



CONTENTS

01GOAL AND
OBJECTIVES

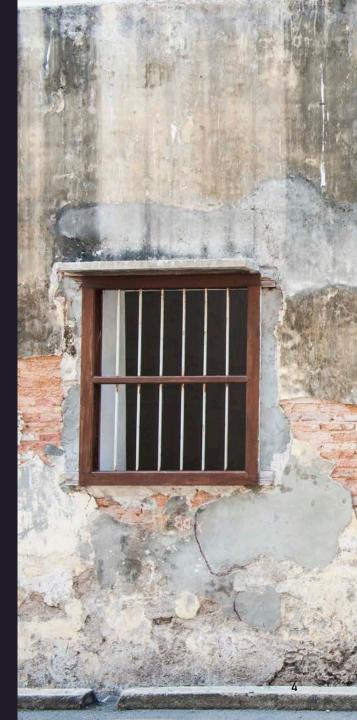
02 SUMMARY OF KEY FINDINGS

03PROPOSED RECOVERY AND TRANSFORMATION PROCESS

04 STRATEGIC MARKETING ACTION PLAN 2021 – 2025

05
IMPLEMENTATION TIMELINE
& OUTCOME

GOAL AND OBJECTIVES





GOAL

To prepare a strategic marketing action plan to increase tourism revenue from Chinese outbound tourists to Malaysia

OBJECTIVES

OBJECTIVE 1

To increase tourism yield from the Chinese outbound market

OBJECTIVE 3

To forecast future growth potential of Chinese outbound tourism to Malaysia

OBJECTIVE 2

To formulate **effective marketing** and promotional strategies and actions

OBJECTIVE 4

To address issues / challenges in attracting the Chinese tourist market

SUMMARY OF KEY FINDINGS





SUMMARY OF SITUATIONAL ANALYSIS

MEGATRENDS

CURRENT SCENARIO

FUTURE PROSPECTS

- Chinese tourists are becoming increasingly sophisticated, especially among the younger travellers
- This sophistication is leading to the Chinese seeking for more freedom and authenticity in their outbound travels
- There is a lack of experiential tourism products that are offered to Chinese tourists
- Competitors are going all-out in digital marketing to capture Chinese FITs and customised tours
- Untapped potential of special interest and hobby-based tourism
- Potential to capitalise on the desire for social capital and translate into arrivals and receipts
- Malaysia can be positioned as one of the first "ready" destinations to welcome Chinese tourists in the post-COVID-19 era

Declining Share of Mass Group
Travel Among Chinese
Outbound Tourists

Chinese outbound tourists are becoming increasingly sophisticated and demand more freedom and flexibility in their overseas holiday trips

Shift in Interest Towards
Experiential and Special
Interest Tourism

The need to develop more experiential tourism products to cater for changing demand from the Chinese outbound market

Malaysia is still Dependent on Mass Group Travel from China

Group tours make up the majority of trips made by Chinese outbound tourists to Malaysia prior to the COVID-19 pandemic

Devastating Impact of COVID-19 Pandemic on Global Tourism

Forecasting revealed that international tourism would decline by up to 80% throughout 2020.

The Chinese Market will be Among the First to Rebound

One-third of Chinese tourists have expressed their desire to take their first leisure trip after COVID-19 in October, during their Golden Week National Holiday

Green Shoots' of Post COVID-19 Travel in China

Mass tourism is no longer viable due to health and safety concerns. Recent studies show that domestic travel has rebounded in China but confined to self-guided and small (customised) group tours.

Need for Agile Post-COVID-19
Approach to Attract Chinese
Tourists

Impact of the COVID-19 pandemic on Chinese outbound tourism in Malaysia

High Volume/Low Yield Comfort Zone Prior to COVID-19 Pandemic

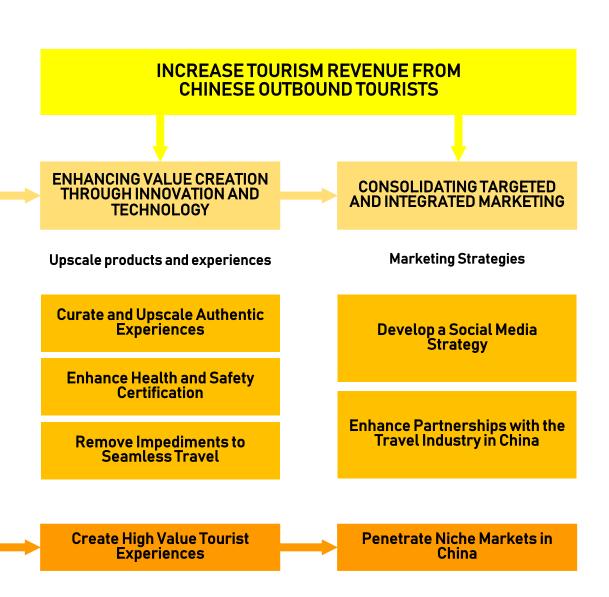
An opportunity for the industry to step out of its comfort zone and move towards reinventing itself.

