sale (14 Mar to 5 Apr), 1Malaysia Mega Sale Carnival (27 June to 31 Aug) and 1Malaysia Year End Sale (14 Nov 2015 to 3 Jan 2016).

Besides organising and promoting these sales carnivals, Tourism Malaysia also implemented advertising campaigns, smart partnerships and collaborations with industry players such as shopping malls and shopping associations to promote Malaysia as a value-for-money shopping haven. These included:

- Implementing tactical campaigns to develop and promote new tourism packages for selected markets with potential, namely, ASEAN, China, Hong Kong, Oceania and India
- Organising roadshows and seminars in Australia, New Zealand, Indonesia and India (during the *Bangalore PATA Travel Mart*) in collaboration with local shopping complexes operators and shopping associations to develop business relationships directly with international tour operators, airlines, banks, credit card companies, associations, etc.
- Giving seminars and briefings on shopping developments and promotions in order to gain support and cooperation from local tourism industry players to promote the sector further. One of the topics of focus was the Tourist Refund Scheme



“  
ACARA-ACARA  
MEMBELI-BELAH  
UTAMA YANG  
DIPROMOSIKAN  
DI MALAYSIA ADALAH  
THE MAIN SHOPPING  
EVENTS PROMOTED  
IN MALAYSIA ARE

**JUALAN  
GRAND PRIX  
1MALAYSIA**

**KARNIVAL  
JUALAN MEGA  
1MALAYSIA**

**JUALAN  
AKHIR TAHUN  
1MALAYSIA** ”

diberikan tumpuan ialah *Tourist Refund Scheme* dan bagaimana ia boleh merangsang sektor beli-belah di Malaysia. Sebanyak empat buah seminar telah dianjurkan pada tahun 2015 iaitu di Damansara, Melaka, Pulau Pinang dan Kota Kinabalu.

- Menerbitkan *shopping maps* sebagai panduan untuk para pelancong membeli-belah di Malaysia, terutamanya di Kuala Lumpur, Putrajaya, Selangor, Melaka, Johor, Pulau Pinang, Sabah dan Sarawak
- Publishing shopping maps as a guide for tourists to shop their way around Malaysia, especially in Kuala Lumpur, Putrajaya, Selangor, Melaka, Johor, Penang, Sabah and Sarawak.



Tourism Malaysia telah mempromosikan Malaysia sebagai syurga beli-belah mewah tetapi yang berbaloi dengan harga  
 Tourism Malaysia promotes Malaysia as a luxury yet value-for-money shopping haven



Majlis Pelancaran Jualan Akhir Tahun 1Malaysia 2015 peringkat negeri Melaka  
 Launching of 1Malaysia Year End Year Sale 2015 at Melaka state



Minggu Fesyen KL ialah salah satu daripada pelbagai acara fesyen dan gaya hidup yang telah dianjurkan sebagai pelengkap kepada karnival-karnival jualan beli-belah Malaysia  
 KL Fashion Week was among the many fashion and lifestyle events organised to complement Malaysia's shopping carnivals

**Sukan**

Tourism Malaysia aktif menjalankan program promosi untuk memperkenalkan Malaysia sebagai sebuah destinasi pilihan utama pelancongan sukan di rantau ini. Selain memberi sokongan dan bantuan kepada acara-acara sukan bertaraf antarabangsa, Tourism Malaysia turut menyertai pameran, seminar atau bengkel yang berkaitan dengan pelancongan sukan di luar negara bersama-sama dengan para pengusaha pelancongan, badan korporat, organisasi dan pemilik produk.

Bagi mempromosikan pelancongan sukan golf, Tourism Malaysia telah menganjurkan Kejohanan *World Amateur Inter-Team Golf Championship (WAITGC) 2015* sebanyak tujuh pusingan termasuk



Majlis pelancaran peta panduan membeli-belah semasa sambutan Jualan Akhir Tahun 1Malaysia  
 Launching of the special shopping guide maps during 1Malaysia Year End Sale

**Sports**

Tourism Malaysia actively organised promotional programmes to introduce Malaysia as a preferred sports tourism destination in the region. In addition to providing support and assistance to international sports events, Tourism Malaysia also participated in sports-related tourism exhibitions, seminars and workshops abroad with tour operators, corporate bodies, organisations and product owners.

To promote golf tourism, Tourism Malaysia organised seven rounds of the *World Amateur Inter-Team Golf Championship (WAITGC)* in 2015, including the finals. The event attracted a total of 504 international



**“** MALAYSIA JUGA DIPROMOSIKAN SEBAGAI SEBUAH DESTINASI PILIHAN UTAMA PELANCONGAN SUKAN DI RANTAU INI. MALAYSIA IS ALSO PROMOTED AS PREFERRED SPORTS TOURISM DESTINATION IN THE REGION. **”**

pertandingan akhir. Acara ini telah berjaya menarik seramai 504 orang pemain golf antarabangsa dari beberapa negara seperti Australia, Singapura, Brunei, Indonesia, Hong Kong, Korea, India, Jepun dan Emiriah Arab Bersatu.

Tourism Malaysia turut menyokong dan berkolaborasi dalam penganjuran beberapa kejohanan golf yang berprestij seperti *Maybank Malaysian Open 2015*, *Sime Darby LPGA Malaysia 2015* dan juga *CIMB Classic 2015*.

Selain sukan golf, Tourism Malaysia turut menyokong penganjuran sukan antarabangsa seperti *Malaysian Rally 2015* dan *Malaysia Open Kuala Lumpur 2015 (ATP250 World Tour)*.

golfers from several countries including Australia, Singapore, Brunei, Indonesia, Hong Kong, Korea, India, Japan and the United Arab Emirates.

Tourism Malaysia also supported and collaborated in organising several prestigious golf tournaments including *Maybank Malaysian Open 2015*, *Sime Darby LPGA Malaysia 2015* and *CIMB Classic 2015*.

Besides golf events, Tourism Malaysia also supported international sporting events such as *2015 Malaysian Rally* and *Malaysia Open Kuala Lumpur 2015 (ATP250 World Tour)*.



**TOURISM MALAYSIA TELAH MENGANJURKAN TUJUH KEJOHANAN WORLD AMATEUR INTER-TEAM GOLF CHAMPIONSHIP (WAITGC)**  
TOURISM MALAYSIA ORGANISED SEVEN ROUNDS OF THE WORLD AMATEUR INTER-TEAM GOLF CHAMPIONSHIP (WAITGC)



Tourism Malaysia telah memberi sokongan kepada pelbagai acara sukan seperti cabaran *Ironman* ini  
Tourism Malaysia supports the organizing of many sports events such as this Ironman challenge

## Gaya Hidup

Usaha mempromosi pelancongan gaya hidup seperti pelancongan persiaran ke Malaysia juga giat dijalankan. Tourism Malaysia telah menyertai pameran *Cruise Shipping Miami 2015* di Florida, Amerika Syarikat dari 16 hingga 19 Mac bersama-sama Suruhanjaya Pelabuhan Pulau Pinang dan Asian Overland Services Sdn. Bhd. Pameran ini menjadi landasan untuk menjalin dan mengeratkan hubungan dengan ejen-ejen pelancongan SHOREX, para penggiat industri kapal persiaran dan para pengusaha pelancongan kapal persiaran di benua Amerika serta mendorong mereka untuk memilih Malaysia sebagai destinasi kapal persiaran mereka pada masa hadapan.



Pelancongan golf telah diberi rangsangan dengan pembukaan padang golf baru yang telah memenangi anugerah seperti *ELS Club Langkawi*  
Golf tourism is given a boost with the opening of new and award-winning courses such as *ELS Club Langkawi*

## Lifestyle

Promotional efforts were also poured in to promote lifestyle tourism such as cruise tourism to Malaysia. Tourism Malaysia participated in *Cruise Shipping Miami 2015* in Florida, the United States of America, from 16 to 19 March, together with Penang Port Commission and Asian Overland Services Sdn Bhd. The exhibition was a platform to forge and strengthen relations with the SHOREX travel agents, cruise industry players and cruise tour operators in the Americas, encouraging them to choose Malaysia as their cruise ship destination for the future.

Tourism Malaysia juga telah menganjurkan satu program lawatan kerja untuk 19 wakil dari agensi pelancongan perkapalan yang terbesar dan berpengaruh di China. Lawatan ini merupakan kerjasama antara Tourism Malaysia dengan Royal Caribbean Limited (RCCL) yang berpangkalan di Singapura. Lawatan ini bertujuan mendedahkan mereka kepada tarikan pelancongan di sekitar Kuala Lumpur termasuk Batu Caves, Royal Selangor Pewter, Petronas Twin Towers dan MATIC.

Sebanyak empat upacara sambutan ketibaan kapal persiaran yang pertama kali berlabuh di Malaysia telah dianjurkan pada tahun 2015 bertujuan meraikan penumpang-penumpang kapal persiaran tersebut, selain memberi penerangan mengenai tarikan-tarikan pelancongan di negara ini. Acara-acara tersebut telah diadakan untuk kapal persiaran *Quantum of the Seas* pada 10 Jun di Terminal Swettenham Pier Cruise, Pulau Pinang dan pada 13 Jun di Pelabuhan Boustead Cruise Centre, Pelabuhan Klang, selain kapal *Mein Schiff 1* yang berlabuh di Terminal Langkawi Star Cruise pada 21 November dan di Pelabuhan Boustead Cruise Centre pada 23 November.

Tourism Malaysia turut menyertai pelbagai aktiviti promosi pelancongan gaya hidup lain seperti ialah *6th Annual Bride Show* di Dubai dari 25 hingga 28 Mac, *Malaysia Premium Travel Fair in Penang* dari 6 hingga 8 Mac, *International Luxury Travel Mart*, Shanghai, China dari 1 hingga 6 Jun, *Cruise Global Tourism Conference* di Langkawi dari 5 hingga 6 Ogos dan *7th Wedding & Honeymoon Fair* di Hanoi dari 21 hingga 23 Ogos.

Tourism Malaysia also organised a working visit to Malaysia for 19 representatives from China's top and influential cruise travel agents. The programme, a collaboration between Tourism Malaysia and Royal Caribbean Limited (RCCL) based in Singapore, was organised to highlight Kuala Lumpur's main attractions including Batu Caves, Royal Selangor Pewter, Petronas Twin Towers and MATIC.

Four welcome receptions for cruise ships making their maiden calls to Malaysia were organised in 2015 to warmly welcome cruise passengers and disseminate information on tourist attractions in the country. These ceremonies were held for *Quantum of the Seas* on 10 June at Swettenham Pier Cruise Terminal, Pulau Pinang, and on 13 June at Boustead Cruise Centre, Port Klang. The same welcome was accorded to *Mein Schiff 1* which anchored at Langkawi Star Cruise Terminal on 21 November and at Boustead Cruise Centre on 23 November.

Tourism Malaysia also took part in other lifestyle tourism promotions including the *6th Annual Bride Show* in Dubai from 25 to 28 March, the *Malaysia Premium Travel Fair in Penang* from 6 to 8 March, the *International Luxury Travel Mart* in Shanghai from 1 to 6 June, the *Cruise Global Tourism Conference* in Langkawi from 5 to 6 August and the *7th Wedding & Honeymoon Fair* in Hanoi from 21 to 23 August.



“**SEBANYAK EMPAT UPACARA SAMBUTAN KETIBAAN KAPAL PERSIARAN YANG PERTAMA KALI BERLABUH DI MALAYSIA TELAH DIANJURKAN PADA TAHUN 2015. FOUR WELCOME RECEPTIONS FOR CRUISE SHIPS MAKING THEIR MAIDEN CALLS TO MALAYSIA WERE ORGANISED IN 2015.**”

Astaka Tourism Malaysia di pameran *7th Wedding & Honeymoon Fair* di Hanoi, Vietnam  
Malaysia Pavilion at the *7th Wedding & Honeymoon Fair* in Hanoi, Vietnam



Upacara sambutan untuk penumpang kapal persiaran mewah *Mein Schiff 1*  
Welcome reception for passengers of luxury cruise ship *Mein Schiff 1*



Tourism Malaysia menawarkan pelbagai insentif menarik bagi menggalakkan kapal-kapal persiaran untuk belayar ke Malaysia  
Tourism Malaysia offers attractive incentives to encourage cruise lines to sail to Malaysia

## Ekopelancongan

Aktiviti memerhati burung merupakan salah satu aktiviti ekopelancongan utama yang dipromosikan di Malaysia. Pada tahun 2015, Tourism Malaysia telah mempromosi tarikan memerhati burung ini melalui penyertaan dalam acara *The Birdfair* di Rutland, United Kingdom dan *American Bird Expo* di Columbus, USA.

Tourism Malaysia juga telah menganjurkan "*Malaysia, A Preferred Birding Destination Seminar 2015*" di Cyberjaya dari 11 hingga 12 Februari untuk meningkatkan kesedaran mengenai aktiviti minat khas ini dalam kalangan para penggiat industri pelancongan di Malaysia.

Selain itu, Tourism Malaysia telah mempromosikan satu aktiviti gaya hidup terbaharu iaitu *glamping* melalui pembinaan taman dengan gaya perkhemahan *glamping* yang unik bertemakan "*Back Into Wilderness*" di acara Royal Floria Putrajaya 2015. Reka bentuk ini membolehkan Tourism Malaysia menggondol anugerah *President Garden Award*.

## Ecotourism

Birdwatching is among the important ecotourism activities promoted in Malaysia. In 2015, Tourism Malaysia promoted Malaysia's birdwatching attractions through participation in *The Birdfair* in Rutland, United Kingdom, and the *American Bird Expo* in Columbus, United States of America.

In addition, Tourism Malaysia organised the "*Malaysia, a Preferred Birding Destination Seminar 2015*" at Cyberjaya from 11 to 12 February to increase awareness of this special interest activity among Malaysia's tourism industry players.

Meanwhile, a new lifestyle activity – *glamping* – was promoted by Tourism Malaysia at the Royal Floria Putrajaya 2015 through the construction of a unique *glamping*-style garden with the theme "*Back into Wilderness*." The design earned Tourism Malaysia the *President Garden Award* title.



“**TOURISM MALAYSIA JUGA TELAH MENGANJURKAN "MALAYSIA, A PREFERRED BIRDING DESTINATION SEMINAR 2015" DI CYBERJAYA.** IN ADDITION, TOURISM MALAYSIA ORGANISED THE "MALAYSIA, A PREFERRED BIRDING DESTINATION SEMINAR 2015" AT CYBERJAYA.”



Tourism Malaysia mempromosikan "glamping" pada acara Royal Floria Putrajaya 2015  
Tourism Malaysia promotes "glamping" at Royal Floria Putrajaya 2015



Para peserta "Malaysia, a Preferred Birding Destination Seminar 2015" di Cyberjaya  
Participants of "Malaysia, a Preferred Birding Destination Seminar 2015," Cyberjaya



### Marin

Tourism Malaysia telah menganjur dan menyertai beberapa acara berkaitan pelancongan minat khas bersama-sama dengan para pengusaha pelancongan bagi mempromosi pelancongan marin di peringkat tempatan dan antarabangsa. Antaranya ialah penyertaan dalam lima pameran selam skuba, tiga pameran

### Marine

Tourism Malaysia organised and participated in several special interest events with tour operators to promote marine tourism locally and internationally. These included five scuba diving exhibitions, three angling-related exhibitions and two cruise promotion exhibitions.

“SERAMAI 15 ORANG WAKIL MEDIA TEMPATAN DAN ANTARABANGSA TELAH DIUNDANG UNTUK MEMBUAT LIPUTAN ACARA MEMANCING. 15 MEDIA WERE INVITED TO COVER AN ANGLING EVENT.”



Selaman skuba merupakan satu lagi produk minat khas yang dipromosikan secara aktif oleh Tourism Malaysia di luar negara  
Scuba diving is another niche product that Tourism Malaysia is actively promoting overseas



Royal Pahang Billfish Challenge 2015 di Rompin, Pahang  
Royal Pahang Billfish Challenge 2015 at Rompin, Pahang



berkaitan aktiviti sukan memancing dan dua pameran untuk mempromosikan pelayaran persiaran.

Di samping itu, seramai 15 orang wakil media tempatan dan antarabangsa dari China, New Zealand, Jepun dan Malaysia telah diundang untuk membuat liputan acara memancing yang mendapat sokongan Tourism Malaysia iaitu *Royal Pahang Billfish International Challenge 2015* dari 11 hingga 13 Disember.

Additionally, 15 media representatives from China, New Zealand, Japan and Malaysia were invited to cover an angling event supported by Tourism Malaysia, namely the *Royal Pahang Billfish International Challenge 2015* from 11 to 13 December.

### Program Khas

Tourism Malaysia turut menganjurkan beberapa program khas bertujuan mengukuhkan lagi aktiviti-aktiviti promosi yang dijalankan, seperti:

1. Tourism Malaysia telah berkolaborasi dengan Kedutaan Malaysia di Jepun bagi menganjurkan tiga pertemuan khusus dengan agensi-agensi pelancongan utama di Osaka, serta Gabenor dan Kelab Malaysia di Okinawa bertujuan meningkatkan keyakinan mereka bahawa Malaysia merupakan sebuah destinasi pelancongan yang selamat untuk dikunjungi.
2. Program *Malaysia Megameet 2015* yang berlangsung dari 29 Mac hingga 3 April telah disertai seramai 152 ejen pelancongan dan 15 wakil media dari pelbagai negara. Antara aktiviti yang dilaksanakan ialah seminar, sesi *travel mart*, majlis makan malam dan lawatan-lawatan kemas kini produk pelancongan di Perak, Sabah, Sarawak, Langkawi dan Johor.

### Special Programmes

Tourism Malaysia also organised several special programmes to complement existing promotional activities, such as:

1. Tourism Malaysia collaborated with the Malaysian Embassy in Japan to organise three special meetings with leading travel agencies in Osaka, the Governor and Malaysia Club in Okinawa to assure them of the safety of Malaysia as a holiday destination
2. A Malaysia Megameet 2015 programme was organised from 29 March to 3 April for 152 travel agents and 15 media representatives from various countries. Activities included seminars, travel marts, dinners and product updates to Perak, Sabah, Sarawak, Langkawi and Johor.



“PROGRAM MALAYSIA MEGAMEET 2015 TELAH DISERTAI OLEH SERAMAI 152 EJEN PELANCONGAN DAN 15 WAKIL MEDIA. A MALAYSIA MEGAMEET 2015 PROGRAMME WAS ORGANISED FOR 152 TRAVEL AGENTS AND 15 MEDIA REPRESENTATIVES.”



Majlis Makan Malam *Malaysia Megameet 2015* di Perdana Botanical Garden, Kuala Lumpur  
 Malaysia Megameet Dinner 2015 at Perdana Botanical Garden, Kuala Lumpur



Pelancaran *Malaysia Megameet Programme 2015* di Kuala Lumpur  
 Launching of Malaysia MegaMeet Programme 2015 in Kuala Lumpur

3. Program *ASEAN Media Bloggers Tourism Hunt* telah melibatkan seramai 40 wakil media dan penulis blog dari Asia Tenggara. Program yang berkonsepkan *explore race* dan *fly-drive* ini telah diadakan dari 17 hingga 21 Oktober meliputi Putrajaya, Port Dickson dan Melaka. Majlis pelepasan peserta telah disempurnakan oleh Menteri Pelancongan dan Kebudayaan Malaysia pada 18 Oktober di Pusat Pelancongan Malaysia (MATiC), Kuala Lumpur.