PROPOSED RECOVERY AND TRANSFORMATION PROCESS





RECOVERY OF THE Phasing **CHINESE MARKET** PREPARING DESTINATIONS TO Strategic **WELCOME BACK CHINESE** Thrusts **TOURISTS** Response to COVID-19 Establish "Travel Bubbles" between Green Zones Strategic Actions Rebuild Confidence through Communications and Rebranding Outcome Rebound of the China Market



STRATEGIC MARKETING ACTION PLAN 2021 - 2025





STRATEGIC THRUSTS



Preparing Destinations to Welcome Back Chinese Tourists 2

Enhancing
Value
Creation
through
Innovation and
Technology

3

Consolidating Targeted and Integrated Marketing

07

STRATEGIC ACTIONS

20

TACTICS

EGICTHAC Prepare Destinations to Welcome Back Chinese **Tourists**

Strategic Action 1

Establish "Travel Bubbles" between Green Zones

Strategic Action 2

Rebuild Confidence through Rebranding and Communications Plan

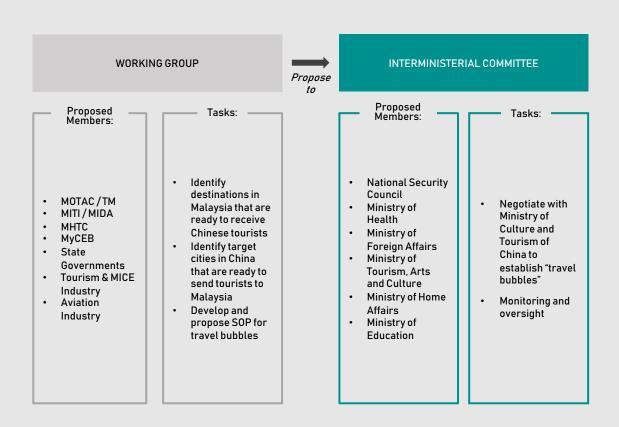
Strategic Action 1

Establish "Travel Bubbles"
Between Green Zones In
Malaysia And China to
Restart International Travel
Between The Two Countries

	TACTIC	IMPLEMENTING AGENCIES
Tactic 1	Set up working group to identify and establish "travel bubbles" between low infection destinations	 MOTAC, MKN (Lead) MAHB Airlines TM KLN KDN/JIM
Tactic 2	Pilot "travel bubbles" between established tourism destinations	 MOTAC (Lead) TM State Governments MAHB/Airlines Tourism Industry

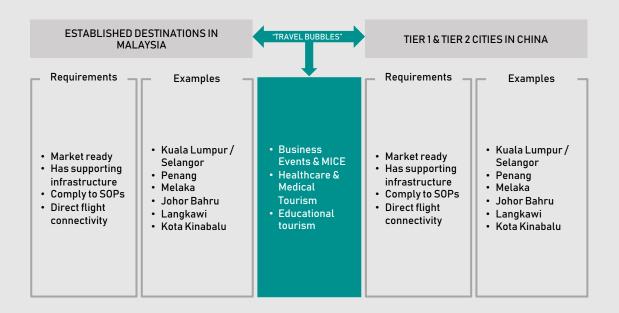
Set Up Working Group To Identify And Establish "Travel Bubbles" Between Low Infection Destinations

 Establish a working group to identify and propose "travel bubbles" to a highlevel inter ministerial committee



Pilot "Travel Bubbles" Between Established Tourism Destinations

• Focus on established MICE, healthcare and educational tourism destinations in Malaysia with cities in China.