3. An *ASEAN Media Bloggers Tourism Hunt* was organised for 40 media representatives and bloggers from Southeast Asia. Based on an "explore race" and "fly-drive" concept, the programme was held from 17 to 21 October covering Putrajaya, Port Dickson and Melaka. The Minister of Tourism and Culture launched the event on 18 October at the Malaysia Tourism Information Centre (MATiC), Kuala Lumpur.

Menteri Pelancongan dan Kebudayaan melancarkan *ASEAN Media Bloggers Tourism Hunt 2015*.  
Tourism and Culture Minister launches the *ASEAN Media Bloggers Tourism Hunt*.



Para peserta *ASEAN Media Bloggers Tourism Hunt 2015* yang mengambil bahagian dalam perlumbaan beca di Melaka  
*ASEAN Media Bloggers Tourism Hunt 2015* participants in a trishaw race in Melaka

4. Program *ASEAN Celebrity Explore Quest Malaysia 2015* telah dianjurkan dari 13 hingga 21 November meliputi Kuala Lumpur, Perak dan Langkawi. Ia melibatkan penyertaan seramai 100 orang peserta yang terdiri daripada selebriti-selebriti, wakil-wakil media dan ejen-ejen pelancongan dari Asia Tenggara. Publisiti mengenai Malaysia telah dijana melalui gambar-gambar dan video-video yang telah dikongsi oleh para peserta melalui laman sosial media mereka seperti Instagram, Facebook, Youtube dan blog.

4. An *ASEAN Celebrity Explore Quest Malaysia 2015* programme was organised from 13 to 21 November covering Kuala Lumpur, Perak and Langkawi. The programme saw 100 participants comprising of Southeast Asia celebrities, media representatives and travel agents. Publicity on Malaysia was generated from the photos and videos shared by participants on their social media networks such as Instagram, Facebook, YouTube and blogs.

Sazzy Falak sedang mencuba aktiviti abseling air terjun di Gopeng, Perak, semasa penyertaannya dalam *ASEAN Celebrity Explore Quest Malaysia 2015*.  
Sazzy Falak attempts waterfall abseiling in Gopeng, Perak, during the *ASEAN Celebrity Explore Quest Malaysia 2015*.



Persembahan artis-artis Laos semasa program *ASEAN Celebrity Explore Quest Malaysia 2015*  
Performance by Laos artists during the *ASEAN Celebrity Explore Quest Malaysia 2015*

5. Kerjasama dengan National Geographic Channel telah menghasilkan dokumentari televisyen "Exploring Malaysia with Nick Baker" berdurasi selama 30 minit yang memaparkan ekopelancongan di Sabah. Selain itu, vignette berdurasi 60 saat yang memaparkan Menteri Pelancongan dan Kebudayaan turut dihasilkan.

5. A collaboration with National Geographic Channel resulted in a 30-minute documentary on Sabah's ecotourism gems entitled "Exploring Malaysia with Nick Baker." In addition, a 60-second vignette of the Minister of Tourism and Culture was also produced.

Pembikinan dokumentari "Exploring Malaysia with Nick Baker" di Sabah  
The making of "Exploring Malaysia with Nick Baker" documentary in Sabah



6. Kolaborasi dengan Discovery Channel dan TLC untuk menghasilkan dokumentari "Revealed: The Throne of Perak, Malaysia" berdurasi 60 minit yang memperkenalkan adat istiadat Kesultanan Perak.

6. Tourism Malaysia partnered with Discovery Channel and TLC to produce a 60-minute documentary on the Perak Sultanate's royal ceremonies, "Revealed: the Throne of Perak, Malaysia."



7. Kerjasama dengan History Channel bagi penghasilan dokumentari 12 episod bertajuk "My Mosque" yang memaparkan keindahan senibina masjid-masjid di Malaysia.

7. A collaboration with History Channel produced a 12-episode documentary called "My Mosque" to showcase the architectural beauty of Malaysia's mosques.

Babak - babak daripada dokumentari bertajuk "Revealed: The Throne of Perak" (kanan) dan "My Mosque" (kiri)

Scenes from the documentaries "Revealed: The Throne of Perak" (right) and "My Mosque" (left)

Selain itu, Tourism Malaysia telah melaksanakan sebanyak 17 buah program kerjasama dengan pelbagai agensi pelancongan dan syarikat penerbangan. Program pembangunan penerbangan sewa khas telah menyaksikan terjalannya sembilan usaha sama yang melancarkan sebanyak 321 penerbangan dari Utara dan Timur Asia dengan membawa seramai 52,794 orang penumpang ke Malaysia.

In addition, a total of 17 partnership programmes were implemented together with travel agents and airlines. Meanwhile, the charter flights development programme saw nine partnerships that launched 321 flights from North and East Asia, bringing in 52,794 passengers to Malaysia.



"Kalender MyFest dipenuhi lebih daripada 250 acara di peringkat kebangsaan dan negeri."

"More than 250 national- and state-level events marked the MyFest calendar."



Putrajaya bermandikan cahaya yang penuh warna-warni setiap kali acara tahunan perarakan bot berhias *Magic of the Night* diadakan  
The annual *Magic of the Night* boat parade turns Putrajaya into a wonderland of light and colour



PROMOSI  
PELANCONGAN  
DOMESTIK

Domestic Tourism Promotions

# PROMOSI PELANCONGAN DOMESTIK

## Domestic Tourism Promotions

Tourism Malaysia telah memperkenalkan kempen Cuti-Cuti 1Malaysia (CCIM) Dekat Je pada bulan Jun 2015 sebagai usaha untuk menggalakkan lebih ramai rakyat Malaysia melancong dalam negara, sekali gus membantu mengurangkan aliran keluar wang negara.

Kempen CCIM Dekat Je ini bertujuan mengingatkan rakyat Malaysia bahawa destinasi-destinasi dan produk-produk pelancongan dalam negara bukan sahaja menarik dan berkualiti tetapi juga dekat dan mudah untuk dilawati.

Sehubungan dengan itu, satu kempen pengiklanan telah dijalankan dengan menerapkan mesej 'Dekat Je' untuk mengajak setiap warganegara agar menggunakan cuti hujung minggu untuk menjelajah tempat-tempat menarik dalam negara bersama keluarga mahupun rakan. Kempen ini bukan sahaja dapat mempromosikan keindahan dan keunikan produk-produk pelancongan terkini dan sedia ada tetapi juga acara-acara pelancongan yang menarik.

Tourism Malaysia introduced the Cuti-Cuti 1Malaysia Dekat Je campaign in June 2015 to encourage Malaysians to holiday in the country, thus reduce the outflow of currency.

The campaign was aimed at reminding Malaysians of the many interesting and quality tourist attractions available within the country, as well as how easily accessible they were.

In line with that, an advertising campaign was implemented with the message Cuti-Cuti 1Malaysia "Dekat Je" to encourage Malaysians to explore the many tourist attractions in the country with friends and family over the weekends. The campaign not only promoted beautiful and unique tourist attractions, but also exciting tourism events.



“**TOURISM MALAYSIA TELAH MEMPERKENALKAN KEMPEN CUTI-CUTI 1MALAYSIA (CCIM) DEKAT JE PADA BULAN JUN 2015. TOURISM MALAYSIA INTRODUCED THE CUTI-CUTI 1MALAYSIA DEKAT JE CAMPAIGN IN JUNE 2015.**”

Pengiklanan kreatif untuk promosi kempen Cuti-cuti 1Malaysia Dekat Je Advertising creatives for the promotion of the Cuti-cuti 1Malaysia Dekat je campaign



**KEMBARA KE HUTAN BELANTARA**  
Dekat Je

Pendakian mencabar mencari pemandangan terbaik, jelajah bercauti untuk menyaksikan keindahan hutan tidak jauh dari kenegaraan. Inilah realiti, terdekat nak cuti, bedetik dah sampai.

Dekat dengan destinasi di Endau Rompin, Bukit Braga, Gunung Brinchang, Gunung Liang, Gunung Kinabalu atau Bukit Karu. Hubungi agensi pelancongan berdekatan anda untuk paket percutian terbaik.

1300-88-5050 [www.tourismmalaysia.gov.my](http://www.tourismmalaysia.gov.my)

**Close-by recreation**

Newly appointed Tourism Malaysia chairman Wee Choo Keong launches the "Cuti-cuti Malaysia Dekat Je" campaign yesterday. The domestic tourism campaign aims to encourage the public to have weekend vacations to nearby tourist spots and share their experience through social media.

### PAMERAN DAN AKTIVITI PROMOSI PELANCONGAN DOMESTIK

Tourism Malaysia telah menyertai pelbagai pameran dan ekspo pelancongan bertujuan untuk mencetuskan minat rakyat tempatan untuk terus melancong dalam negara. Antaranya termasuklah MATTA Fair, Langkawi International Maritime and Aerospace Exhibition (LIMA) 2015, Karnival Pelancongan LIMA 2015, CCIM Travel Fair @ Johor, Karnival Pelancongan Belia 2015, 1Malaysia International Magic of the Night, CCIM Travel Fair @ Melaka, General Police And Special Equipment Exhibition & Conference (GPEC) Asia 2015, dan Pameran Malaysia International Agrotourism Exhibition (MIATE) 2015.

### EXHIBITIONS AND DOMESTIC TOURISM PROMOTIONAL ACTIVITIES

Tourism Malaysia took part in various exhibitions and expositions to spark the interest of local citizens to travel domestically, including MATTA Fair, Langkawi International Maritime and Aerospace Exhibition (LIMA) 2015, LIMA Tourism Carnival 2015, CCIM Travel Fair @ Johor, Youth Tourism Carnival 2015, 1Malaysia International Magic of the Night, CCIM Travel Fair @ Melaka, General Police and Special Equipment Exhibition & Conference (GPEC) Asia 2015 and the Malaysia International Agrotourism Exhibition (MIATE) 2015.

Langkawi International Maritime & Aerospace Exhibition (LIMA) 2015  
The Langkawi International Maritime & Aerospace Exhibition (LIMA) 2015



Tourism Malaysia telah mencatatkan kejayaan yang cemerlang di pameran pelancongan MATTA Fair di Pusat Dagangan Dunia Putra (PWTC) dari 4 hingga 6 September yang turut disertai 110 organisasi di bawah payung Tourism Malaysia. Organisasi-organisasi tersebut terdiri daripada 54 pengusaha pelancongan, 37 pengusaha hotel/resort, dan 19 pengusaha produk pelancongan yang telah menawarkan pelbagai pakej pelancongan domestik ke destinasi-destinasi pelancongan di seluruh negara dengan harga yang menarik.

Sebanyak 21,793 buah pakej pelancongan domestik bernilai RM5.52 juta telah terjual sepanjang tiga hari pameran tersebut berlangsung, dan ini merupakan jumlah jualan tertinggi yang pernah dicatatkan sehingga kini. Jumlah pakej yang terjual menunjukkan peningkatan sebanyak 27.9% berbanding 17,043 buah pakej di MATTA Fair bulan Mac 2015, dan meningkat 36.4% berbanding 15,976 buah pakej di MATTA Fair bulan September 2014.

Sejajar dengan itu, nilai jualan juga telah mencatatkan kenaikan yang besar iaitu masing-masing sebanyak 24.6% dan 27.8% berbanding RM4.43 juta pada MATTA Fair bulan Mac 2015 dan RM4.32 juta pada MATTA Fair bulan September 2014.

Para peserta dari negeri Kedah telah mencatatkan jualan tertinggi iaitu sebanyak RM1.26 juta, diikuti Johor (RM945,027.50), Pahang (RM705,372), Selangor (RM546,610) dan Terengganu (RM389,907.06).

Tourism Malaysia recorded great success at the MATTA Fair at PWTC from 4 to 6 September in which a total of 110 organisations participated under the Tourism Malaysia Pavilion. They were comprised of 54 tour operators, 37 hotel/resort operators and 19 tourism product operators, who offered various attractively priced domestic holiday packages to tourist destinations around the country.

A total of 21,793 domestic packages with a value of RM5.52 million were sold at the three-day fair, the highest sales to date. The number of packages sold signified an increase of 27.9% compared to 17,043 in the March 2015 MATTA Fair and 36.4% against the September 2014 MATTA Fair sale of 15,976 packages.

Correspondingly, the sales value registered a big hike of 24.6% and 27.8% compared to RM4.43 million and RM4.32 million in the last two MATTA Fairs in March 2015 and September 2014 respectively.

Participants from the state of Kedah recorded the highest sales of RM1.26 million, followed by Johor (RM945,027.50), Pahang (RM705,372), Selangor (RM546,610), and Terengganu (RM389,907.06).



“  
SEBANYAK  
A TOTAL OF

**21,793**

BUAH PAKEJ  
PELANCONGAN  
DOMESTIK BERNILAI  
RM5.52 JUTA  
TELAH TERJUAL  
SEPANJANG TIGA  
HARI PAMERAN.  
DOMESTIC  
PACKAGES WITH A  
VALUE OF RM5.52  
MILLION WERE SOLD  
AT THE THREE-DAY  
FAIR. ”



Astaka MyFest 2015 di MATTA Fair Kuala Lumpur 2015 MyFest 2015 Pavilion at MATTA Fair 2015 in Kuala Lumpur



Di samping itu, Tourism Malaysia juga telah sekali lagi bekerjasama dengan Persatuan Asrama Belia Malaysia untuk menganjurkan Karnival Pelancongan Belia 2015 buat kali kelima dari 22 hingga 24 Mei sempena Festival Belia Putrajaya 2015 bagi memupuk budaya melancong dalam negara secara terancang dalam kalangan belia.

Penganjuran karnival ini merupakan landasan terbaik untuk mendekati golongan belia secara terus melalui pameran dan penjualan pakej-pakej pelancongan terkini yang kreatif, menarik dan mengikut cita rasa golongan tersebut.

Karnival Pelancongan Belia ini turut disertai oleh lapan buah agensi di bawah Kementerian Pelancongan dan Kebudayaan Malaysia iaitu Istana Budaya, Jabatan Kesenian dan Kebudayaan Warisan Negara, Jabatan Warisan Negara, Arkib Negara, Balai Seni Visual, Perpustakaan Negara Malaysia, Aswara dan Kraftangan Malaysia.

Tourism Malaysia also worked together with MYHA (Malaysian Youth Hostels Association) once again to organise the Youth Tourism Carnival 2015 for the fifth time from 22 to 24 May in conjunction with Putrajaya Youth Festival 2015 to inculcate the domestic travel culture among youths.

The carnival was the ideal platform to connect with youths directly through exhibitions and sale of exciting and creative tourism packages that were developed to suit their tastes.

The Youth Tourism Carnival was also participated by eight agencies under the Ministry of Tourism and Culture, namely Istana Budaya, National Department for Culture and Arts, Department of National Heritage, National Archives of Malaysia, National Visual Art Development Board, National Library of Malaysia, National Academy of Arts, Culture & Heritage, and Malaysian Handicraft Development Corporation.



**KARNIVAL PELANCONGAN BELIA INI TURUT DISERTAI OLEH LAPAN BUAH AGENSI DI BAWAH KEMENTERIAN PELANCONGAN DAN KEBUDAYAAN MALAYSIA. THE YOUTH TOURISM CARNIVAL WAS ALSO PARTICIPATED BY EIGHT AGENCIES UNDER THE MINISTRY OF TOURISM AND CULTURE.**

Karnival Pelancongan Belia 2015  
The Youth Tourism Carnival 2015



Selain itu, Tourism Malaysia telah menjalankan sebanyak 566 buah program promosi sama ada melalui penyertaan atau sebagai penganjur bersama atau rakan publisiti menerusi acara-acara seperti Pesta Angin Timur, Harumanis Mango Festival, Xplorasi Misteri Kedah Tua, Penang Hot Air Baloon Fiesta, Karnival Warisan Lenggong,

In addition, Tourism Malaysia also carried out a total of 566 promotional programmes either by being a direct participant of the event, or acting as its co-organiser or publicity partner. The promotions were implemented for events such as Pesta Angin Timur, Harumanis Mango Festival, Xplorasi Misteri Kedah Tua,

Pesta Air Port Dickson, Kuantan Century Ride, By-Cycle Hunt, Perhentian Fiesta 2015, Sunset Music Fest dan Sarawak Week.

Penang Hot Air Balloon Fiesta, Karnival Warisan Lenggong, Pesta Air Port Dickson, Kuantan Century Ride, By-Cycle Hunt, Perhentian Fiesta 2015, Sunset Music Fest and Sarawak Week.

Tourism Malaysia turut mengambil inisiatif untuk mempromosikan pelbagai produk dan acara pelancongan anjuran Kementerian Pelancongan dan Kebudayaan Malaysia serta agensi-agensi di bawahnya seperti program Malaysia My Second Home (MM2H), Inap Desa, Majlis Rumah Terbuka Malaysia, Bazar Ramadan dan Hari Kraf Kebangsaan.

Tourism Malaysia also initiated promotions for tourism products and events organised by the Ministry of Tourism and Culture as well as its agencies, namely Malaysia My Second Home Programme, Homestay, Malaysia Open House events, Bazar Ramadhan and Hari Kraf Kebangsaan.

Majlis Rumah Terbuka Malaysia 2015 di Rembau, Negeri Sembilan  
Malaysia Open House 2015 at Rembau, Negeri Sembilan



Secara keseluruhannya, usaha-usaha promosi Tourism Malaysia telah menjana penjualan sebanyak 44,959 buah pakej pelancongan domestik dengan nilai jualan sebanyak RM11.3 juta berbanding RM10.9 juta nilai jualan pada tahun 2014 yang menyaksikan peningkatan sebanyak 3.7%.

Overall, Tourism Malaysia's promotional efforts resulted in the sale of 44,959 domestic travel packages worth RM11.3 million, up by 3.7% against RM10.9 million sales value in 2014.

Bot berhias Tourism Malaysia  
Float Tourism Malaysia



## KERJASAMA PINTAR

Kerjasama pintar turut dijalankan bersama pelbagai organisasi swasta bagi mengukuhkan lagi usaha promosi pelancongan domestik. Antaranya ialah dengan PLUS Berhad melalui penerbitan buku dan peta Jom Singgah versi Bahasa Inggeris sempena MyFest 2015. Selain itu, Tourism Malaysia turut meneruskan kerjasama dengan majalah Cycling Malaysia untuk mempromosikan pakej pelancongan berbasikal dalam majalah tersebut.

Pada tahun 2015, buat pertama kalinya Tourism Malaysia telah bekerjasama rapat dengan Kidzania Kuala Lumpur untuk mempromosikan pelancongan domestik khususnya kepada generasi muda daripada peringkat kanak-kanak lagi. Penubuhan Pusat Penerangan Pelancong Mini di Kidzania Kuala Lumpur ini menjadi landasan terbaik untuk mewujudkan kesedaran dalam kalangan generasi muda mengenai bidang pelancongan sekali gus memupuk minat mereka untuk melancong dalam negara sendiri daripada usia muda lagi.

## SMART PARTNERSHIP

Smart partnerships were formed with private organisations to strengthen Tourism Malaysia's domestic tourism promotions. Tourism Malaysia partnered with PLUS Berhad to publish a map and book entitled 'Jom Singgah' in English for MyFest 2015. Meanwhile, collaborations with Cycling Malaysia magazine continued in 2015 to promote cycling packages.

In 2015, Tourism Malaysia worked closely with Kidzania Kuala Lumpur for the first time to promote domestic tourism particularly among students. The establishment of a Mini Tourist Information Centre in Kidzania Kuala Lumpur enabled students to learn about Malaysia's tourism products and also the industry's career opportunities.



**“KERJASAMA PINTAR TURUT DIJALANKAN BERSAMA PELBAGAI ORGANISASI SWASTA BAGI MENGUKUHKAN LAGI USAHA PROMOSI PELANCONGAN DOMESTIK. SMART PARTNERSHIPS WERE FORMED WITH PRIVATE ORGANISATIONS TO STRENGTHEN TOURISM MALAYSIA'S DOMESTIC TOURISM PROMOTIONS.”**

Majlis Perasmian buku dan peta Jom Singgah. Launching of a book and map of 'Jom Singgah'





Ruang udara Putrajaya dipenuhi dengan barisan belon-belon yang cantik pada Fiesta Belon Udara Panas Antarabangsa Putrajaya  
The Putrajaya International Hot Air Balloon Fiesta takes to the skies with a beautiful parade of balloons



**"Pada tahun 2015, Malaysia telah menerima seramai 25.7 juta orang pelancong dengan pendapatan pelancong sebanyak RM69.1 billion."**

*"For 2015, Malaysia received 25.7 million tourist arrivals and RM69.1 billion tourist receipts."*



**PENYELIDIKAN  
DAN PEMBANGUNAN**  
**Research and Development**

# PENYELIDIKAN DAN PEMBANGUNAN

## Research And Development

Tourism Malaysia telah menjalankan beberapa aktiviti penyelidikan dan pembangunan bagi menyokong usaha-usaha promosi untuk menjadikan Malaysia sebagai sebuah destinasi percutian pilihan. Kaji selidik yang telah dijalankan memberi perspektif terkini mengenai pertumbuhan dan arah aliran industri, manakala program-program jaringan industri diadakan sebagai langkah untuk menyokong para penggiat industri untuk terus berkembang dan mampu untuk memenuhi permintaan para pelancong.

Tourism Malaysia conducted several research and development activities to support the promotional efforts of Malaysia as a preferred holiday destination. The surveys provided current perspectives on the industry's growth and trends, while the industry networking programmes were a way to support industry players to grow and meet the demands of tourists.

### PENYELIDIKAN



Pelbagai kaji selidik telah dijalankan bagi membantu melicinkan pelaksanaan pembangunan kempen promosi dan strategi pemasaran yang lebih efektif. Antara kaji selidik yang telah dijalankan ialah:

#### Kajian Pemergian Pelawat Asing

Objektif kaji selidik ini adalah untuk menentukan maklumat demografi, perbelanjaan dan corak perjalanan, serta profil pelancong. Pegawai-pegawai Penyelidik telah ditempatkan di tujuh buah lokasi bagi menjalankan kaji selidik di lapangan terbang antarabangsa serta

### SURVEYS



Various surveys were conducted to help facilitate the development of more effective promotional campaigns and marketing strategies. These surveys include:

#### Departing Visitors Survey

The survey's objective is to acquire information on visitor demographics, spending and traveling patterns, as well as tourist profiles. Research officers are stationed at seven locations to conduct year-round surveys at international airports and major land and sea entry and

lalu keluar/masuk darat dan laut utama yang lain untuk sepanjang tahun. Di samping itu, terdapat lima lokasi kaji selidik lain yang turut dijalankan secara suku tahunan iaitu di terminal feri antarabangsa, pintu keluar/masuk sempadan Malaysia serta kawasan rehat dan rawat di Lebu Raya Utara Selatan.

Seramai 50,000 responden telah ditemui setiap tahun dan maklumat yang diperoleh daripada kaji selidik ini akan diterbitkan dalam penerbitan tahunan, *Malaysia Tourists Profile by Selected Markets*.

### Kajian Warganegara Malaysia ke Luar Negara

Kaji selidik ini bertujuan untuk mengumpulkan data mengenai profil dan corak perbelanjaan warganegara Malaysia yang melancong ke luar negara. Kaji selidik ini dijalankan di lapangan terbang antarabangsa utama seperti KLIA, klia2, Kuching, Kota Kinabalu dan Bayan Lepas. Secara tahunan, seramai 6,000 responden telah ditemui bual.

### Kajian Kadar Penginapan Hotel

Kaji selidik ini bertujuan untuk mengumpulkan data mengenai profil dan corak perbelanjaan warganegara Malaysia yang melancong ke luar negara. Kaji selidik ini dijalankan di lapangan terbang antarabangsa utama seperti KLIA, klia2, Kuching, Kota Kinabalu dan Bayan Lepas. Secara tahunan, seramai 6,000 responden telah ditemui bual.

### Kajian Kemudahan Hotel

Kaji selidik yang dijalankan setiap dua tahun ini dilaksanakan bagi mendapatkan maklumat bilangan hotel dan bilangan bilik di Malaysia, serta maklumat am setiap hotel seperti kadar sewa bilik dan kemudahan terkini yang disediakan. Maklumat yang dikumpulkan ini diterbitkan dalam *Malaysia Accommodation Directory*.

departure points in Malaysia. Additional surveys are carried out at five other locations on a quarterly basis at ferry terminals, border entry points and Rest & Relax areas along the North South Highway.

A total of 50,000 respondents are interviewed each year and the information obtained from these surveys is published in the *Malaysia Tourist Profile by Selected Markets*.

### Malaysian Outbound Survey

This survey collects data on the profile and spending patterns of Malaysians traveling abroad. The survey is conducted at major international airports, including KLIA, klia2, Kuching, Kota Kinabalu and Bayan Lepas. A total of 6,000 respondents are interviewed each year.

### Hotel Occupancy Rates Survey

The Hotel Occupancy Rates Survey is carried out on a quarterly basis with a total of 793 hotels selected as survey samples, representing 19.5% of the total number of hotels. The Average Hotel Occupancy Rates and Hotel Guests reports (domestic and international) for each state in Malaysia are compiled from information obtained through this survey.

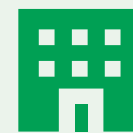
### Hotel Facilities Survey

Conducted once every two years, this survey collects information on the number of hotels, number of rooms, room rates and latest facilities offered by the hotels. The information gathered is published in the *Malaysia Accommodation Directory*.



“SERAMAI A TOTAL OF

**50,000** RESPONDEN TELAH DITEMU BUAL SETIAP TAHUN. RESPONDENTS ARE INTERVIEWED EACH YEAR. ”



“SEBANYAK A TOTAL OF

**793**

BUAH HOTEL TELAH DIPILIH SEBAGAI SAMPEL KAJIAN KADAR PENGINAPAN HOTEL. HOTEL WERE SELECTED AS SAMPLES FOR THE HOTEL OCCUPANCY RATES SURVEY. ”

## Kajian Kesedaran Penjenamaan Negara-Negara ASEAN

Kajian Kesedaran Penjenamaan Negara-Negara ASEAN dijalankan di Lapangan Terbang Antarabangsa Kuala Lumpur (KLIA) bagi mendapatkan profil dan arah aliran pelancong yang melancong ke negara-negara ASEAN.

## BAHAN RUJUKAN

Hasil daripada kaji selidik yang telah dijalankan, Tourism Malaysia telah menerbitkan pelbagai buku laporan sebagai bahan rujukan seperti:

- *Malaysia Tourists Profile By Selected Markets*
- *Malaysia Tourism Key Performance Indicators*
- *Malaysia Tourism Statistics In Brief*, dan
- *Malaysia Domestic Tourism Statistics In Brief*

Selain itu, Pusat Sumber memiliki sejumlah 18,137 unit monograf dan jurnal yang telah dikatalog dengan 70% daripadanya berkaitan bidang pelancongan. Jumlah ini menunjukkan peningkatan sebanyak 425 naskhah berbanding tahun sebelumnya. Selain itu, sejumlah 109,077 bahan seperti akhbar, laporan aktiviti promosi, laporan tahunan dan laporan statistik pelancongan telah diimbas ke dalam bentuk digital. Semua koleksi ini telah dikatalog (WebOpac) dan didigitalkan (WebInfoline) dalam Sistem Utiliti Pengurusan Perpustakaan Bersepadu (ILMU).

Pada tahun 2015, Pusat Sumber telah menerima sejumlah 885 penerbitan bersiri. Di samping itu, Pusat Sumber turut meneruskan langganan pangkalan data pelancongan dalam talian. Antaranya PASSPORT: Travel & Tourism, Business Monitor Online, Lawnet, New Straits Times Image Bank dan Centre for Asia Pacific Aviation (CAPA).

## ASEAN Countries' Branding Awareness Survey

This survey was conducted at KLIA to gather the profiles and trends of tourists who visit ASEAN countries.

## REFERENCE MATERIALS

Data gathered from the various surveys is then published by Tourism Malaysia as reference such as:

- *Malaysia Tourists Profile by Selected Markets*
- *Malaysia Tourism Key Performance Indicators*
- *Malaysia Tourism Statistics in Brief*
- *Malaysia Domestic Tourism Statistics in Brief*

In addition, the Resource Centre has a total of 18,137 catalogued monographs and journals, of which 70% is in the field of tourism. This is an increase of 425 units compared to the previous year. It also has a total of 109,077 materials such as news articles, promotional activities reports, annual reports and tourism statistics reports available in digital form. The materials are catalogued in WebOpac and digitised in WebInfoline within the Integrated Library Management Utility System (ILMU).

The Resource Centre received a total of 885 serial publications in 2015 and continued its subscription of several online tourism databases including PASSPORT: Travel & Tourism, Business Monitor Online, Lawnet, New Straits Times Image Bank and Centre for Asia Pacific Aviation (CAPA).



“  
PADA TAHUN 2015,  
PUSAT SUMBER  
TELAH MENERIMA  
SEJUMLAH  
THE RESOURCE  
CENTRE RECEIVED  
A TOTAL OF

**885**

PENERBITAN  
BERSIRI.  
SERIAL  
PUBLICATIONS  
IN 2015. ”





## PEMBANGUNAN INDUSTRI

Tourism Malaysia juga berterusan memberi sokongan kepada para penggiat industri melalui pelbagai cara iaitu dengan mengadakan sesi jaringan industri, menganjurkan seminar dan taklimat mengenai arah aliran pelancongan, prestasi industri dan ramalan masa hadapan, serta bekerjasama dengan pelbagai sektor swasta untuk pembangunan pakej-pakej pelancongan.

### **Tourism Malaysia Networking Day**

*Tourism Malaysia Networking Day* telah diwujudkan bagi menyediakan sebuah platform interaktif untuk para penggiat industri bertemu dan menjalinkan rangkaian perhubungan dengan pegawai dan kakitangan Kementerian Pelancongan dan Kebudayaan serta Tourism Malaysia. Program ini memberi peluang kepada para pengusaha hotel, pengusaha pelancongan, pengusaha produk pelancongan dan syarikat-syarikat perkhidmatan penerbangan untuk menyampaikan berita, perkembangan dan produk terkini mereka. Tambahan lagi, ia merupakan cara yang sihat dan berkesan untuk sama-sama bertukar-tukar pandangan, mendapatkan maklum balas, menawarkan idea-idea yang membina, dan menghasilkan idea-idea untuk pemasaran serta promosi masa hadapan.

Pada tahun 2015, *Tourism Malaysia Networking Day* telah disertai oleh para penggiat industri seperti Sunway Lagoon, Belum Rainforest Resort, Resorts World Berhad dan Melaka Alive and Pirate Adventure.

## INDUSTRY DEVELOPMENT

Tourism Malaysia also supports the local tourism industry players in several ways by organising networking sessions, giving seminars and briefings on tourism trends, industry performance and outlook, and collaborating with the private sector for package development.

### **Tourism Malaysia Networking Day**

*Tourism Malaysia Networking Day* was created to provide an interactive platform for tourism industry players to meet and network with Ministry of Tourism and Culture and Tourism Malaysia officers and staff. It is an opportunity for hoteliers, tour operators, tourism products operators and airlines services to give updates on their latest development, news and products. In addition, the platform provides a healthy avenue for exchanging feedback, offering constructive ideas and generating ideas for future marketing and promotions together.

In 2015, industry players who took part in the *Tourism Malaysia Networking Day* were Sunway Lagoon, Belum Rainforest Resort, Resorts World Berhad and Melaka Alive and Pirate Adventure.



TM Networking Day bersama Belum Rainforest  
TM Networking Day with Belum Rainforest

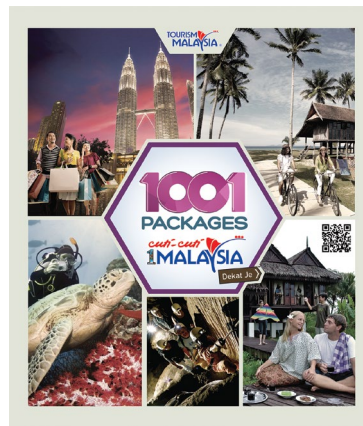


Sesi jaringan industri  
bersama para pengusaha  
hotel  
Tourism Malaysia's  
networking session with  
hoteliers

## Pembangunan Pakej

Tourism Malaysia telah mengenal pasti produk-produk pelancongan yang berpotensi untuk dipakejkan dan mengadakan kerjasama dengan para penggiat industri untuk memasarkannya kepada para pelancong domestik dan pelancong antarabangsa yang berada di Malaysia. Antara pakej yang telah dibangunkan ialah:

- CCIM 1001 Packages**  
 Kompilasi pakej ini diterbitkan berikutan kejayaan edisi pertama yang diterbitkan pada tahun 2014 dan ia telah dilancarkan sempena MyFest 2015. Ia mengandungi sebanyak 1,030 pakej pelancongan domestik dan telah dibangunkan melalui kerjasama dengan 297 buah agensi pelancongan tempatan. Pakej ini boleh dimuat turun melalui laman sesawang rasmi Tourism Malaysia.



## Package Development

Tourism Malaysia identifies tourism products with potential for development and works together with the tourism industry players to create suitable packages to be marketed and promoted to domestic and international tourists. Among the packages developed were:

- CCIM 1001 Packages**  
 This compilation of packages, published following the success of the first edition in 2014, was launched in conjunction with MyFest 2015. It lists 1,030 domestic travel packages developed with the collaboration of 297 local travel agents. It is available for download from the Tourism Malaysia website.



- Discover Malaysia by Bicycle**  
 Sebanyak 74 buah pakej berjaya dibangunkan melalui kerjasama dengan 32 buah agensi pelancongan tempatan bertujuan mempromosikan destinasi-destinasi menarik di Malaysia melalui aktiviti berbasikal. Majlis pelancaran pakej ini telah diadakan pada 1 Februari bersempena dengan Hari Wilayah Persekutuan di Dataran Merdeka. Nilai pakej yang telah berjaya dijual pada tahun 2015 ialah sebanyak RM256,000.

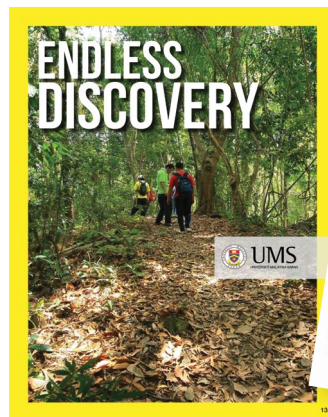


- Discover Malaysia by Bicycle**  
 A total of 74 packages was developed in cooperation with 32 local travel agents to promote cycling tourism in Malaysia. It was launched on 1 February during the Federal Territory Day celebrations at Dataran Merdeka. A total of RM256,000 worth of packages was sold in 2015.



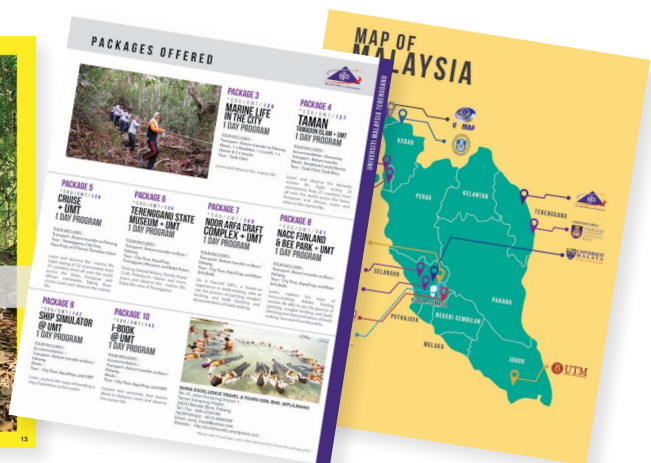
**Pakej EduTourism 101**

Tourism Malaysia telah bekerjasama rapat dengan Kementerian Pengajian Tinggi dan 20 buah agensi pelancongan yang terpilih untuk membangunkan 149 buah pakej edu-tourism yang unik dan menarik dan ia telah dilancarkan pada bulan Ogos 2015. Sembilan buah universiti awam yang terlibat dalam inisiatif ini ialah Universiti Teknologi Mara (UiTM), Universiti Pertanian Malaysia (UPM), Universiti Teknologi Malaysia (UTM), Universiti Malaya (UM), Universiti Malaysia Perlis (UniMap), Universiti Utara Malaysia (UUM), Universiti Malaysia Sabah (UMS), Universiti Malaysia Terengganu (UMT), dan Universiti Kebangsaan Malaysia (UKM). Nilai jualan yang telah dicatatkan pada tahun 2015 ialah sebanyak RM624,000.



**EduTourism 101 Packages**

Tourism Malaysia worked closely with the Ministry of Higher Education and 20 travel agents to develop 149 edutourism packages which was launched in August 2015. Nine public universities were also involved in the project, namely, Universiti Teknologi Mara (UiTM), Universiti Pertanian Malaysia (UPM), Universiti Teknologi Malaysia (UTM), Universiti Malaya (UM), Universiti Malaysia Perlis (UniMap), Universiti Utara Malaysia (UUM), Universiti Malaysia Sabah (UMS), Universiti Malaysia Terengganu (UMT) and Universiti Kebangsaan Malaysia (UKM). The sales of the packages reached a total of RM624,000.



**Seminar dan Taklimat**

Dalam usaha untuk mempromosikan Malaysia sebagai sebuah destinasi ekopelancongan, Tourism Malaysia telah menawarkan bantuan kepada para pengusaha dan agensi pelancongan tempatan untuk menganjurkan seminar, forum, bengkel dan acara-acara memerhati burung di peringkat domestik seperti Taman Negara Birdcount, Pahang; *Wings of KKB, A Selangor Birdrace; Raptor Watch, Tanjung Tuan, Melaka; Fraser's Hill Birdrace & Seminar, Pahang; Perak International Ecotourism Symposium, Perak; dan Sabah Borneo Birdwatching Festival, Sabah.*

Tourism Malaysia turut menyokong sebarang usaha untuk mengembangkan aktiviti-aktiviti ekopelancongan yang popular seperti *GeoTourism* dan *ArkeoTourism* dengan membantu mengelolakan acara *Merbok Heritage Famtrip* di Kedah dan *Lestari National Geoheritage Conference* di Pulau Langkawi.

**Seminars and Briefings**

In efforts to promote Malaysia as an ecotourism destination, Tourism Malaysia offered assistance to local tour operators and travel agents in organising seminars, forums, workshops and birdwatching events at the domestic level. These included Taman Negara Birdcount, Pahang; *Wings of KKB, A Selangor Birdrace; Raptor Watch, Tanjung Tuan, Melaka; Fraser's Hill Birdrace & Seminar, Pahang; Perak International Ecotourism Symposium, Perak; and Sabah Borneo Birdwatching Festival, Sabah.*

Tourism Malaysia also supported efforts to expand popular ecotourism activities such as geotourism and archeotourism by assisting with events such as *Merbok Heritage familiarisation trip* in Kedah and *Lestari National Geoheritage Conference* in Langkawi.