Strategic Action 2

Rebuild Confidence through Rebranding and Communications Plan

	TACTIC	IMPLEMENTING AGENCIES
Tactic 1	Leverage on Malaysia's positive reputation in managing COVID-19	TM (Lead)Tourism industry
Tactic 2	Rebrand Malaysia's image as a safe and trusted travel destination	TM (Lead)Tourism industry
Tactic 2	Develop a communications plan to deliver Malaysia's message of assurance and trust	• TM (Lead)

Leverage On Malaysia's Positive Reputation In Managing Covid-19

- Build on Malaysia's reputation in managing COVID-19 to promote the country as a safe destination for Chinese tourists.
- Leverage on Tan Sri Dr. Noor Hisham Abdullah's international prominence to sell Malaysia as a top medical tourism destination

Chinese experts impressed by Malaysia's handling of Covid-19 [NSTTV]

By Nuradzimmah Daim, Loong Wai Ting - May 1, 2020 @ 11:25pm



Rebrand Malaysia's image as a safe and trusted travel destination

- · Focus on a clean and safe image as a travel destination
- Promote the message that we already have the SOPs and certification in place
 - Guidelines and SOPs for Hotels and Services
 - Certification to reassure tourists



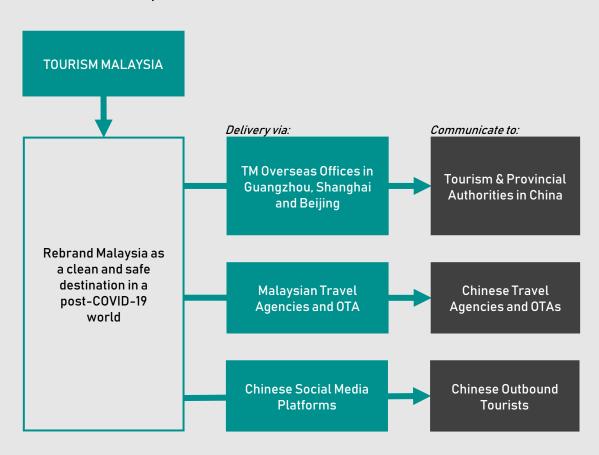
Promote our success





Develop A Communications Plan To Deliver Malaysia's Message

- Communicate Malaysia's rebranded message using multiple channels
- TM's overseas offices in China as the representative to share our message with tourism and provincial authorities







Strategic Action 1

Curate and Upscale Authentic Experiences

Strategic Action 2

Enhance Health and Safety Certification

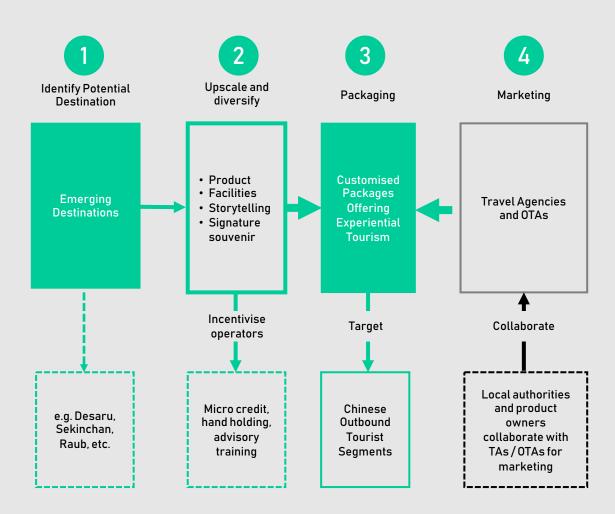
Strategic Action 3

Remove Impediments to Seamless Travel Strategic Action 1

Curate And Upscale Authentic Tourism Experiences For The Chinese Outbound Market

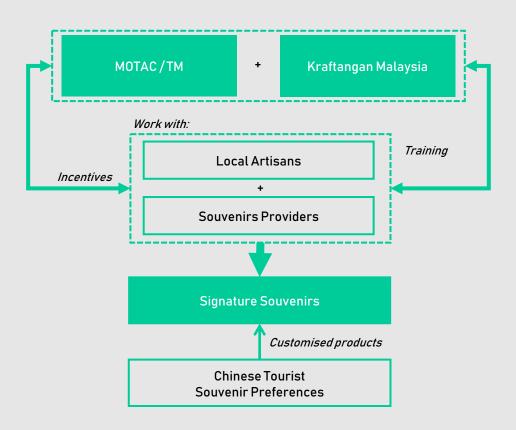
	TACTIC	IMPLEMENTING AGENCIES
Tactic 1	Upscale product development at emerging destinations to offer customised packages offering experiential tourism	 MOTAC/TM (Lead) Regional Corridors State Governments Local Authorities Tourism Operators
Tactic 2	Offer uniquely Malaysian souvenirs that appeal to Chinese preferences as an extension of the tourist experience	Kraftangan Malaysia (Lead)TMTourism Industry