SEBANYAK A TOTAL OF

149

BUAH PAKEJ EDU-TOURISM YANG UNIK DAN MENARIK TELAH DILANCARKAN PADA BULAN OGOS 2015. EDUTOURISM PACKAGES WAS LAUNCHED IN AUGUST 2015.



Pelancaran Borneo Bird Festival 2015 di Sabah  
 Launching of Borneo Bird Festival 2015 in Sabah

### Anugerah Pelancongan Malaysia 2014/2015

Anugerah Pelancongan Malaysia dianjurkan setiap dua tahun sekali. Ia merupakan pengiktirafan dan penghormatan tertinggi kepada individu dan organisasi dalam dan luar negara yang telah menyumbang kepada pertumbuhan industri pelancongan negara.

Pencalonan bagi edisi ke-19 Anugerah Pelancongan Malaysia 2015 telah dibuka pada 31 Mac 2015, manakala majlis anugerah tersebut telah diadakan di Pusat Dagangan Dunia Putra, Kuala Lumpur pada 17 Februari 2016 dan telah dihadiri oleh Timbalan Perdana Menteri Malaysia sebagai tetamu kehormat.

Anugerah ini telah disampaikan kepada 65 penerima daripada 14 kategori dan 50 subkategori termasuk dua penerima Anugerah Khas Menteri dan dua penerima Anugerah Khas Perdana Menteri.

### Malaysia Tourism Awards 2014/2015

The Malaysia Tourism Awards is organised once every two years. It is a recognition and honour given to local and international individuals and organisations who have contributed to the nation's tourism industry.

The 19th edition of Malaysia Tourism Awards in 2015 was open for nominations on 31 March 2015, while the awards ceremony was held at Putra World Trade Centre, Kuala Lumpur, on 17 February 2016, with the Deputy Prime Minister of Malaysia as the guest of honour.

Awards were presented to 65 recipients from 14 categories and 50 subcategories, including two recipients of the Minister's Special Award and two more recipients of the Prime Minister's Special Award.



“ANUGERAH PELANCONGAN MALAYSIA TELAH DISAMPAIKAN KEPADA THE MALAYSIA TOURISM AWARDS WERE PRESENTED TO

65

PENERIMA. RECIPIENTS.”



Anugerah Pelancongan Malaysia 2014/2015 memberi penghormatan kepada mereka yang terbaik dalam kalangan penggiat industri pelancongan Malaysia Tourism Awards 2014/2015 honoured the best among tourism industry players

Ahli-ahli jawatankuasa Tourism Malaysia yang bertanggungjawab menganjurkan Anugerah Pelancongan Malaysia 2014/2015 Tourism Malaysia committee members who organised the Malaysia Tourism Awards 2014/2015

### TOURISM RECOVERY LAB

Berikutan penurunan prestasi pelancongan pada tahun 2015, Tourism Malaysia telah menganjurkan program *Tourism Recovery Lab* pada 29 September 2015 bagi merangka pelan jangka pendek untuk merangsang ketibaan pelancong antarabangsa. Para peserta program ini terdiri daripada para pegawai Kementerian Pelancongan dan Kebudayaan dan agensi-agensinya di bawahnya, serta para penggiat industri pelancongan tempatan dan wakil-wakil kerajaan negeri. Ia dianjurkan untuk mengenal pasti dan melaksanakan strategi-strategi *Quick Win* untuk menggerakkan industri ke hadapan dalam masa enam bulan seterusnya.

### TOURISM RECOVERY LAB

Following the declining tourism performance of 2015, a *Tourism Recovery Lab* was organised on 29 September 2015 to chart a short-term plan to boost tourist arrivals. The lab participants were officers and staff from the Ministry of Tourism and Culture and its agencies, as well as local tourism industry players and representatives of state governments. It was organised to identify and implement *Quick Win* strategies to move things forward within the next six months.

Antara isu yang dibangkitkan pada program tersebut ialah:

- Menggalakkan pelancongan domestik dalam kalangan masyarakat Malaysia
- Menawarkan insentif kepada pihak berkepentingan dalam pelancongan untuk mempromosi pelancongan domestik
- Usaha promosi bersepadu
- Memperbesarkan jumlah ketibaan pelancong dari pasaran ASEAN, terutamanya Singapura
- Memfokuskan kepada bandar peringkat kedua di pasaran-pasaran utama seperti China, India dan Australia
- Menjalinkan kerjasama dengan negara-negara jiran untuk memperluaskan akses ruang udara ke Malaysia
- Mempertingkatkan promosi segmen yang berhasil tinggi seperti beli-belah, MICE, acara-acara pelancongan utama, pelayaran persiaran, sukan (terutamanya golf) dan ekopelancongan
- Mengerakkan jerayawara pemulihan ke pasaran-pasaran sasaran
- Mengurangkan kos perjalanan udara dalam negara
- Kerjasama pintar dengan syarikat syarikat penerbangan dan para pengusaha antarabangsa bagi menggalakkan lebih banyak penerbangan terus dan penerbangan catar

Among the issues addressed during the lab was:

- Encouraging domestic travel among Malaysians
- Incentives for tourism stakeholders to promote domestic tourism
- Integrated joint promotions
- Expansion of arrivals from ASEAN market, particularly Singapore
- Focus on secondary cities in major markets such as China, India and Australia
- Joint promotions with neighbouring countries to expand air accessibility into Malaysia
- Enhancing promotion of high-yield segments such as shopping, MICE, major events, cruise, sports (particularly golf) and ecotourism
- Mobilising recovery roadshows to targeted markets
- Reduction in the cost of domestic air travel
- Smart partnerships with foreign airlines and operators to encourage more direct flights and charter flights



“  
TOURISM MALAYSIA TELAH MENGANJURKAN PROGRAM TOURISM RECOVERY LAB BAGI MERANGKA PELAN JANGKA PENDEK UNTUK MENINGKATKAN KETIBAAN PELANCONG ANTARABANGSA. THE TOURISM RECOVERY LAB WAS ORGANISED TO CHART A SHORT-TERM PLAN TO BOOST TOURIST ARRIVALS.”



Program Tourism Recovery Lab 2015  
Tourism Recovery Lab 2015

**“Buat pertama kalinya, beli-belah menjadi penyumbang utama dalam perbelanjaan pelancong iaitu sebanyak 31.3% melangkaui penginapan.”**

“For the first time, shopping took the biggest share of the tourist expenditure pie at 31.3%, overtaking the share for accommodation.”



Acara Regatta Lepa Semporna merupakan satu bentuk penghormatan yang diberikan kepada bot layar suku kaum Bajau  
The Regatta Lepa Semporna pays homage to the colourful single-mast sailing boat of the Bajaus





PUBLISITI DAN  
SOKONGAN  
PROMOSI

Publicity and Promotion Support

# PUBLISITI DAN SOKONGAN PROMOSI

## Publicity and Promotion Support

Tourism Malaysia merancang, menyelaras dan melaksanakan aktiviti komunikasi, publisiti dan perhubungan awam bagi menyokong wawasan dan misi dalam usaha mempromosi Malaysia sebagai sebuah destinasi pelancongan yang unggul di peringkat tempatan dan antarabangsa.

Selain itu, Tourism Malaysia turut menyokong usaha-usaha dan aktiviti-aktiviti promosi di peringkat tempatan dan antarabangsa dengan menghasilkan pelbagai bahan promosi dan kolateral termasuklah risalah, poster dan video.

### PUBLISITI DAN LAWATAN SUAI KENAL

Pada tahun 2015, Tourism Malaysia telah melaksanakan pelbagai aktiviti perhubungan media termasuk lawatan suai kenal, sesi jaringan hubungan bersama media dan sidang akhbar serta menyelaraskan liputan oleh media cetak, media elektronik dan media sosial mengenai usaha-usaha promosi pelancongan Malaysia.

Tourism Malaysia plans, coordinates and implements communication, publicity and public relations activities that support its vision and mission to promote Malaysia as one of the top tourist destinations locally and internationally.

In addition, Tourism Malaysia also supports domestic and international tourism promotion efforts and activities by producing a variety of promotional materials and collaterals including brochures, posters and videos.

### PUBLICITY AND FAMILIARISATION TRIPS

In 2015, Tourism Malaysia implemented various media relations activities including familiarisation trips, media networking events and press conferences, and coordinated the print, electronic and social media coverage of Malaysia's tourism promotional efforts.

Acara-acara pelancongan sering mendapat liputan meluas daripada media. Tourism events received wide publicity coverage by the media.





Beberapa siri taklimat telah dianjurkan untuk menyampaikan maklumat terkini kepada para penggiat industri pelancongan  
A series of briefings were organised to update tourism industry players

Pelbagai temu ramah dan sidang media telah diadakan untuk mempromosi acara-acara pelancongan  
Press interviews and press conferences organised to promote tourism events

Sesi temuramah di stesen televisyen nasional, akhbar tempatan dan luar negara serta stesen radio turut diadakan bagi mendapatkan liputan yang lebih menyeluruh berkaitan acara promosi yang dilaksanakan oleh Tourism Malaysia. Antaranya ialah Selamat Pagi Malaysia, The Star, South China Post serta Hello Malaysia. Ini juga termasuk ruangan advertorial dalam majalah seperti Santai, Travellers Digest, Dream Catcher dan Jelita.

Press interviews with local television stations, local and international print media as well as radio stations were organised to give greater coverage to Tourism Malaysia's events. Among them were Selamat Pagi Malaysia, The Star, South China Post and Hello Malaysia. Press coverage was also secured via advertorials in magazines such as Santai, Travellers Digest, Dreamcatcher and Jelita.

Tourism Malaysia turut menghasilkan pelbagai bahan penulisan untuk publisiti dan promosi dalam buku cenderamata, direktori pelancongan, media cetak, media elektronik dan berita dalam talian. Sebanyak 150 siaran akhbar telah dikeluarkan kepada pihak media sepanjang tahun 2015.

Tourism Malaysia also prepared various written materials for publicity and promotions in souvenir programme books, tourism directories, print media, electronic media and online news. A total of 150 media releases were issued to members of the media throughout the year.

Sejumlah 45 syarahan, talkimat dan ceramah mengenai pelancongan turut disampaikan kepada para pelajar di peringkat universiti, persatuan dan badan bukan kerajaan (NGO), pegawai kerajaan dan swasta, pegawai kerajaan asing yang melawat Malaysia dan pengusaha pelancongan.

A total of 45 presentations including lectures and briefings on tourism were delivered to university students, associations and non-Governmental organisations (NGO), government officers, the private sector, visiting foreign officials and tour operators.

Selain itu, pejabat-pejabat Tourism Malaysia Negeri turut mengendalikannya sebanyak 111 program lawatan suai kenal untuk ejen-

Besides that, Tourism Malaysia State offices also organised 111 familiarisation trips for local travel agents and media to introduce



SEBANYAK A TOTAL OF

150

SIARAN AKHBAR TELAH DIKELUARKAN KEPADA PIHAK MEDIA SEPANJANG TAHUN 2015. MEDIA RELEASES WERE ISSUED TO MEMBERS OF THE MEDIA THROUGHOUT THE YEAR.

ejen pelancongan dan wakil-wakil media tempatan untuk memperkenalkan produk-produk pelancongan terbaharu di seluruh negara dan penambahbaikan yang telah dilaksanakan di tarikan-tarikan pelancongan yang sedia ada.

Tourism Malaysia turut menyelaras dan memantau prestasi 16 buah agensi perhubungan awamnya di luar negara yang dilantik untuk mempromosikan Malaysia termasuk kempen promosi MyFEST 2015 di pasaran-pasaran terpilih seperti Amerika Utara, Australia, Benelux, China, Jerman/Austria, Hong Kong/Macau, India, Itali, Jepun, New Zealand, Perancis/Sepanyol/Portugal, Rusia, Switzerland, Taiwan, UK/Ireland, dan Thailand/Myanmar.

them to new tourism developments around the country as well as update them on improvements to existing attractions.

Tourism Malaysia also coordinated and monitored the performance of 16 public relations agencies which were appointed to promote Malaysia and MyFest 2015 in selected markets namely North America, Australia, Benelux, China, Germany/Austria, Hong Kong/Macau, India, Italy, Japan, New Zealand, France/Spain/Portugal, Russia, Switzerland, Taiwan, UK/Ireland and Thailand/Myanmar.

Tourism Malaysia sering menganjurkan lawatan untuk media tempatan bagi mengenali produk-produk pelancongan terkini. Tourism Malaysia regularly organises trips for local media to learn about the latest tourism products



### PUBLISITI TAHUN FESTIVAL MALAYSIA (MYFEST) 2015

Sempena MyFest 2015, pelbagai aktiviti promosi telah dijalankan oleh pejabat Tourism Malaysia Negeri untuk meningkatkan kesedaran masyarakat terhadap kempen tersebut. Antaranya ialah:

### MALAYSIA YEAR OF FESTIVALS (MYFEST) 2015 PUBLICITY

In conjunction with MyFest 2015, several promotional activities were conducted by Tourism Malaysia State offices to raise awareness for the campaign including:

- Majlis Pelancaran Pelekat Kenderaan MyFest 2015 Peringkat Negeri Sabah**  
 Pejabat Tourism Malaysia Sabah telah mengambil inisiatif untuk melancarkan pelekat kenderaan MyFest 2015 bagi peringkat Negeri Sabah di ruang legar Billion Waterfront Labuan Hotel untuk mempromosikan MyFest 2015 dalam kalangan pelancong domestik dan antarabangsa.
- MyFest Car Sticker Launching Ceremony, Sabah State Level**  
 Tourism Malaysia Sabah office launched the MyFest 2015 car sticker at the Billion Waterfront Labuan Hotel to promote MyFest 2015 among domestic and international tourists.
- Negeri Sembilan Food Trail 2015 @ Kuala Pilah**  
 Tourism Malaysia Negeri Sembilan telah menganjurkan program 'Negeri Sembilan Food Trail 2015 @Kuala Pilah' bagi merencanakan lagi kempen MyFest 2015. Program ini bertujuan memberi pendedahan kepada umum tentang keunikan makanan melalui demonstrasi masakan dan mempromosikan pelbagai produk pelancongan yang terdapat di daerah Kuala Pilah.
- Negeri Sembilan Food Trail 2015 @ Kuala Pilah**  
 Tourism Malaysia Negeri Sembilan office organised the Negeri Sembilan Food Trail 2015 @Kuala Pilah programme to share with the public on the unique cuisine of the state. Food preparation demonstrations were highlighted alongside Kuala Pilah's unique tourism offerings.
- Seminar Pembangunan Pakej Domestik 2015**  
 Seminar ini telah diadakan pada 21 Mei di Pulau Pinang bertujuan memperjelaskan agenda utama kempen MyFest 2015 kepada para penggiat industri pelancongan.
- Domestic Package Development Seminar 2015**  
 This seminar was held on 21 May in Penang to educate tourism industry players of MyFest 2015 campaign goals and objectives.

## PEMBANGUNAN SEMULA LAMAN WEB KORPORAT TOURISM MALAYSIA

Laman Web Korporat Tourism Malaysia berfungsi sebagai pusat sehati untuk maklumat seperti sejarah Tourism Malaysia, siaran media, statistik pelancongan dan program-program promosi pelancongan yang dijalankan oleh Tourism Malaysia. Kali terakhir laman web korporat ini dinaik taraf ialah pada tahun 2012. Penambahbaikan pada tahun 2015 termasuklah:

- Mereka bentuk semula laman web
- Menambah baik isi kandungan sedia ada
- Membangunkan Sistem Pengurusan Kandungan
- Memperbaik reka bentuk agar lebih moden dan elegan dengan menggunakan teknik *responsive design*

## TOURISM MALAYSIA CORPORATE WEBSITE REVAMP

The Tourism Malaysia Corporate Website is a one-stop centre for information on Tourism Malaysia's history, media releases, tourism statistics and tourism promotional programmes. The last time it was revamped was in 2012. Improvements made in 2015 included:

- Redesigning the website
- Improved content
- Development of a Content Management System
- Improved design that is modern, elegant and technically responsive



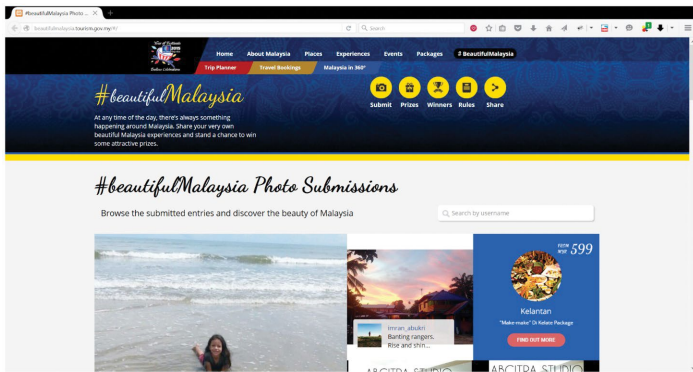
“  
 LAMAN WEB KORPORAT TOURISM MALAYSIA TELAH DIBANGUN SEMULA DENGAN REKA BENTUK YANG LEBIH BAIK PADA TAHUN 2015. THE TOURISM MALAYSIA CORPORATE WEBSITE WAS REVAMPED WITH AN IMPROVED DESIGN IN 2015.”

Pada tahun 2015, Kempen *Online Contest* #beautifulMalaysia di laman Web Tourism Malaysia telah meningkatkan jumlah pelawat ke laman web rasmi Tourism Malaysia. Kempen dalam bentuk pertandingan ini bertujuan memberi gambaran positif mengenai Malaysia selain berkongsi keindahan negara daripada segi budaya, penduduk, perayaan, tempat-tempat menarik dan sebagainya.

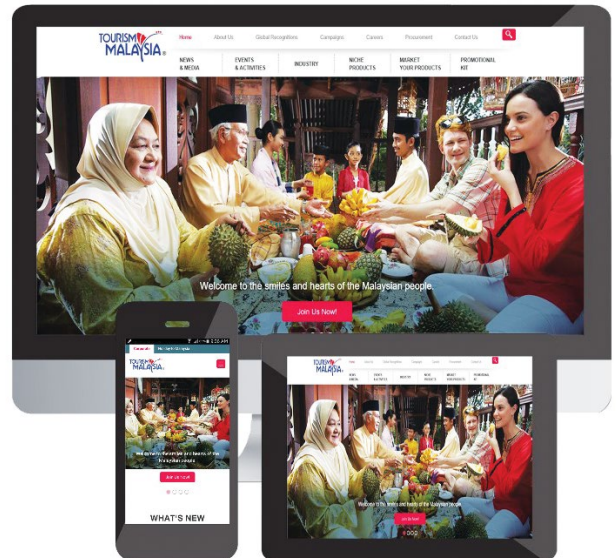
Para peserta pertandingan ini telah berkongsi gambar-gambar di Malaysia yang menarik melalui laman web dan laman Instagram dengan menggunakan hashtag #beautifulMalaysia. Kempen ini telah berlangsung selama 14 minggu bermula dari 15 Jun sehingga 20 September 2015.

In 2015, the #beautifulMalaysia online contest campaign was implemented, successfully increasing the number of visitors to Tourism Malaysia’s official website. The campaign was carried out in the form of an online contest to promote a positive view of Malaysia and share the beauty of the country’s culture, people, festivals, attractions and more.

Participants of the contest shared interesting pictures of Malaysia through the website and in Instagram using the #beautifulMalaysia hash tag. It ran for 14 weeks from 15 June to 20 September 2015.