Upscale Product Development at Emerging Destinations To Offer Customised Packages Offering Experiential Tourism

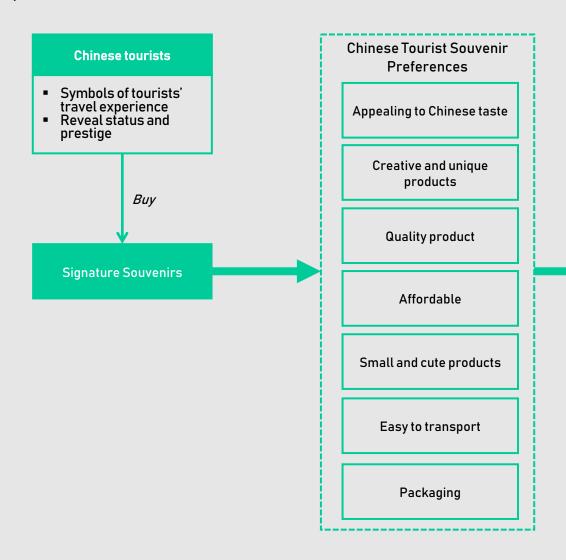


Offer Authentic Signature Souvenirs That Is Appealing To Chinese Preferences

- Identify and develop signature souvenirs that are attractive to the Chinese market
- Provide space for local artisans to offer demonstrations and classes in addition to selling handicrafts
- Ensure high product quality and unique packaging



Identify and upscale signature souvenirs to match Chinese tourists preferences



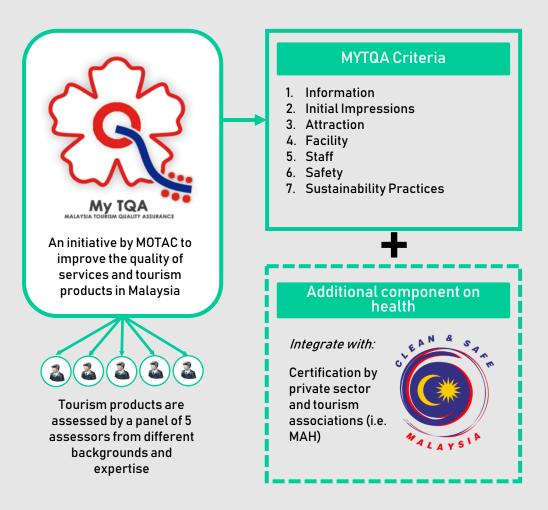
Types of Souvenirs Postcards Pictorial images Photographs Books Rocks Shells Piece-of-the rock Plants souvenirs ■ Wood Fossils Symbolic shorthand Replicas of famous attractions Miniature images souvenirs Coffee mugs Markers souvenirs Key chains T-shirts Indigenous food and drinks products Local products Utensils souvenirs Regional clothing Handicrafts

Strategic Action 2

Enhance Health And Safety Certification By Expanding The Scope And Criteria Of The MYTQA Endorsement Programme

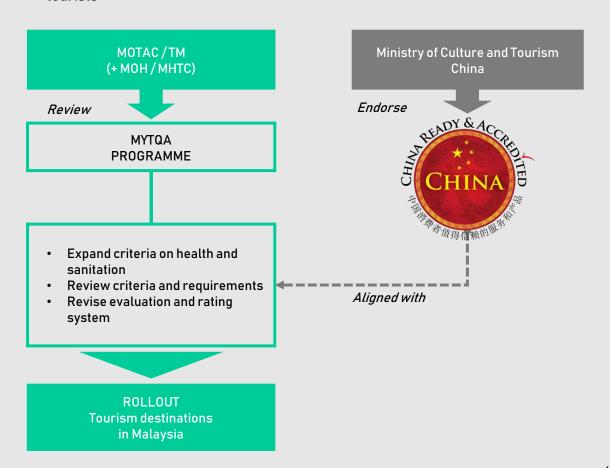
	TACTIC	IMPLEMENTING AGENCIES
Tactic 1	Expand the MYTQA criteria to include health and sanitation criteria	 MOTAC (Lead) TM MOH/MHTC Tourism Associations
Tactic 2	Coordinate MYTQA requirements with "China Ready and Accredited" programme	MOTAC (Lead)TMTourismAssociations

Expand MYTQA Criteria To Include Health And Sanitation Criteria



Coordinate MYTQA Requirements With "China Ready And Accredited" Programme

- CHINA READY is endorsed by the Chinese Government and industry
- Explore potential partnership between MYTQA and CHINA READY to align requirements and prepare tourism products and services to receive Chinese tourists



Strategic Action 3

Remove Impediments To Seamless Travel Through The Use Of Digital Wayfinding And Mobile Apps

	TACTIC	IMPLEMENTING AGENCIES
Tactic 1	Enhance the use of digital wayfinding for independent and semi-independent Chinese tourists	 Tourism Associations (Lead) Product Owners and Operators
Tactic 2	Integrate destination products and services with Chinese social media and cashless payment apps	 Tourism Associations (Lead) Product Owners and Operators

Enhance The Use Of Digital Wayfinding Apps For Independent And Semiindependent Chinese Tourists

- Leverage on digital wayfinding apps to promote independent and semiindependent travel
- Ensure product and service information is updated for convenience of Chinese tourists

Popular Chinese Mobile Apps For Digital Wayfinding

QYER



- · Digital trip planning
- Purchase entrance tickets to attractions, etc.

Baidu Maps



 Digital wayfinding while at destination

DianPing



- Use geolocation to promote nearby attractions & restaurants
- User-generated reviews to build confidence

Integrate Destination Products And Services With Chinese Social Media And Cashless Payment Apps

- Train product and service operators to update information on Chinese social media apps
- Promote use of Chinese cashless payment apps among vendors to encourage higher spending
- Utilise QR codes for the convenience of Chinese tourists using mobile apps



Chinese street vendor using QR codes for cashless payment



QR codes can also be presented in a creative manner (Source: The Getty Center's WeChat Account)

EGICTHRO **Enhancing Value Creation** through Innovation and Technology

Strategic Action 1

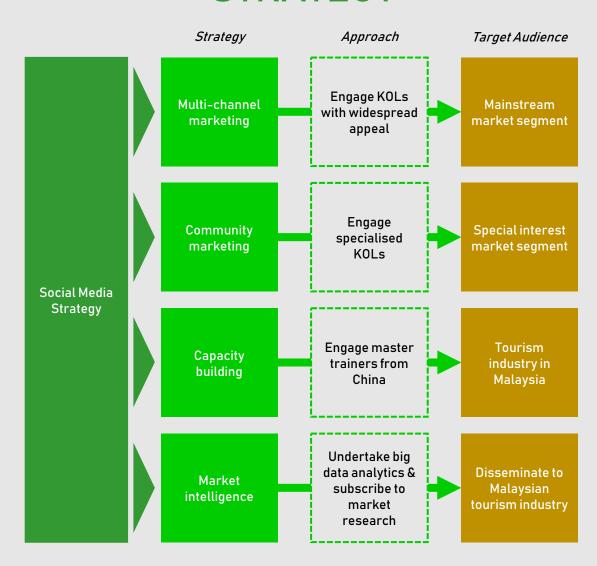
Develop a Social Media Strategy Strategic Action 2

Enhance Partnerships with the Travel Industry in China Strategic Action 1

Develop A Social Media Strategy To Guide Malaysia's Tourism Digital Marketing Approach To The Chinese Market

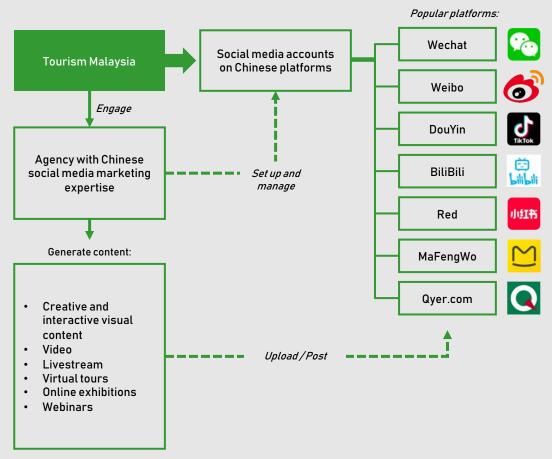
	TACTIC	IMPLEMENTING AGENCIES
Tactic 1	Employ multi-channel social media marketing on Chinese platforms	 TM (Lead) State Tourism Boards Tourism Industry
Tactic 2	Engage key opinion leaders (KOLs) as tourism ambassadors of Malaysia	TM (Lead)State TourismBoardsTourism Industry
Tactic 3	Create interactive and engaging content to attract the interest of the Chinese market	TM (Lead)State Tourism BoardsTourism Industry
Tactic 4	Employing community marketing as a tool to reach special interest segments	TM (Lead)Tourism Industry
Tactic 5	Provide training in the use of social media and community marketing to industry	TM (Lead)Tourism Industry
Tactic 6	Using big data to keep up with trends and changes of the Chinese tourist market segment visiting Malaysia	MOTAC (Lead)TM
Tactic 7	Subscribing to Chinese outbound market research to keep up with global megatrends	• TM (Lead)