Pertandingan dalam talian #beautifulMalaysia #beautifulMalaysia online contest



Laman web korporat Tourism Malaysia yang terbaharu Tourism Malaysia’s new corporate website



Majlis Pelancaran laman web korporat Tourism Malaysia Launching of Tourism Malaysia’s corporate website

## PENYEBARAN MAKLUMAT PELANCONGAN

Penyebaran maklumat secara langsung kepada para pelancong domestik dan asing telah dilaksanakan melalui 21 Pusat Penerangan Pelancong (TIC) di seluruh negara. Pada tahun 2015, sebanyak 590,343 pertanyaan telah direkodkan melalui emel, telefon, surat dan juga secara jumpa terus.

Di samping itu, para pelancong turut berhubung terus dengan *Tourism Malaysia Call Centre (TMCC)* di talian Tourism infoline 1300 88 5050 untuk mendapatkan pelbagai maklumat berkaitan pelancongan. Pada tahun 2015, sejumlah 7,867 pertanyaan telah diterima oleh TMCC melalui telefon, emel dan facebook.

## DISSEMINATION OF TOURISM INFORMATION

Tourism information was directly disseminated to domestic and international tourists through 21 Tourist Information Centres (TIC) nationwide. In 2015, a total of 590,343 enquiries were made via email, telephone, letters and in person.

Tourists also called the *Tourism Malaysia Call Centre (TMCC)* at the Tourism Infoline 1300 88 5050 to get tourism information. In 2015, a total of 7,867 enquiries were received at TMCC via phone, email and through facebook.

Pusat-pusat Penerangan Pelancong Tourism Malaysia di seluruh Negara  
Tourism Malaysia's Tourist Information Centres around the country



### SOKONGAN PROMOSI

Pada tahun 2015, dianggarkan sebanyak 3.8 juta salinan risalah telah diterbitkan dan dicetak oleh Tourism Malaysia seperti buku panduan pelancongan, buku program acara pelancongan, pelbagai jenis peta panduan, buku direktori pameran dan ekspo serta kalendar bagi acara dan perayaan.

### PROMOTIONAL SUPPORT

In 2015, an estimated 3.8 million brochures were produced and printed by Tourism Malaysia, namely tourism guide books, tourism event programme booklets, various guide maps, exhibition and exposition directory guides, and calendars for events and festivals.

Pilihan bahan sokongan promosi Tourism Malaysia untuk kempen Tahun Festival Malaysia 2015. A selection of Tourism Malaysia's promotional support materials for Malaysia Year of Festivals 2015 campaign.







Dengan kerjasama pejabat-pejabat luar negaranya, Tourism Malaysia telah mengemaskini dan menerbitkan risalah terjemahan dalam pelbagai bahasa termasuk Arab, Parsi, Bahasa Melayu, Itali, Jerman, Perancis, Sepanyol, Sweden, Turki, Jepun, Korea, Vietnam, Cina Mudah dan Cina Tradisional.

Di samping itu, Tourism Malaysia juga telah menghasilkan sejumlah 2.311 juta unit bahan kolateral, bahan pameran dan cenderamata yang digunakan untuk menyokong aktiviti pemasaran semasa kempen MyFest 2015 dan sebagai persediaan untuk tahun 2016. Daripada jumlah tersebut, sebanyak 55 jenis bahan kolateral dengan kuantiti sebanyak 838,500 unit adalah untuk kempen MyFest 2015 manakala 38 jenis bahan kolateral dengan kuantiti sebanyak 1.472 juta unit pula adalah untuk kempen Malaysia Truly Asia 2016.

Antara bahan yang dihasilkan ialah buku mewah berkulit lembut, poster-poster termasuk poster mengenai bunga dan dedaunan di Malaysia, poskad berkonsepkan lukisan cat air yang memaparkan bangunan-bangunan bersejarah di Malaysia. Sebagai sebahagian daripada program Tanggungjawab Sosial Korporat (CSR), Tourism Malaysia turut memberi sokongan kepada usahawan-usahawan tempatan dengan pembelian bingkai gambar yang diperbuat daripada piuter dan batik.

Tourism Malaysia juga telah menerbitkan video promosi pada tahun 2015 bertajuk "Timeless Langkawi" bagi menyokong kempen MyFest 2015. Video tersebut telah memenangi anugerah gangsa di 36th Annual Telly Awards, Amerika Syarikat pada bulan Mac. Selain itu, poster Tourism Malaysia untuk kempen MyFest 2015 yang memaparkan Gua Mulu, Sarawak telah memenangi PATA Gold Award dalam kategori Marketing Media – Travel Poster.

Tourism Malaysia turut mengendalikan sebanyak 160,000 imej pelancongan dengan menggunakan perisian Fotoware 8.0 yang boleh digunakan oleh media, para penggiat industri pelancongan dan orang ramai sebagai sokongan kepada usaha-usaha publisiti dan promosi pelancongan yang

In collaboration with its overseas offices, Tourism Malaysia also updated and published brochures that were translated into multiple languages, including Arabic, Persian, Bahasa Melayu, Italian, German, French, Spanish, Turkish, Japanese, Korean, Vietnamese, Simplified Chinese and Traditional Chinese.

In addition, Tourism Malaysia also produced a total of 2.311 million units of collateral items, exhibition materials and souvenirs, to support marketing activities during the MyFest 2015 campaign and in preparation for 2016. Of these, some 55 collateral items totalling 838,500 units were for MyFest 2015 and 38 types amounting to 1,472 million units were for the Malaysia Truly Asia 2016 promotions.

Among the items produced were soft cover coffee table books, posters including ones on flowers and foliage in Malaysia and postcards with watercolour paintings of Malaysia's heritage buildings. As part of its Corporate Social Responsibility programme, Tourism Malaysia also supported local entrepreneurs with the purchase of picture frames made of pewter and batik.

Tourism Malaysia also produced a promotional video in 2015 entitled "Timeless Langkawi" to support the MyFest 2015 campaign. The video won a bronze award at the 36th Annual Telly Awards, United States of America, in March. In addition, Tourism Malaysia's "Mulu Caves, Sarawak" poster for MyFest 2015 had won the PATA Gold Award in the Marketing Media – Travel Poster category.

Tourism Malaysia manages a bank of 160,000 tourism images using the Fotoware 8.0 software, and these images are made available to the media, tourism industry players and the public to support their tourism publicity and promotional efforts. These images, some of which are available



“  
TOURISM  
MALAYSIA TELAH  
MENGHASILKAN  
SEJUMLAH  
TOURISM MALAYSIA  
PRODUCED A  
TOTAL OF  
**2.311** JUTA  
MILLION  
UNIT BAHAN  
KOLATERAL, BAHAN  
PAMERAN DAN  
CENDERAMATA.  
UNITS OF  
COLLATERAL  
ITEMS, EXHIBITION  
MATERIALS AND  
SOUVENIRS. ”



“  
TOURISM  
MALAYSIA TELAH  
MENGENDALIKAN  
SEBANYAK  
TOURISM MALAYSIA  
MANAGES A BANK OF  
**160,000**  
IMEJ PELANCONGAN  
DENGAN MENGGUNAKAN  
PERISIAN FOTOWARE 8.0.  
TOURISM IMAGES USING  
THE FOTOWARE 8.0  
SOFTWARE. ”

dilaksanakan oleh mereka. Sebahagian daripada imej ini boleh dimuat turun dari laman web Galery Imej (*imagegallery.tourism.gov.my*) dan merupakan koleksi gambar destinasi dan acara pelancongan di Malaysia yang beresolusi tinggi. Imej-imej ini sering digunakan dalam risalah-risalah dan kolateral-kolateral Tourism Malaysia. Pada masa yang sama, ia juga disediakan untuk membantu mempromosi Malaysia di luar negara dan untuk menyokong publisiti media. Pada tahun 2015, laman web Galeri Imej telah merekodkan seramai 82,924 pelawat, 9 juta kenaaan dan 52,824 muat turun.

Pusat Pengedaran Tourism Malaysia di Bangi menjadikan pengedaran dan penghantaran bahan-bahan promosi dapat dilaksanakan dengan lebih efisien. Pada tahun 2015, Tourism Malaysia telah mengendalikan penerimaan, penyimpanan dan pengedaran lebih 3.8 juta unit pelbagai risalah dan 2.3 juta unit pelbagai bahan kolateral dan cenderamata.

Sebanyak 97 kali penghantaran melalui laut telah dilaksanakan bagi memastikan bahawa bahan-bahan promosi Tourism Malaysia tersebut sampai di acara-acara pelancongan yang disertai seperti *Arabian Travel Mart*, *World Expo Milano*, *World Travel Mart*, dan *Malaysia Week* di Sydney dan Paris.

Sementara itu, sebanyak 67 kali penghantaran melalui darat telah dibuat ke pejabat-pejabat Tourism Malaysia negeri, Pusat-pusat Penerangan Pelancong dan pejabat-pejabat Kementerian Pelancongan dan Kebudayaan negeri. Tourism Malaysia turut menyediakan pelbagai risalah, kolateral dan cenderamata kepada pihak-pihak lain yang terlibat secara tidak langsung dengan promosi pelancongan seperti agensi-agensi Kerajaan, hotel-hotel, sekolah-sekolah dan universiti-universiti serta sektor swasta.

for download at the Image Gallery website (*imagegallery.tourism.gov.my*), are a collection of high resolution pictures of Malaysia's tourism destinations and events. The images are often used for Tourism Malaysia's brochures and collaterals. At the same time, they are also provided to help promote Malaysia overseas and to support media publicity. In 2015, the Image Gallery website recorded 82,924 visitors, 9 million hits and 52,824 downloads.

Facilitating the efficient distribution and delivery of these promotional materials is the Tourism Malaysia Distribution Centre in Bangi. In 2015, Tourism Malaysia coordinated the receipt, storage and distribution of more than 3.8 million units of brochures and 2.3 million units of collaterals and souvenir items.

A total of 97 deliveries were made by sea to ensure Tourism Malaysia's promotional materials arrived at the many tourism events it participated in such as *Arabian Travel Market*, *World Expo Milano*, *World Travel Market*, and *Malaysia Week* in Sydney and Paris.


Meanwhile, a total of 67 deliveries were made by land to Tourism Malaysia state offices, Tourist Information Centres and the Ministry of Tourism and Culture state offices. Tourism Malaysia also provided brochures, collaterals and souvenirs to other parties involved indirectly in the promotion of tourism such as Government agencies, hotels, schools and universities as well as the private sector.



“  
PADA TAHUN  
2015, LAMAN WEB  
GALERI IMEJ TELAH  
MEREKODKAN  
SERAMAI  
IN 2015, THE IMAGE  
GALLERY WEBSITE  
RECORDED

**82,924**

PELAWAT, 9 JUTA  
KENAAN DAN 52,824  
MUAT TURUN.  
VISITORS, 9 MILLION  
HITS AND 52,824  
DOWNLOADS. ”



**"Seramai 176.9 juta pelawat domestik telah direkodkan pada tahun 2015, menyaksikan pertumbuhan sebanyak 4.5%."**

"A total of 176.9 million domestic visitors was recorded in 2015, a growth of 4.5%".

Demam F1 melanda Sepang apabila para peminat dari seluruh dunia berkumpul bagi menyaksikan sukan kereta lumba yang terhebat  
F1 fever hits Sepang as fans from all over the world witness the best of this high-speed racing sport



**PETRONAS**



OPERASI  
DAN KHIDMAT  
PENGURUSAN

Operations and Management Services

# OPERASI DAN KHIDMAT PENGURUSAN

## Operations and Management Services

Tahun 2015 telah menyaksikan beberapa perubahan terutamanya daripada segi penstrukturan semula organisasi dan kewangan yang telah memberi kesan kepada cara Tourism Malaysia dikendalikan. Penstrukturan semula ini telah membolehkan pengurusan sumber manusia dan perancangan kewangan dilaksanakan dengan lebih baik.

The year 2015 was witness to several changes – in terms of organisational and financial restructuring – that impacted the way Tourism Malaysia operated. The restructuring allowed for better human resource management and financial planning.

### PENGURUSAN OPERASI

Pada tahun 2015, Tourism Malaysia telah melaksanakan penstrukturan semula organisasi. Teras utama penstrukturan semula ini ialah berdasarkan sebab-sebab strategik dan sebagai gerak balas kepada perkhidmatan dan promosi digital dalam industri. Langkah ini adalah perlu bagi memastikan Malaysia kekal berdaya saing sebagai destinasi pilihan utama pelancong selain mengukuhkan tenaga kerja profesional dan mampu memperkasa penyampaian perkhidmatan menerusi penggunaan Teknologi Maklumat dan Komunikasi (ICT).

Proses pelaksanaan ini termasuk perubahan struktur dan penjenamaan semula bahagian-bahagian mengikut empat fungsi utama. Penstrukturan semula pejabat Tourism Malaysia di luar negara turut dilaksanakan melalui penjajaran perjawatan kepada hanya dua pegawai tetap dari ibu pejabat untuk setiap pejabat selain menaik taraf perjawatan di semua pejabat luar negara. Melalui penstrukturan semula ini, pegawai dan kakitangan Tourism Malaysia dapat menikmati nisbah kenaikan pangkat yang lebih baik untuk setiap gred perjawatan.

Skim perkhidmatan juga ditambah baik dengan menukar ganti enam jawatan pelbagai gred daripada dua skim perkhidmatan bagi mengurangkan bilangan skim terpencil selain memberi peluang

### OPERATIONS MANAGEMENT

In 2015, Tourism Malaysia implemented an organisational restructuring. The main thrust of the restructuring exercise was for strategic reasons as well as to respond to the digitalised services and promotions of the industry. The move was necessary to ensure Malaysia remained competitive as a preferred tourism destination, its professional workforce strengthened and service delivery made more effective with the use of ICT.

The implementation process included changes to the organisational structure and rebranding of departments according to four main functions. Tourism Malaysia overseas offices were also restructured, i.e. by allocating only two posts for home-based officers from headquarters for each overseas office as well as upgrading of post for most overseas offices. Through this restructuring exercise, the officers and staff of Tourism Malaysia will enjoy better opportunities for promotion in each grade of service.

The service scheme was also improved whereby six positions of various grades from two service schemes were interchanged to reduce the number of isolated schemes, besides providing better



“  
Jumlah  
keSELURUHAN  
PEGAWAI DAN  
KAKITANGAN  
TOURISM MALAYSIA  
pada 31 Disember  
2015 ialah  
sebanyak  
THE TOTAL NUMBER  
OF TOURISM  
MALAYSIA OFFICERS  
AND STAFF AS AT  
31 DECEMBER 2015  
STOOD AT

# 1,079

PERJAWATAN  
PELBAGAI GRED.  
PERSONNEL OF  
VARIOUS GRADES. ”

kemajuan kerjaya yang lebih baik kepada para pegawai yang terlibat.

Selaras dengan kelulusan Penstrukturan Semula Tourism Malaysia yang berkuatkuasa pada 3 Ogos 2015, jumlah keseluruhan pegawai dan kakitangan Tourism Malaysia pada 31 Disember 2015 ialah sebanyak 1,079 perjawatan pelbagai gred, yang terbahagi kepada 829 perjawatan bertaraf tetap, 104 perjawatan bertaraf kontrak dan 146 perjawatan Kakitangan Ambilan Tempatan (KAT) di pejabat-pejabat luar negara.

### PEMBANGUNAN SUMBER MANUSIA

Pada tahun 2015, Tourism Malaysia telah menganjur dan menyelaras sebanyak 137 program latihan meliputi 92 program dalaman, 12 program anjuran jabatan-jabatan kerajaan, 24 program anjuran pihak swasta dan sembilan program latihan di luar negara. Dengan itu, sebanyak 96% pegawai dan kakitangan Tourism Malaysia telah memenuhi keperluan latihan minimum yang telah ditetapkan di bawah Dasar Latihan Sumber Manusia Tourism Malaysia.

Penekanan program latihan 2015 ialah kepada kemahiran kepimpinan dan penyeliaan. Sebanyak empat siri program Profesional Development Program telah dijalankan untuk pegawai Gred 41 hingga 52 dan lima siri Kursus Pemantapan Penyeliaan dan Kepimpinan untuk pegawai

career opportunities for officers involved.

With the Tourism Malaysia Restructuring programme enforced on 3 August, total number of Tourism Malaysia officers and staff as at 31 December 2015 stood at 1,079 personnel of various grades, comprising 829 permanent personnel, 104 contract personnel and 146 Locally Recruited Staff (LRS) in Tourism Malaysia overseas offices.

### HUMAN RESOURCE DEVELOPMENT

In 2015, Tourism Malaysia organised and coordinated a total of 137 training programmes for human resource development, comprising of 92 internal programmes, 12 programmes organised by government departments, 24 programmes organised by the private sector and nine training programmes abroad. With this, 96% of Tourism Malaysia officers and staff met the minimum training requirement set by the Tourism Malaysia Human Resource Training Policy.

Training programmes in 2015 focused on building leadership and supervisory skills. A total of four Professional Development Programmes were conducted for officers of Grades 41 to 52, while five Excellent Supervising and Leadership courses were organised for officers of Grades 22 to 38.



“  
SEBANYAK A TOTAL OF  
**96%**  
PEGAWAI DAN KAKITANGAN TOURISM MALAYSIA TELAH MEMENUHI KEPERLUAN LATIHAN MINIMUM. OF TOURISM MALAYSIA OFFICERS AND STAFF MET THE MINIMUM TRAINING REQUIREMENTS.”



Para Pegawai Tourism Malaysia telah menghadiri kursus Professional Development Program (OBS)  
Tourism Malaysia officers attending a course in Professional Development Programme



Para pegawai Tourism Malaysia telah menyertai Kursus Asas Golf 2015  
Tourism Malaysia officers take part in a Golfing Course 2015

Gred 22 hingga 38 telah diadakan. Selain itu, program latihan meliputi aspek sikap, kemahiran dan pengetahuan (ASK) juga telah dilaksanakan seperti program media sosial atau program e-pemasaran, pemasaran strategik, pelancongan minat khas, peningkatan jati diri dan kerohanian serta kursus-kursus bahasa asing.

Tourism Malaysia turut mengundang para pegawai dan kakitangan daripada Kementerian Pelancongan dan Kebudayaan (KPK) serta agensi-agensi di bawahnya untuk menyertai program latihan yang dianjurkan bertujuan meluaskan jaringan hubungan dan pencambahan buah fikiran serta pandangan antara pelbagai pihak di bawah KPK.

In addition, training programmes on attitudes, skills and knowledge (ASK) were also implemented with topics such as social media or e-marketing programmes, strategic marketing, niche tourism, personal and spiritual development programmes as well as foreign languages courses.

Tourism Malaysia also invited officers and staff from the Ministry of Tourism and Culture and its agencies to participate in the training programmes in order to widen the network of contacts and encourage new ideas and perspectives among various parties of the Ministry.

## SISTEM APLIKASI TOURISM MALAYSIA

Bagi menyokong keperluan dan perkhidmatan teknologi maklumat di Tourism Malaysia, pelbagai aplikasi telah dibangun, ditambahbaik dan dilaksanakan. Antaranya ialah:

### Sistem Tempahan Kenderaan

Penambahbaikan yang dilakukan terhadap Sistem Tempahan Kenderaan ialah dengan memasukkan Modul Kad Inden. Modul ini dibangunkan khusus untuk Bahagian Khidmat Pengurusan bagi memantau serta mengira jumlah petrol yang digunakan oleh pemandu dalam sesuatu perjalanan.

## TOURISM MALAYSIA APPLICATION SYSTEMS

To support the information technology needs and services of the organisation, various applications were developed, improved and implemented, among them:

### Vehicle Booking System

The system was enhanced with the addition of an Indent Card Module specifically for the Management Services Division to monitor and calculate the amount of petrol used by drivers for each journey.