OVERVIEW OF SOCIAL MEDIA STRATEGY



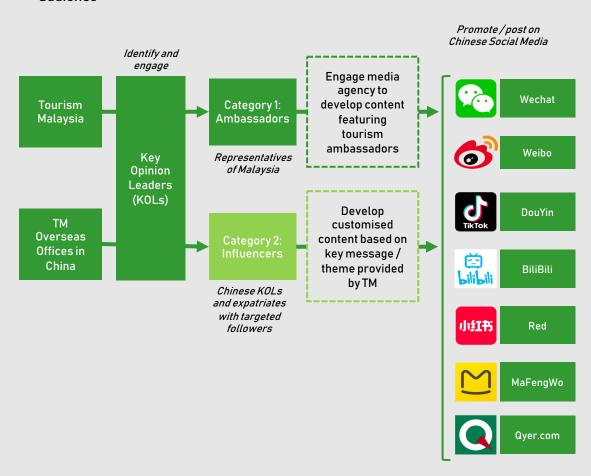
Employing Multi-channel Social Media Marketing On Chinese Platforms

- Increase the digital presence of Tourism Malaysia in China by engaging a social media marketing agency to create and manage accounts on China social media
- Social media can be used to generate leads, boost awareness, increase arrivals and enhance tourist loyalty



Engaging Key Opinion Leaders (KOLS) As Tourism Ambassador Of Malaysia

 Engage two categories of KOLs with different market appeal and target audience



Creating Interactive And Engaging Content To Attract The Interest Of The Chinese Market

 Content must be authentic, interactive, creative, exciting and interesting to capture the attention of the Chinese outbound market segment

Examples of interactive and engaging social media content

Livestream / VR tours



 Livestream and VR tours can provide a preview of what the tourist can expect when visiting a destination or attraction

Creative & interactive promotion



 Content must be thematic and provide the opportunity for the audience to participate

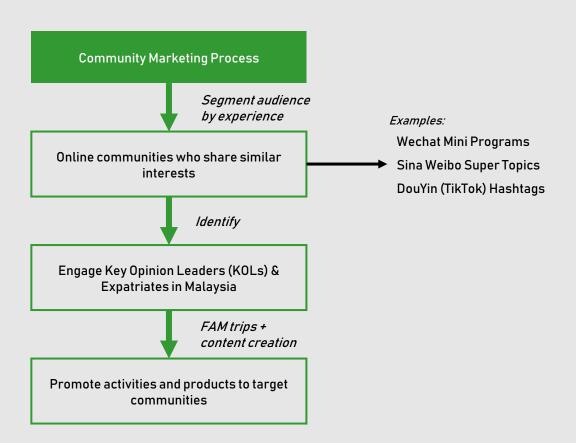
Live sales and auctions



 Explore new methods of promoting Malaysia such as through the use of online auctions that generate excitement and FOMO

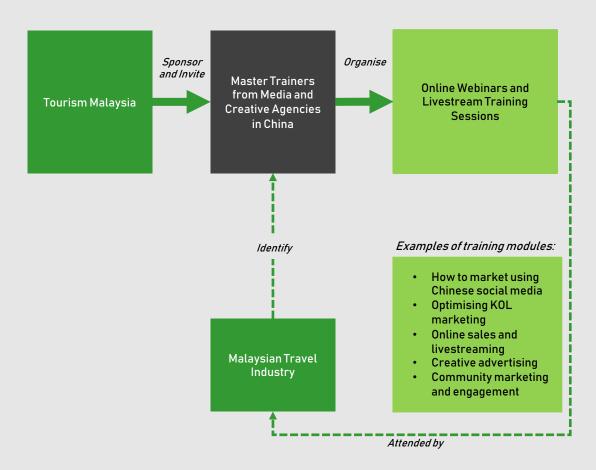
Creating Interactive And Engaging Content To Attract The Interest Of The Chinese Market

 Community marketing is used to target segments who share similar interests and is used to raise awareness, build brand loyalty and retention of customers.



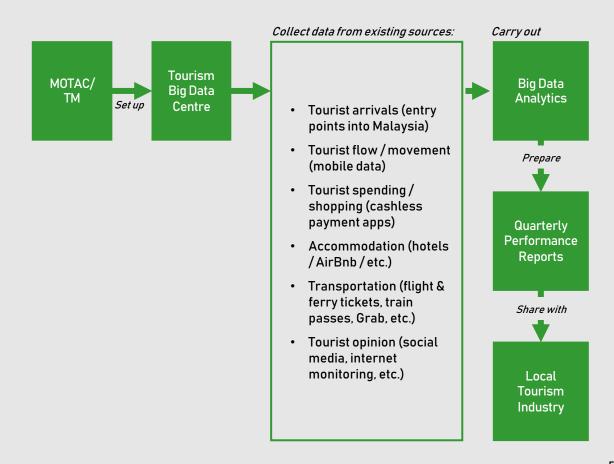
Provide Training In The Use Of Social Media And Community Marketing To Tourism Industry Operators

 Invite master trainers from media and creative agencies in China to organise livestreams and online webinars to train local industry players in community marketing to Chinese social media



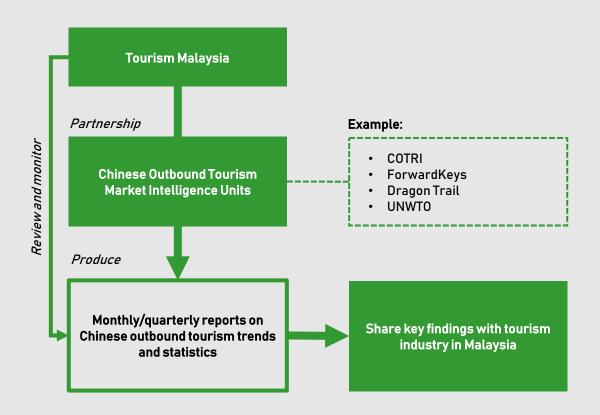
Using Big Data To Keep Up With Trends And Changes Of The Chinese Tourist Market Segment Visiting Malaysia

 Setting up a big data centre will help the industry to gather real-time data and make more informed decisions related to Chinese outbound tourism in Malaysia.



Subscribing To Chinese Outbound Market Research To Keep Up With Global Megatrends

 Subscribe to tourism market intelligence and research institutions (gatekeepers) to keep up with current and emerging trends related to the Chinese outbound travel market



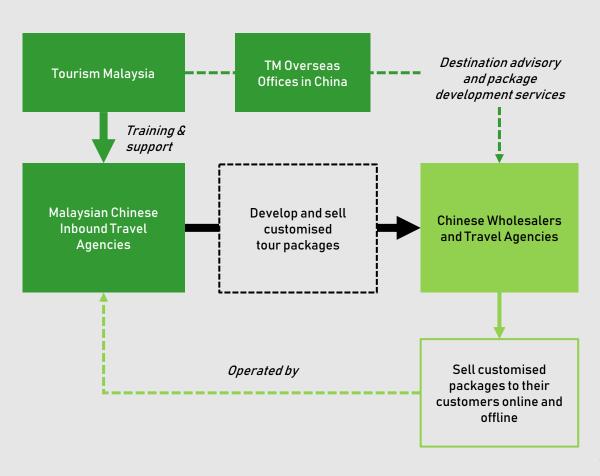
Strategic Action 2

Strengthen Partnerships Between TM And Tourism Industry Stakeholders In China And Malaysia

	TACTIC		IMPLEMENTING AGENCIES
Tactic 1	Expand the role of TM's overseas offices in China to provide advisory services to Chinese outbound travel operators	•	TM (Lead)
Tactic 2	Elevate local OTAs through collaboration with the tourism industry towards data-driven segmentation and analytics	•	MOTAC (Lead) TM MDEC Tourism Industry Tourism OTAs

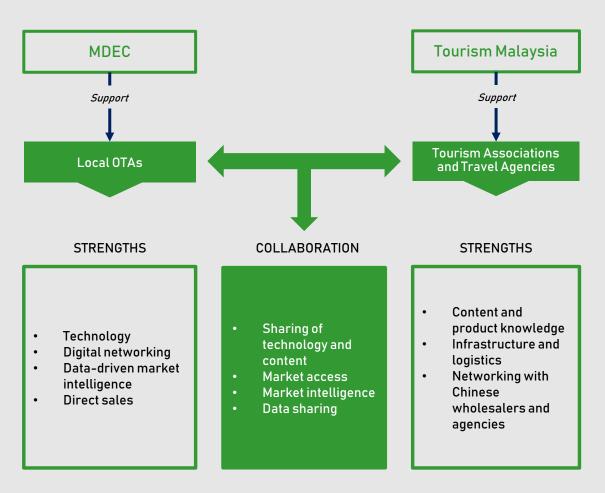
Expand The Role Of Tourism Malaysia's Overseas Offices In China To Provide Advisory Services To Chinese Outbound Travel Operators