Tangkap layar sistem tempahan kenderaan 2.0  
Screenshot of the vehicle booking system 2.0





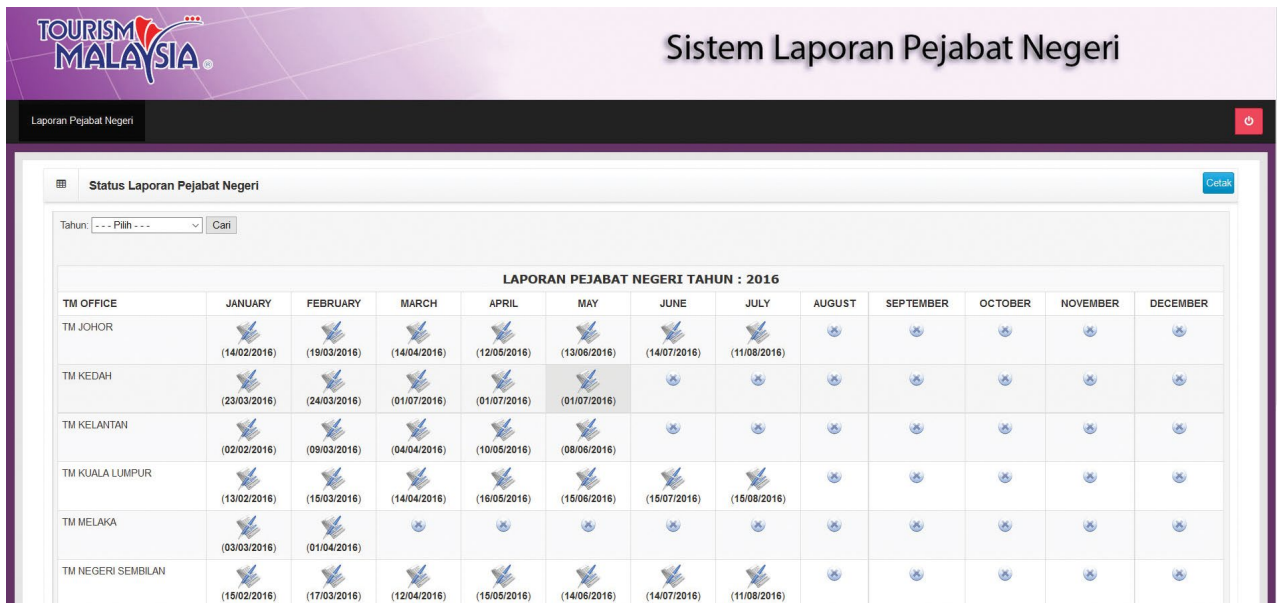
### Sistem e-State

Sistem e-State telah ditambahbaik bagi membolehkan pemantauan yang lebih efisien ke atas laporan bulanan pejabat-pejabat negeri Tourism Malaysia kepada ibu pejabat.

### e-State System

The system was improved to allow efficient monitoring of the monthly reports from Tourism Malaysia state offices to the headquarters.

Tangkap layar sistem laporan pejabat negeri  
Screenshot of the e-state system



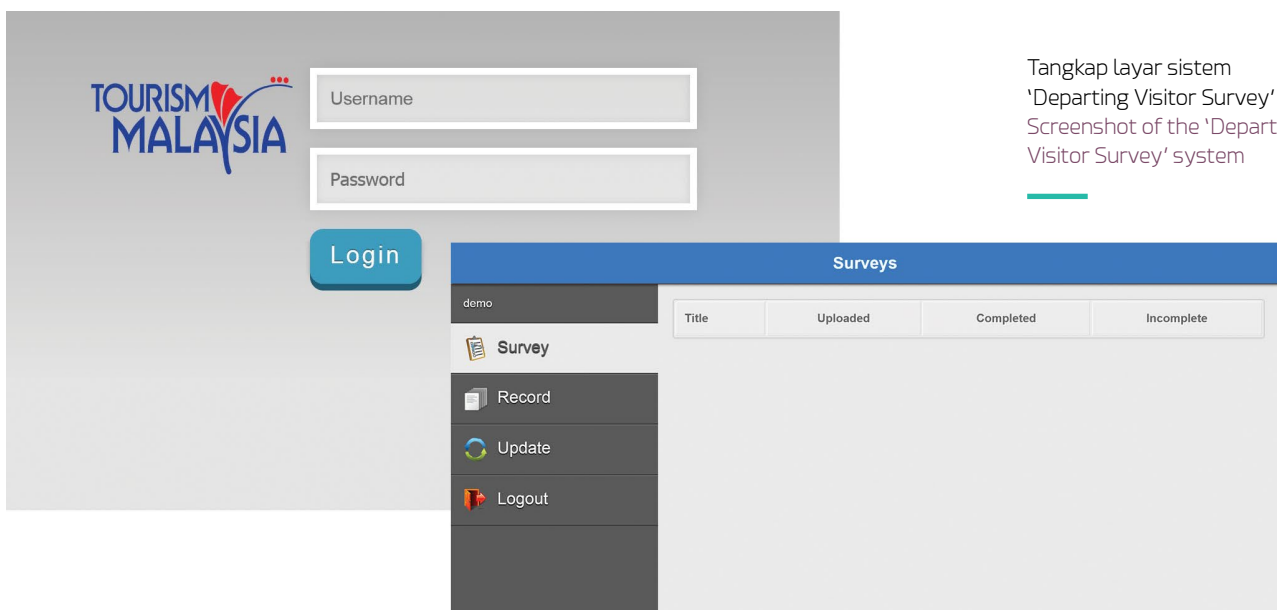
### Sistem Departing Visitor Survey

Sistem Departing Visitor Survey merupakan satu sistem baru bagi mengumpul dan merekodkan maklumat kaji selidik terhadap pelancong yang datang ke Malaysia.

### Departing Visitor Survey System

The system was improved to allow efficient monitoring of the monthly reports from Tourism Malaysia state offices to the headquarters.

Tangkap layar sistem 'Departing Visitor Survey'  
Screenshot of the 'Departing Visitor Survey' system



### Implementasi Office 365 & Penstrukturan Semula Prasarana ICT

Pada tahun 2015, sistem aplikasi Office365 dan sistem operasi Windows 8.1 telah dipanjangkan pelaksanaannya ke pejabat luar negara Tourism Malaysia. Pelaksanaan ini telah meningkatkan infrastruktur dan memudahkan komunikasi di antara ibu pejabat dengan pejabat negeri dan juga pejabat luar negara Tourism Malaysia.

Pejabat Tourism Malaysia luar negara di Asia Barat dan Selatan yang terlibat dalam pelaksanaan ini ialah pejabat Mumbai, New Delhi, Jeddah, Chennai dan Dubai.

Pelaksanaan ini akan diteruskan ke pejabat Tourism Malaysia luar negara yang lain pada tahun 2016.

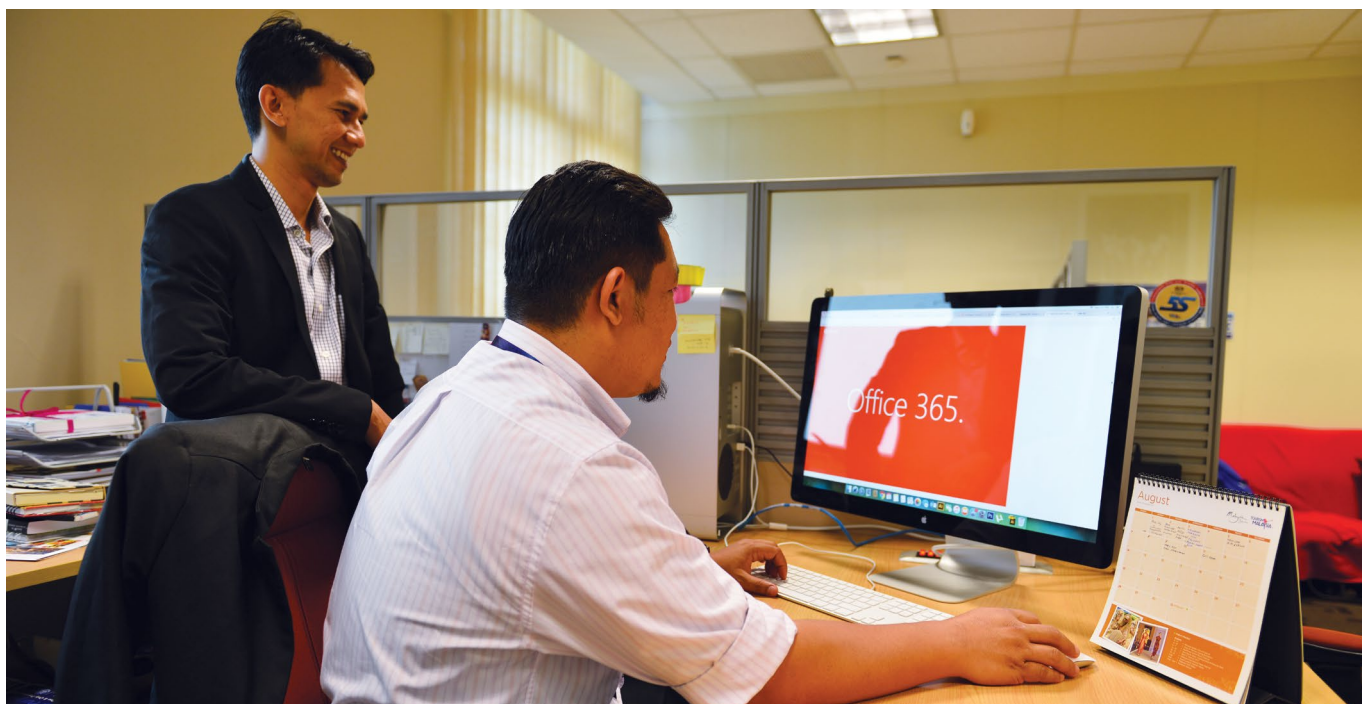
### Office 365 Implementation and the Restructuring of ICT Infrastructure

In 2015, the implementation of the Office 365 application system and the Windows 8.1 operations system was extended to Tourism Malaysia overseas offices. The implementation resulted in enhanced infrastructure and better communications overall for headquarters, the state and the overseas offices involved in the exercise.

The Tourism Malaysia offices in the West and South Asia region involved in this exercise were the Chennai, Dubai, Jeddah, Mumbai and New Delhi stations.

This exercise will be continued in 2016 for the rest of the Tourism Malaysia overseas offices

Pemasangan sistem aplikasi Office 365  
Installation of Office 365 application system



### PENGURUSAN KEWANGAN

Pengurusan kewangan Tourism Malaysia terbahagi kepada empat fungsi utama iaitu Bayaran dan Belanjawan, Perolehan, Perakaunan dan Operasi Cawangan.

Tourism Malaysia telah mengagihkan peruntukan mengurus yang diterima kepada 13 buah bahagian bagi melaksanakan

### FINANCIAL MANAGEMENT

Tourism Malaysia’s financial management covers the four main areas namely Payment and Budget, Procurement, Accounting and Branch Operations.

The budget allocation received was distributed to all 13 divisions to implement approved programmes and activities in



Mesuarat *Exit Conference* Penyata Kewangan Tourism Malaysia 2015  
Exit Conference meeting for Tourism Malaysia Financial Statement 2015

program dan aktiviti yang telah diluluskan mengikut peraturan semasa yang berkuatkuasa. Kementerian Pelancongan dan Kebudayaan Malaysia telah menerima Waran Sekatan Peruntukan Mengurus 2015 daripada Kementerian Kewangan yang menyekat peruntukannya, sekali gus telah mengurangkan peruntukan kepada Tourism Malaysia sebanyak RM10 juta. Peruntukan pengiklanan di bawah Bahagian Dasar Pelancongan dan Hubungan Antarabangsa juga telah berkurangan dari RM200 juta kepada RM180.5 juta.

Tourism Malaysia juga telah memastikan semua urusan berkaitan perolehan dilaksanakan berdasarkan amalan tadbir urus baik dengan mematuhi prinsip-prinsip perolehan iaitu akauntabiliti awam, diuruskan secara telus, nilai faedah yang terbaik, saingan terbuka, serta adil dan saksama. Perolehan dilaksanakan melalui kaedah belian terus, rundingan terus, lantikan terus, tempahan terus, sebut harga, tender, perkhidmatan perunding, kontrak pusat, kontrak pusat sistem panel, tempahan tiket kapal terbang dan perkhidmatan pengangkutan barang, di samping menguruskan pengeluaran Pesanan Perolehan, Surat Setuju Terima dan Perjanjian/Kontrak Formal.

Penyata, rekod dan daftar kewangan Tourism Malaysia telah disediakan dan disenggara dengan betul dan tepat serta mematuhi Garis Panduan Penyediaan dan Pembentangan Laporan Tahunan dan Penyata Kewangan Badan-Badan Berkanun Persekutuan sekali gus memberikan gambaran sebenar lagi saksama tentang hal ehwal Tourism Malaysia.

Aktiviti Operasi cawangan merangkumi aktiviti merekod dan mengakaunkan semua

accordance with applicable regulations. The Ministry of Tourism and Culture received a warrant from the Ministry of Finance that restrict its allocations, and this, resulted in reduction of allocation to Tourism Malaysia by RM10 million. Allocation for advertising under the Tourism Policies Division and International Relations Division was also reduced from RM200 million to RM180.5 million.

Tourism Malaysia ensured that the procurement process was implemented according to good governance practices, abiding by the procurement principles of public accountability, transparency, best value, equitability and inclusiveness and fair and just. Procurements were made through direct procurement, direct negotiation, direct appointment, direct booking, quotations, tenders, central contract, procuring flight tickets and transportation of goods. Procurement orders, agreement letters and formal contracts and agreements were also made in accordance with rules and regulations.

Tourism Malaysia's financial statements, records and registers were properly prepared and maintained correctly and accurately in compliance with the Guideline for the Preparation and Presentation of Annual Reports and Financial Statements of Federal Statutory Bodies reflecting a true and fair view of the state of affairs of Tourism Malaysia.

Tourism Malaysia also monitored, recorded and accounted all expenditure made by

perbelanjaan yang dilaksanakan oleh pejabat dalam dan luar negara Tourism Malaysia berdasarkan peruntukan yang diberi. Ini termasuk memastikan semua transaksi yang dibuat mematuhi segala peraturan berkaitan hal ehwal pengurusan pentadbiran, kewangan dan perolehan. Di samping itu, aktiviti operasi cawangan juga meliputi khidmat nasihat daripada segi pentadbiran dan kewangan serta audit/ naziran dari semasa ke semasa.

## PROGRAM DAN AKTIVITI UNTUK KAKITANGAN

### Anugerah Khidmat Cemerlang

Seramai 72 orang pegawai dan kakitangan Tourism Malaysia di ibu pejabat telah menerima Anugerah Perkhidmatan Cemerlang semasa Hari Kualiti, Kementerian Pelancongan dan Kebudayaan. Anugerah tersebut merupakan penghargaan kerajaan Malaysia kepada anggota perkhidmatan awam yang telah memberi perkhidmatan yang cemerlang. Sumbangan Kakitangan Ambilan Tempatan (KAT) di luar negara turut dihargai apabila seramai 11 orang daripada mereka telah menerima Anugerah Insentif KAT berdasarkan prestasi cemerlang masing-masing. Tahun 2015 juga menyaksikan pelaksanaan Laporan Penilaian Prestasi Tahunan Khas Bagi Khidmat Luar Negara untuk semua pegawai 'Tourism Malaysia yang ditempatkan di luar negara.

### Penganjuran Tech Day 2015

Tech Day 2015 telah dianjurkan pada 28 Mei sebagai landasan untuk berkongsi maklumat mengenai pelbagai aplikasi Teknologi Maklumat yang telah disediakan untuk para pegawai dan kakitangan Tourism Malaysia seperti kebolehan capaian dokumen tugas harian dan perkongsian dokumen sesama kumpulan kerja serta penggunaan sidang video dengan semua pegawai dan kakitangan Tourism Malaysia di seluruh dunia. Program ini turut memberikan penekanan kepada media sosial, serta pengaruh dan kesannya terhadap media. Tech Day yang telah diadakan di Dewan Serbaguna Kementerian Pelancongan dan Kebudayaan Malaysia ini melibatkan lebih kurang 100 orang peserta.

Tourism Malaysia state and overseas offices. The exercise included ensuring all transactions were made in accordance to regulations for management, financial and procurement operations. In addition, Tourism Malaysia also offered advice on operations and financial management, and carried out audits from time to time.

## STAFF PROGRAMMES AND ACTIVITIES

### Excellent Service Awards

A total of 72 Tourism Malaysia officers and staff received the Excellent Service Award during the celebration of Quality Day by the Ministry of Tourism and Culture. The award is a recognition of appreciation by the Malaysian government to civil servants who have delivered excellent service. Contributions of Locally Reruitied Staff (LRS) overseas were also recognised with 11 of them being awarded the LRS Incentive Award. The year 2015 also saw the implementation of a special performance evaluation report created for staff of Tourism Malaysia posted overseas.

### Tech Day 2015

Tech Day 2015 was organised on 28 May as a platform to share the various IT applications made available to Tourism Malaysia staff such as access and sharing of documents in a team, as well as video conferencing function to connect Tourism Malaysia officers from all over the world. The programme also emphasised on social media, its influence and impact towards media. Tech Day was held at the Ministry of Tourism and Culture Multipurpose Hall, attracting some 100 participants.



SERAMAI  
A TOTAL OF

72

ORANG PEGAWAI  
DAN KAKITANGAN  
TOURISM MALAYSIA  
DI IBU PEJABAT  
TELAH MENERIMA  
ANUGERAH  
PERKHIDMATAN  
CEMERLANG  
SEMASA HARI  
KUALITI.

TOURISM MALAYSIA  
OFFICERS AND  
STAFF RECEIVED  
THE EXCELLENT  
SERVICE AWARD  
DURING THE  
CELEBRATION OF  
QUALITY DAY.



Program *Tech Day 2015* menjadi landasan untuk mendidik dan mempromosikan pengaplikasian teknologi kepada warga Tourism Malaysia  
 Tech Day 2015 was a platform to educate and promote technology applications to Tourism Malaysia staff

### Karnival Membaca dan Mengembara

Tourism Malaysia telah menganjurkan program 'Karnival Membaca dan Mengembara 2015 pada 11 Disember sebagai usaha untuk menggalakkan tabiat membaca dalam kalangan pegawai dan kakitangan Tourism Malaysia, Kementerian Pelancongan dan Kebudayaan (MOTAC) serta agensi-agensi lain di bawah Kementerian ini. Ia juga menjadi landasan untuk memperkenalkan dan mempromosikan perkhidmatan yang disediakan oleh Pusat Sumber ini kepada kementerian, organisasi, pertubuhan dan institusi pengajian tinggi lain.

### Read and Travel Carnival 2015

Tourism Malaysia organised the Read and Travel Carnival 2015 on 11 December in efforts to encourage the habit of reading among the staff of Tourism Malaysia, the Ministry of Tourism and Culture and its agencies. It was a platform to also introduce and promote the services provided by Tourism Malaysia's Resource Centre to all ministries, organisations, associations and institutes of higher learning.

Program Karnival Membaca & Mengembara 2015 telah dianjurkan untuk menggalakkan tabiat membaca  
 The Read & Travel Carnival 2015 programme was organised to encourage the reading habit



### Bulan Bahasa Kebangsaan

Tourism Malaysia telah menganjurkan Pertandingan Menulis Esei Pelancongan dalam Bahasa Melayu "Tulis dan Menang" dari 27 Ogos hingga 28 September. Pertandingan ini dianjurkan sempena Bulan Bahasa Kebangsaan sebagai usaha untuk memupuk semangat cintakan bahasa kebangsaan dalam kalangan pegawai dan kakitangan Tourism Malaysia.

### National Language Month

Tourism Malaysia ran a tourism essay writing competition in Bahasa Melayu, "Write and Win" from 27 August to 28 September. It was organised in conjunction with the celebration of National Language Month as a means to instill a love for the national language among Tourism Malaysia officers and staff.



Program Bulan Bahasa Kebangsaan mencungkil bakat menulis warga Tourism Malaysia  
The National Language Month showcased the writing talents of Tourism Malaysia staff

### Majlis Berbuka Puasa TM

Tourism Malaysia telah menganjurkan Majlis Berbuka Puasa pada 4 Julai bertempat di Masjid Sultan Mizan, Putrajaya. Majlis ini telah dihadiri seramai 450 orang pegawai dan kakitangan Tourism Malaysia berserta keluarga dan turut diserikan dengan kehadiran 30 orang anak-anak yatim.

### Ramadan Breaking Fast Dinner

Tourism Malaysia organised a Ramadan Breaking Fast Dinner on 4 July at the Sultan Mizan Mosque, Putrajaya. The event was attended by 450 Tourism Malaysia officers and staff along with their families, while a group of 30 orphans were specially invited as guests.

Tourism Malaysia telah menyambut bulan Ramadan bersama-sama 30 orang anak yatim di Masjid Sultan Mizan, Putrajaya  
Tourism Malaysia celebrated Ramadan with a group of 30 orphans at the Sultan Mizan mosque, Putrajaya



### Retreat Hala tuju Tourism Malaysia

Program ini telah dianjurkan dari 2 hingga 4 Oktober di Pulau Pangkor, Perak sebagai landasan untuk memperkukuhkan hala tuju Tourism Malaysia dalam usaha untuk mencapai objektif-objektif dan sasaran-sasaran Petunjuk Prestasi Utama (KPI) yang telah ditetapkan pada tahun 2016. Selain taklimat mengenai hala tuju Tourism Malaysia bagi tahun 2016, lawatan ke rumah kebajikan orang-orang tua di sekitar Pulau Pangkor untuk memberi sumbangan berupa barang makanan dan wang tunai turut diadakan sebagai sebahagian daripada Tanggungjawab Sosial Korporat (CSR).

### Tourism Malaysia Retreat

This programme was organised from 2 to 4 October at Pangkor Island, Perak, as a platform to strengthen Tourism Malaysia's direction in order to meet the objectives and KPI targets of 2016. Besides a briefing on Tourism Malaysia's direction for 2016, visits to several Old Folks' Homes on the island were made to distribute food and cash donations as part of Tourism Malaysia's Corporate Social Responsibility programme.

Lebih daripada 1,200 pegawai dan kakitangan Tourism Malaysia bersama ahli-ahli keluarga masing-masing telah menyertai program ini, sekali gus merapatkan hubungan sesama pegawai dan kakitangan, ahli-ahli keluarga dan pihak pengurusan tertinggi Tourism Malaysia

More than 1,200 Tourism Malaysia staff and their families also took part in the retreat, fostering closeness among staff members, their families and Tourism Malaysia management team.

Lebih daripada 1,200 kakitangan bersama keluarga masing-masing telah mengambil bahagian dalam retreat Tourism Malaysia di Pulau Pangkor, Perak. More than 1,200 staff and their families took part in the Tourism Malaysia retreat at Pangkor Island, Perak



### Majlis Jasamu Dikenang

Majlis ini telah dianjurkan untuk menghargai para pegawai dan kakitangan Tourism Malaysia yang telah memberikan perkhidmatan yang cemerlang pada tahun 2014. Acara ini juga diadakan untuk menghargai jasa para pegawai dan kakitangan yang telah berkhidmat selama 20, 25, 30 dan 35 tahun selain mereka yang telah bersara pada tahun 2014.

Sebanyak 72 Anugerah Khas Pengurusan dan 51 Anugerah Khidmat Setia telah disampaikan manakala seramai 14 orang pegawai yang telah bersara dari Tourism Malaysia telah diraikan.

Majlis yang telah diadakan pada 27 Februari 2015 di Dewan Serbaguna, Kementerian Pelancongan dan Kebudayaan Malaysia ini telah dirasmikan oleh Menteri Pelancongan dan Kebudayaan Malaysia dan telah dihadiri seramai 500 orang pegawai dan kakitangan Tourism Malaysia dari ibu pejabat dan pejabat-pejabat Tourism Malaysia negeri.

### Staff Appreciation Event

This event was organised in appreciation for the officers and staff of Tourism Malaysia who had shown exemplary service in 2014. It was also an event to honour officers and staff who had retired in 2014 and those who had been in service for 20, 25, 30 and 35 years.

A total of 72 Excellent Service Awards and 51 Loyal Service Awards were presented, while some 14 officers who had recently retired were also honoured for their long service to the organisation.

Held on 27 February at the Multipurpose Hall of the Ministry of Tourism and Culture, the event was officiated by the Minister of Tourism and Culture and attended by about 500 officers of Tourism Malaysia from the headquarters as well as from the state offices.



72 ANUGERAH KHAS PENGURUSAN DAN 51 ANUGERAH KHIDMAT SETIA TELAH DISAMPAIKAN. A TOTAL OF 72 EXCELLENT SERVICE AWARDS AND 51 LOYAL SERVICE AWARDS WERE PRESENTED.



Festival Orang Asli Antarabangsa mempromosikan rasa cinta dan hormat kepada budaya masyarakat orang asli dari seluruh dunia  
The International Aborigines Festival promotes love and respect for the world's native cultures





**“Jumlah perbelanjaan pelawat domestik ialah sebanyak RM67.8 bilion, yang menyaksikan pertumbuhan sebanyak 9.2% berbanding tahun 2014.”**

“ Total domestic visitor expenditure was RM67.8 billion, a growth of 9.2% compared to 2014. ”

**ANUGERAH DAN  
PENGIKTIRAFAN**  
**Awards and Accolades**

# ANUGERAH DAN PENGIKTIRAFAN

## Awards and Accolades

### 1 **PATA Gold Awards 2015 in Marketing Media - kategori Poster Pelancongan untuk Gua Mulu, Sarawak PATA Travel Mart 2015 di Bangalore International Exhibition Centre (BIEC), India**

PATA Gold Awards 2015 in Marketing Media -  
Travel Poster category for "Mulu Caves, Sarawak"  
PATA Travel Mart 2015, Bangalore International  
Exhibition Centre (BIEC), India



### 2 **Tempat pertama bagi pengiklanan kreatif "Wayang Kulit" 14th International Tourism Film and Multimedia Competition di Golden City Gate semasa Internationale Tourismus-Börse Berlin (ITB) 2015, Jerman.**

First prize for "Wayang Kulit" advertising creative  
14th International Tourism Film and Multimedia  
Competition, Golden City Gate during Internationale  
Tourismus-Börse, Berlin (ITB) 2015, Germany



- 
- 3 Anugerah emas untuk pengiklanan komersial TV "The Toddler"**  
**3rd World Media Festival Tourism Award's di Hamburg, Jerman.**  
Gold award for "The Toddler" television advertising commercial  
3rd WorldMediaFestival Tourism Awards, Hamburg, Germany
- 
- 4 Anugerah emas untuk promosi jualan destinasi "Seasons of Romance"**  
**3rd World Media Festival Tourism Award's di Hamburg, Jerman.**  
Gold award for "Seasons of Romance" destination sales promotion  
3rd WorldMediaFestival Tourism Awards, Hamburg, Germany
- 
- 5 Anugerah perak untuk pengiklanan komersial TV "A Million Experiences to Share"**  
**3rd World Media Festival Tourism Award's di Hamburg, Jerman.**  
Silver award for "A Million Experiences to Share" television advertising commercial  
3rd WorldMediaFestival Tourism Awards, Hamburg, Germany
- 
- 6 Anugerah perak untuk dokumentari National Geographic Channel "Nick Baker's Eco Malaysia"**  
**3rd World Media Festival Tourism Award's di Hamburg, Jerman.**  
Silver award for National Geographic's nature and wildlife documentary "Nick Baker's Eco Malaysia"  
3rd WorldMediaFestival Tourism Awards, Hamburg, Germany
- 
- 7 Anugerah gangsa untuk video "Timeless Langkawi"**  
**The 36th Annual Telly Awards di Amerika Syarikat.**  
Bronze award for "Timeless Langkawi" video  
36th Annual Telly Awards at United States of America
- 
- 8 Anugerah Asia's Leading Destination**  
**World Travel Awards Asia & Australasia 2015**  
Asia's Leading Destination award  
World Travel Awards Asia & Australasia 2015
- 
- 9 Anugerah Asia's Leading Tourist Board**  
**World Travel Awards Asia & Australasia 2015**  
Asia's Leading Tourist Board award  
World Travel Awards Asia & Australasia 2015
- 
- 10 Kempen Pemasaran dan Promosi ASEAN Terbaik**  
**ASEAN Tourism Forum (ATF) 2015, Myanmar International Convention Centre (MICC)**  
Best ASEAN Marketing and Promotional Campaign  
ASEAN Tourism Forum (ATF) 2015, Myanmar
- 
- 11 Anugerah Best Tourism Promotion Board**  
**IAGTO Excellence Awards 2015 di Jakarta.**  
Best Tourism Promotion Board award  
IAGTO Excellence Awards 2015, Jakarta, Indonesia

- 
- 12** **Tempat pertama Destinasi Mesra Pelancong Muslim**  
No. 1 for Malaysia in the World's Top Muslim-Friendly Destination
- 
- 13** **Anugerah Destinasi Percutian Eko Terbaik**  
***The National Geographic Travelers Award 2015, Russia***  
Best Eco-Vacation Destination  
National Geographic Travelers Award 2015, Russia
- 
- 14** **George Town – Bandar ke-4 Terbaik untuk Dikunjungi pada tahun 2016 dalam senarai *Lonely Planet***  
No. 4 ranking for George Town in Lonely Planet's Top 10 Cities for Best in Travel 2015
- 
- 15** **Anugerah Destinasi Pelancongan Perubatan Terbaik 2015**  
***The International Medical Travel Journal (IMTJ) Medical Travel Awards, London***  
Medical Travel Destination of the Year Award 2015  
International Medical Travel Journal (IMTJ) Medical Travel Awards, London
- 
- 16** **Destinasi Golf Terbaik Di Asia 2015**  
***The 2nd World Golf Awards, Portugal***  
Asia's Best Golf Destination 2015  
2nd World Golf Awards, Portugal
- 
- 17** **Malaysia - Tempat Persaraan Ke-4 Terbaik di Dunia dalam *Internationalliving.com's World's Best Retirement Havens and Annual Global Retirement Index 2015***  
No. 4 ranking for Malaysia in Internationalliving.com's  
World's Best Retirement Havens and Annual Global Retirement Index 2015
- 
- 18** **Kuala Lumpur – Kedudukan Ke-2 dalam *Muslim Travel Shopping Index* untuk kategori Destinasi Beli-belah Terbaik 2015**  
No. 2 ranking for Kuala Lumpur in Muslim Travel Shopping Index's (MTSI) 2015 World's Top Shopping Cities
- 
- 19** **Anugerah *Social Media Excellence* untuk *Social Media Engagement in Tourism***  
***The World Bloggers and Social Media Awards 2015***  
Social Media Excellence Award for Social Media Engagement in Tourism  
World Bloggers and Social Media Awards 2015
- 
- 20** **Anugerah *Best Tourism Promotion Board***  
***The Asia Golf Tourism Convention (AGTC) 2015, Jakarta, Indonesia***  
Best Tourism Promotion Board  
Asia Golf Tourism Convention (AGTC) 2015, Jakarta, Indonesia

- 
- 21** **Anugerah "Best Booth Operation"**  
**Korea World Travel Fair 2015 (KOTFA), Seoul, Korea**  
Best Booth Operation Award  
World Travel Fair 2015 (KOTFA), Seoul, Korea
- 
- 22** **Anugerah "Excellent Organisation"**  
**China International Travel Mart (CITM), Kunming, China**  
Excellent Organisation Award  
China International Travel Mart (CITM), Kunming, China
- 
- 23** **Anugerah "Best Stand"**  
**China International Travel Mart (CITM), Kunming, China**  
Best Stand Award  
China International Travel Mart (CITM), Kunming, China
- 
- 24** **Anugerah Pelancongan Jepun untuk kategori Promosi Antarabangsa MM2H**  
**JATA Tourism Fair 2015, Tokyo, Jepun**  
Japan Tourism Award for Overseas Promotion of MM2H  
JATA Tourism Fair 2015, Tokyo, Japan
- 
- 25** **Anugerah Penghargaan untuk Penyertaan Paling Aktif**  
**Ho Chi Minh City Tourism Festival 2015, Ho Chi Minh, Vietnam**  
Appreciation Award for Active Participation  
Ho Chi Minh City Tourism Festival 2015, Ho Chi Minh, Vietnam
- 
- 26** **Anugerah Penghargaan untuk Penyertaan Paling Aktif**  
**The Ho Chi Minh City Festival Integration and Development, Ho Chi Minh, Vietnam**  
Appreciation Award for Active Participation  
Ho Chi Minh City Festival Integration and Development, Ho Chi Minh, Vietnam
- 
- 27** **Anugerah "Best Decorated Booth" (Pavilion Antarabangsa)**  
**The Philippines Travel Agencies Association (PTAA) Travel Tour Expo 2015,**  
**SMX Convention Center 2015, The Philippines**  
Best Decorated Booth (International Pavilion)  
Philippines Travel Agencies Association (PTAA) Travel Tour Expo 2015,  
SMX Convention Center 2015, The Philippines
- 
- 28** **President Garden Award untuk pameran "glamping" Tourism Malaysia di Royal Floria Putrajaya 2015**  
President Garden Award for Tourism Malaysia's "glamping" exhibit Royal Floria Putrajaya 2015



Perlumbaan perahu naga yang diadakan di empangan Teluk Bahang merupakan sebahagian daripada warisan Pulau Pinang sejak tahun 1950-an  
Held at Teluk Bahang dam, dragon boating has been part of Penang's heritage since the 1950's



**“Purata perbelanjaan seorang pelancong antarabangsa telah meningkat sebanyak 2.4% dari RM2,624 pada tahun 2014 kepada RM2,687 pada tahun 2015.”**

*“The average expenditure made by an international tourist rose by 2.4% from RM2,624 in 2014 to RM2,687 in 2015.”*



**PEJABAT-PEJABAT  
TOURISM MALAYSIA**  
Tourism Malaysia Offices

# PEJABAT-PEJABAT TOURISM MALAYSIA

## Tourism Malaysia Offices

### MALAYSIA TOURISM PROMOTION BOARD

#### (Ministry of Tourism and Culture, Malaysia)

9th Floor, No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia

T: +603 8891 8000 • F: +603 8891 8999

Tourism Infoline: 1 300 88 5050 (within Malaysia only)

E: enquiries@tourism.gov.my • W: www.malaysia.travel

### IBU PEJABAT/ HEAD OFFICE

## PEJABAT-PEJABAT NEGERI/STATE OFFICES

### PERLIS

No. 21, Jalan Satu,  
Taman Pertiwi Indah,  
Jalan Kangar-Alor Setar,  
01000 Kangar, Perlis  
T: +604-978 1213/35  
F: +604-978 1143  
E: mtpb.perlis@tourism.gov.my

### KEDAH

Kompleks Pelancongan Negeri Kedah,  
Seksyen 20, Jalan Raja, 05000 Alor  
Setar, Kedah  
T: +604-731 2322/730 1322  
F: +604-734 0322  
E: mtpbkdh@tourism.gov.my

### PULAU PINANG

No. 11, Beach Street, 10300 George Town,  
Pulau Pinang  
T: +604-261 0058  
F: +604-262 3688  
E: mtpbpen@tourism.gov.my

### PERAK

No. 12, Medan Istana 2, Bandar Ipoh  
Raya, 30000 Ipoh, Perak  
T: +605-255 9962/2772 F: +605-253  
2194  
E: mtpbperak@tourism.gov.my

### KELANTAN

Tingkat Bawah, Kampung Kraftangan  
Jalan Hilir Balai,  
15300 Kota Bharu, Kelantan  
T: +609-747 7554  
F: +609-747 8010  
E: mtpb.kelantan@tourism.gov.my

### TERENGGANU

No. 11, Tingkat Bawah 1 & 2,  
Pusat Niaga Paya Keladi,  
Jalan Kampung Daik,  
20000 Kuala Terengganu, Terengganu  
T: +609-630 9433/9093  
F: +609-630 9091  
E: mtpbkt@tourism.gov.my

### PAHANG

Lot G.01, Bangunan Mahkota  
Square, Jalan Mahkota,  
25000 Kuantan, Pahang  
T: +609-517 7111/7112/7115  
F: +609-517 7114  
E: mtpb.pahang@tourism.gov.my

### SELANGOR

Tingkat 6, Wisma PKPS,  
Persiaran Perbandaran Seksyen 14,  
40675 Shah Alam, Selangor  
T: +603-5510 9100  
F: +603-5510 9101  
E: mtpbselangor@tourism.gov.my

### KUALA LUMPUR

Tingkat 2, Bangunan Baru,  
Pusat Pelancongan Malaysia, 109,  
Jalan Ampang, 50450 Kuala Lumpur  
T: +603-2161 0166/0312/ 0328/0348  
F: +603-2161 0049  
E: mtpbkl@tourism.gov.my

### NEGERI SEMBILAN

Tingkat 1, Seremban Plaza,  
Jalan Dato' Muda Linggi,  
70100 Seremban, Negeri Sembilan  
T: +606-762 4488  
F: +606-763 8428  
E: mtpb.negerisembilan@tourism.gov.my

### MELAKA

No. 6, Jalan Plaza Merdeka  
Jalan Merdeka, 75000 Melaka  
T: +606-288 3304/3785/1549  
F: +606-286 9804  
E: mtpb.melaka@tourism.gov.my

### JOHOR

No 50C, Tingkat 1 & 2  
Bangunan KPMNJ, Jalan Segget,  
80000 Johor Bahru, Johor  
T: +607-222 3590/3591  
F: +607-2235502  
E: mtpbjhb@tourism.gov.my

### SABAH

Lot 1-0-7, Tingkat Bawah,  
Blok 1 Lorong Api-Api 1, Api-Api Centre,  
88000 Kota Kinabalu, Sabah  
T: +6088-248 698/211 732/  
447 075  
F: +6088-241 764  
E: mtpbbki@tourism.gov.my

### SARAWAK

Parcel 297-2-1, 2nd Floor,  
Riverbank Suites,  
Jalan Tunku Abdul Rahman,  
93100 Kuching, Sarawak  
T: +6082-246 575/775  
F: +6082-246 442  
E: mtpbkch@tourism.gov.my



**PEJABAT-PEJABAT LUAR NEGARA/OVERSEAS OFFICES****AUSTRALIA****PERTH**

Ground Floor, 56 William Street  
Perth WA 6000, Australia  
T: +61 8 9481 0400  
F: +61 8 9321 1421  
E: mtpb.perth@tourism.gov.my /  
tourmal@iinet.net.au  
W: www.tourismmalaysia.com.au

**SYDNEY**

Suite 6.01, Level 6  
151 Castlereagh Street Sydney,  
NSW 2000, Australia  
T: +61 2 9299 4441/4442/4443  
F: +61 2 9262 2026  
E: malaysia@malaysiatourism.com.au  
/mtpb.Sydney@tourism.gov.my  
W: www.tourismmalaysia.com.au

**BRUNEI**

High Commission of Malaysia  
Unit No. 114 – 115, First Floor,  
The Rizqun International Hotel,  
Gadong, BE3519, Brunei Darussalam  
T: +673 238 1575/1576  
+673 2381575/+673 2381576  
F: +673 238 1584  
E: mtpb.brunei@tourism.gov.my

**CHINA****BEIJING**

Tourism Section, Embassy of Malaysia  
Room 506 – 507, Air China Plaza  
No. 36, Xiaoyun Road, Chaoyang  
District, Beijing 100027,  
People's Republic of China  
T: +861084475056  
F: +86 10 8447 5798  
E: mtpb.beijing@tourism.gov.my  
W: www.tourismmalaysia.cn

**GUANGZHOU**

c/o Consulate General of Malaysia  
(Tourism Section)  
Room 3216, 32nd Floor,  
CITIC Plaza Of ce Tower, No. 233,  
Tian He Bei Road, Guangzhou 510610,  
People's Republic of China  
T: +862038773691/0303  
F: +86 20 3877 3692  
E: mtpb.hongkong@tourism.gov.my  
W: www.tourismmalaysia.cn

**SHANGHAI**

c/o Consulate General of Malaysia  
(Tourism Section)  
Unit 1109, Level 11, CITIC Square  
1168 Nanjing Road West,  
Jing An District, Shanghai 200041,  
People's Republic of China  
T: +86 215292 5252  
F: +86 215292 5948  
E: mtpb.shanghai@tourism.gov.my /  
mwshang@public1.sta.net.cn  
W: www.tourismmalaysia.cn

**FRANCE****PARIS**

Of ce National du Tourisme de Malaisie  
29, Rue des Pyramides  
75001 Paris, France  
T: +33142974171  
F: +33142974169  
+33 1 429 625 24 (admin/ nance  
and private & con dential  
documents)  
E: mtpb.paris@tourism.gov.my /  
malaisie@club-internet.fr  
W: www.ontmalaisie.com

**GERMANY****FRANKFURT**

Tourism Malaysia Frankfurt  
Weissfrauenstrasse 12 - 16D-60311  
Frankfurt Am Main  
Federal Republic of Germany  
T: +49 69 4609 23420  
F: +49 69 4609 23499  
E: mtpb.frankfurt@arcormail.de/  
mtpb.frankfurt@tourism.gov.my/  
info@tourismmalaysia.de  
W: www.tourismmalaysia.de

**HONG KONG**

Ground Floor, Malaysia Building  
47 - 50 Gloucester Road,  
Hong Kong  
T: +85 2 2528 5810/5811  
F: +85 2 2865 4610  
E: mtpb.hongkong@tourism.gov.my/  
mtpbhkg@netvigator.com  
W: www.tourismmalaysia.com.hk

**INDIA****CHENNAI**

4th. Floor, Vijaya Towers  
No. 4, Kodambakkam High Road  
Chennai 600034, Republic of India  
T: +914445068080  
F: +91 44 4506 8383  
E: mtpb.chennai@tourism.gov.my  
W: www.malaysiajao.com

**MUMBAI**

123, Jolly Maker Chamber II  
12th Floor, Nariman Point  
Mumbai 400021, Republic of India  
T: +912266352085  
F: +91 22 6639 0702  
E: mtpb.mumbai@tourism.gov.my  
W: www.malaysiajao.com

**NEW DELHI**

C 3/13, Vasant Vihar  
New Delhi 110057, Republic of India  
T: +91 11 4601 1677 (DL)  
+91 11 4601 1674 (GL)  
F: +91 11 4601 1676  
E: mtpb.newdelhi@tourism.gov.my  
W: www.malaysiajao.com

**INDONESIA****JAKARTA**

c/o Consulate General of Malaysia  
Jalan H.R. Rasuna Said, Kav.x/6  
No. 1 - 3, Kuningan Jakarta Selatan  
12950, Republic of Indonesia  
T: +62215220765/4947  
F: +62 21 522 0766  
E: mtpb.jakarta@tourism.gov.my

**MEDAN**

c/o Consulate General of Malaysia  
43, Jalan Diponegoro, 20152 Medan,  
Sumatera Utara, Republic of Indonesia  
T: +62 61 452 3192  
F: +62 61 452 3179  
E: mtpb.medan@tourism.gov.my/  
mwmedan@indosat.net.id

**ITALY****MILAN**

Via Privata della Passarella 4  
0122 Milan, Italy  
T: +39 02 792 702  
F: +39 02 796 806  
E: mtpb.milan@tourism.gov.my/  
info@tuismomalesia.it  
W: www.turismomalesia.it

**JAPAN****OSAKA**

10th Floor, Cotton Nissay Building  
1-8-2 Otsubo-Honmachi, Nishi-ku  
Osaka 550-0004, Japan  
T: +8166 444 1220  
F: +8166 444 1380  
E: mtpbosa@movenet.or.jp/  
mtpb.osaka@tourism.gov.my  
W: www.tourismmalaysia.or.jp

**TOKYO**

5F Chiyoda Building, 1-6-4 Yurakucho,  
Chiyoda-ku, Tokyo 100-0006, Japan  
T: +81335018691/8694  
F: +8133 5018692  
E: mtpb.tokyo@tourism.gov.my /  
tmtyo@wb3.so.net.or.jp  
W: www.tourismmalaysia.or.jp

**KAZAKHSTAN****ALMATY**

c/o Embassy of Malaysia  
(Tourism and Trade Section)  
Almaty Of ce  
1st Floor, Prime Business Park  
100/2, Furmanov Street  
Medeuskiy District  
050000 Almaty  
Republic of Kazakhstan  
T: +77272321430/39

**KOREA****SEOUL**

2nd Floor, Hansung Building  
47-2 Seosomun-dong, Chung-ku  
Seoul 100-813, Republic of Korea  
T: +82 2779 4422/4251  
F: +82 2779 4254  
E: mtpb@users.unitel.co.kr/  
mtpb.seoul@tourism.gov.my  
W: www.mtpb.co.kr

**NETHERLANDS****THE HAGUE**

c/o Cultural Affairs Department  
Embassy of Malaysia,  
Rustenburgweg 2  
2517 KE The Hague  
Netherlands  
**Visiting Of ce:**  
Zeestraat 52,  
2518 AB The Hague, Netherlands  
T: +31 (0) 70 7622200/01/02/  
03/04/05  
F: +31 70 799 9370  
E: mail@tourism-malaysia.nl

**NEW ZEALAND****AUCKLAND**

Level 10, DLA Piper Tower  
205-209 Queen Street,  
Auckland 1010  
New Zealand  
T: +6493096290  
F: +64 9 309 6292  
W: www.tourismmalaysia.co.nz

**PHILIPPINES****MANILA**

c/o Embassy of Malaysia  
Tourism Of ce (Tourism Malaysia)  
16th Floor, Picadilly Star Building  
4th Avenue, Corner 27th street  
Bonifacio Global City (BGC)  
1634 Taguig City, Philippines  
T: +6328462697  
F: +6328461213  
E: mtpb.manila@tourism.gov.my

**RUSSIA****MOSCOW**

c/o Embassy of Malaysia  
Mos lmovskaya Ulitsa 50  
Moscow 117192, Russian Federation  
T: +74959335748/5747  
F: +7 495 933 5749  
E: mtpb.moscow@tourism.gov.my  
W: www.turismomalesia.ru

**SAUDI ARABIA****JEDDAH**

2nd Floor (upper parking)  
Mega Business Centre  
Sera Megamall, Tahlia Street  
c/o Consulate General of Malaysia  
(Tourism Section)  
P.O. Box 593, Jeddah 21421  
Kingdom of Saudi Arabia  
T: +966 2 286 7333  
F: +966 2 286 7444  
E: mtpb.jeddah@tourism.gov.my/  
mtpbjed@awalnet.net.sa

**SINGAPORE**

#01-01B/C/D, No. 80, Robinson Road,  
Singapore 068898  
T: +6965326321/6351  
F: +69 6535 6650  
E: mtpb.singapore@tourism.gov.my  
W: www.tourism.malaysia.org.sg

**SOUTH AFRICA****JOHANNESBURG**

Ground Floor, Building 5,  
Commerce Square  
No. 39, Rivonia Road,  
Sandhurst Johannesburg,  
South Africa  
P.O. Box 1125, Saxonwold 2132  
T: +27112680292/0295  
F: +27112680296  
E: mtpb.johannesburg@tourism.gov.my

**SWEDEN****STOCKHOLM**

Stureplan 2, 4tr  
11435 Stockholm, Sweden  
T: +46 8 249 900  
F: +46 8 242 324  
E: mtpb.stockholm@tourism.gov.my/  
malaysia.info@swipnet.se  
W: www.malaysiatourist.se

**TAIWAN****TAIPEI**

Suite C, 8th Floor  
Hung Tai Centre  
170 Tun Hwa North Road  
Taipei, Taiwan R.O.C.  
T: +886225149704/9734  
F: +88 62 2514 9973  
E: mtpb.taipei@tourism.gov.my  
W: www.promotemalaysia.com.tw

**THAILAND****BANGKOK**

Unit 1, 3rd Floor, Zuellig House 1 – 7,  
Silom Road, Bangrak  
Bangkok 10500, Thailand  
T: +6626363380-3  
F: +662 636 3384  
E: mtpb.bangkok@tourism.gov.my  
W: www.sawasdeemalaysia.com

**TURKEY****ISTANBUL**

Harman Sokak  
Harmanci Giz Plaza, No.5, Kat:20  
34394 Esentepe, Istanbul, Turkey  
T: +902122844436  
F: +902122844437

**UNITED ARAB EMIRATES****DUBAI**

Lot 3, Ground Floor  
(facing Zabeel Road), Al-Shafeena  
Building (near Lamcy Plaza)  
P.O. Box 124096, Dubai  
United Arab Emirates  
T: +97143377578/7579  
F: +971 4335 3318  
E: mtpb.dubai@tourism.gov.my

**UNITED KINGDOM****LONDON**

57, Trafalgar Square, London WC2N  
5DU, United Kingdom  
T: +44 2 079 307 932  
F: +44 2 079 309 015  
E: info@tourism-malaysia.co.uk/  
mtpb.London@tourism.gov.my  
W: www.malaysiatrulyasia.co.uk

**UNITED STATES OF AMERICA****LOS ANGELES**

818 West 7th Street, Suite 970  
Los Angeles, CA 90017  
United States of America  
T: +12136899702  
Toll-free: (800) 336-6842  
F: +1213 689 1530  
E: imalaysiainfo@aol.com/  
mtpb.la@tourism.gov.my  
W: www.tourismmalaysiausa.com

**NEW YORK**

120 East 56th Street  
15th Floor, New York, NY 10022  
United States of America  
T: +1212 754 1113  
F: +1212 754 1116  
E: mtpb.ny@tourism.gov.my/  
mtpb@aol.com  
W: www.tourismmalaysiany.com

**VIETNAM****HANOI**

c/o Embassy of Malaysia  
Unit 401, 4th Floor, HCO Building  
Melia Centre, 44B Ly Thuong Kiet  
Street, Hoan Kiem District, Hanoi  
Socialist Republic of Vietnam  
T: +844 3734 3837/3938 8464  
F: +844 3734 4679  
E: mtpb.hanoi@tourism.gov.my  
W: www.tourismmalaysiausa.com

**WAKIL PEMASARAN/MARKETING REPRESENTATIVES****BANGLADESH****DHAKA**

d/a Malaysian High Commission in  
Bangladesh House  
No. 19, Road No. 6 Baridhara,  
Dhaka 1212, Bangladesh  
T: +88028827759/7760/  
2885 8394  
F: +880 2882 7761/3115

**CAMBODIA****PHNOM PENH**

c/o Embassy of Malaysia  
220-222, Preah Norodom Boulevard  
Sangkat Tonle Bassac, Khan  
Chamkarmorn  
Phnom Penh, Cambodia  
T: +855 2322 1593  
F: +855 2322 1594  
E: tourismmalaysia@online.com.kh

**CANADA****VANCOUVER**

Tourism Malaysia Vancouver  
1590-1111, West Georgia Street  
Vancouver, British Columbia  
CANADA V6E 4M3  
T: +16046898899  
F: +160 4689 8804  
Toll-free: 1-888 689 6872  
E: mtpb.vancouver@tourism.gov.my/  
mtpb-vvr@msn.com  
W: www.malaysiatourism.ca

**CHINA****CHENGDU**

Level 18, The Office Tower  
Shangri-La Centre,  
9 Bingjiang Road (East),  
Chengdu 610021, Republic of China  
T: +862866065230  
F: +8628 6606 5231

**IRAN****TEHRAN**

c/o Malaysia Embassy in Tehran  
No. 6, Changizi Street, Alef St.  
Mahmoodieh Street  
P.O. Box 1986673654  
Islamic Republic of Iran  
T: +982126219055/9056  
F: +982122046628

**IRELAND****DUBLIN**

Level 3A-5A Shelbourne House  
Shelbourne Road Ballsbridge  
Dublin 4  
Republic of Ireland  
T: +35312376242/6243  
E: info@tourism-malaysiadublin.com

**LAOS****VIENTIANE**

c/o Embassy of Malaysia  
23 Sing Ha Rd, Phonexay  
P.O. Box 789, Vientiane  
Laos People's Democratic Republic  
T: +85 6 2141 4205/4206  
F: +85 6 2141 4201  
E: mtpb.laos@tourism.gov.my/  
mtpbvte\_laos@yahoo.com

**VIETNAM****HO CHI MINH CITY**

c/o Consulate General Of Malaysia  
(Tourism Malaysia Of ce)  
Mezzanine Floor, Pasteur Tower  
139, Pasteur Street, District 3,  
Ho Chi Minh City,  
Socialist Republic of Vietnam  
T: +848 3825 8011/8036  
F: +848 3825 8037  
E: mtpb.hochiminh@tourism.gov.my

# Penghargaan

Kami ingin merakamkan setinggi-tinggi penghargaan kepada semua pihak berikut atas kerjasama dan sumbangan yang telah diberikan bagi menjayakan industri pelancongan Malaysia:

Kementerian dan agensi kerajaan yang berkaitan

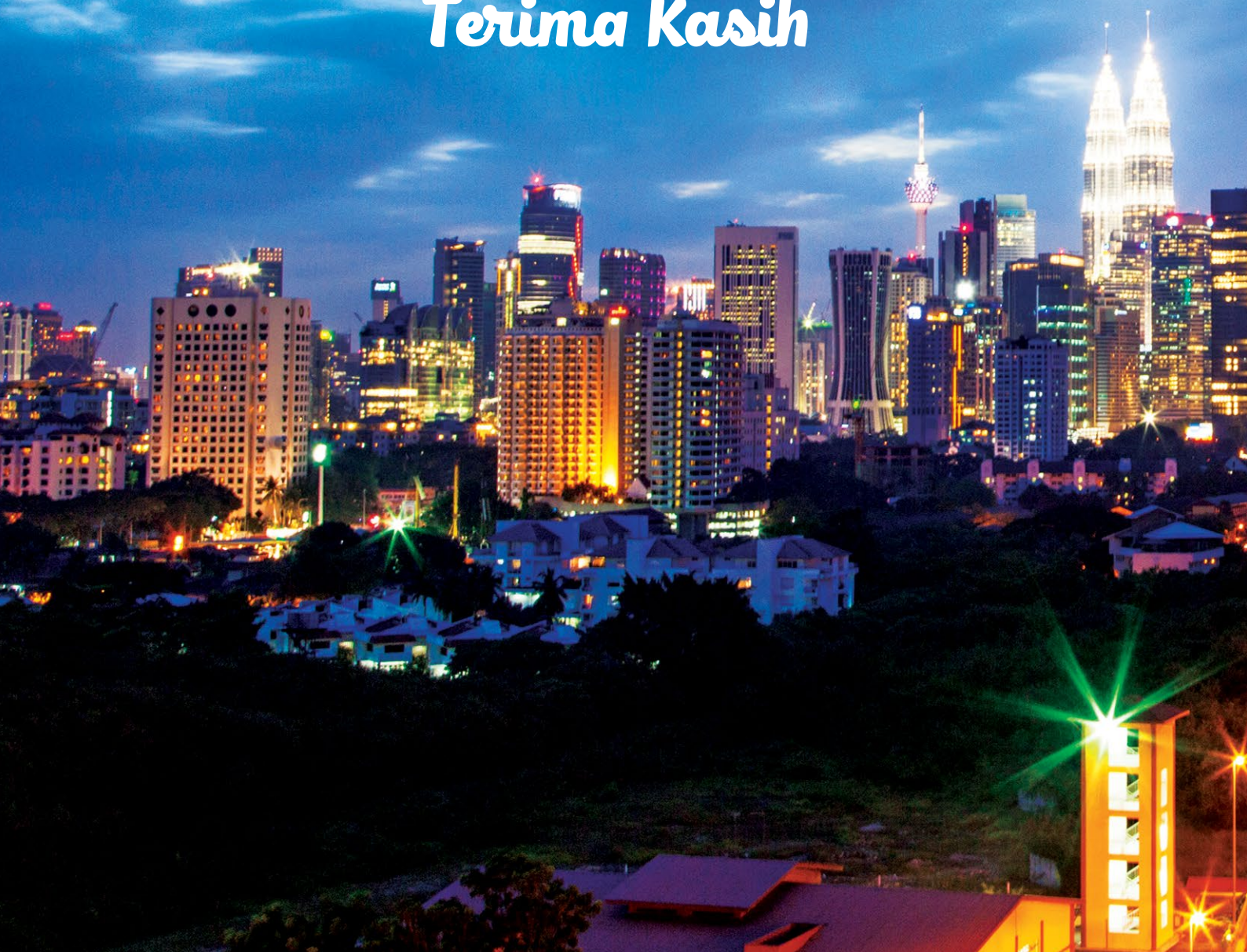
Penggerak sektor pelancongan - para pengusaha hotel, pengusaha pelancongan, ejen pelancongan, pemandu pelancong, syarikat penerbangan, pengusaha produk pelancongan, penganjur acara pelancongan dan sebagainya.

Wakil-wakil media

Kepada semua warga Malaysia yang telah menjadi hos yang terbaik kepada para pelancong

---

# Terima Kasih



# Acknowledgement

We would like to record our sincere appreciation to the following parties for their cooperation and contribution towards the success of the tourism industry in Malaysia:

The relevant government ministries and agencies

The tourism trade fraternity - hoteliers, tour operators, travel agents, tourist guides, airlines, tourism product operators, tourism event organisers, etc.

Members of the media

All Malaysians for being such wonderful hosts to our visitors

---

*Thank you*







#### Head Office

9th Floor, No 2, Tower 1, Jalan P5/6,  
Precint 5, 62200 Putrajaya, Malaysia.

Phone : +603-8891 8000

Email : [enquiries@tourism.gov.my](mailto:enquiries@tourism.gov.my)

---

Tourism Info Line : **1-300-88-5050** (within Malaysia only)

[f facebook.com/malaysia.travel](https://www.facebook.com/malaysia.travel)

[twitter.com/tourismmalaysia](https://twitter.com/tourismmalaysia)

[www.malaysia.travel](http://www.malaysia.travel)

[www.tourismmalaysia.gov.my](http://www.tourismmalaysia.gov.my)