- Empower TM overseas offices in China to be a one-stop centre for Chinese travel agencies looking to develop customised tour packages to Malaysia
- Work with Malaysian travel industry to help develop packages and as ground operators at destinations

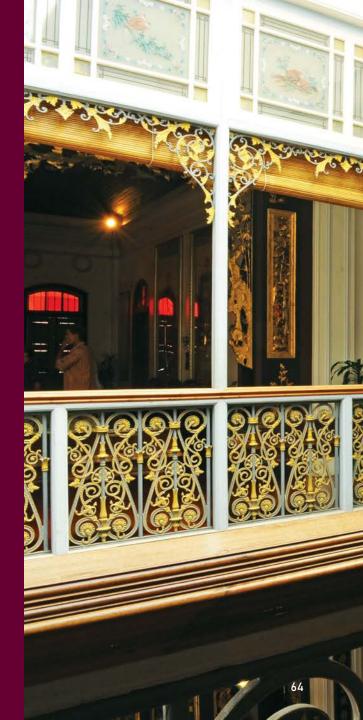


Elevate Local OTAs Through Collaboration With The Tourism Industry Towards Data-driven Segmentation And Analytics

 Enhance collaboration between local OTAs and the tourism industry to drive tourism digitalisation of the Chinese market

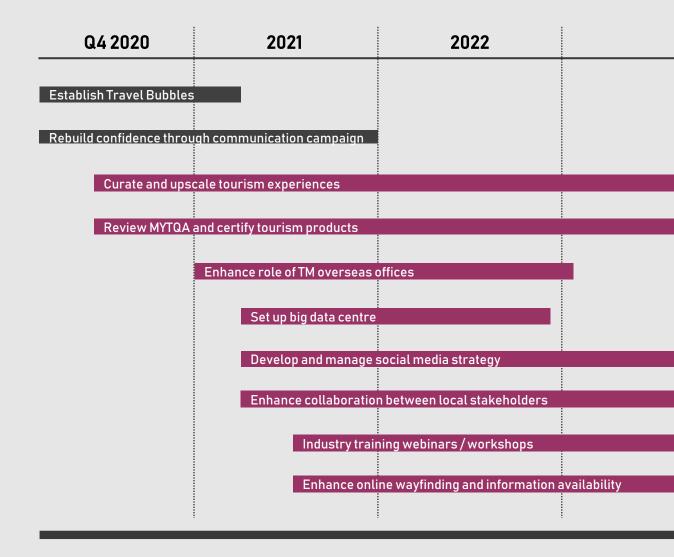


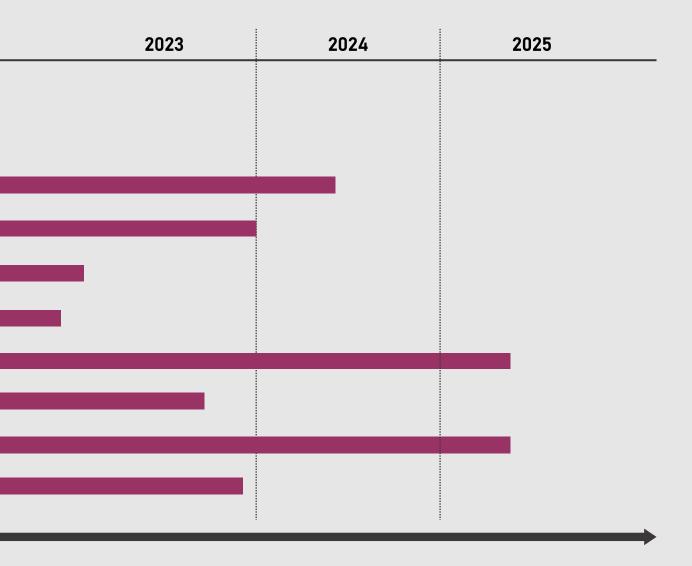
IMPLEMENTATION TIMELINE & OUTCOME



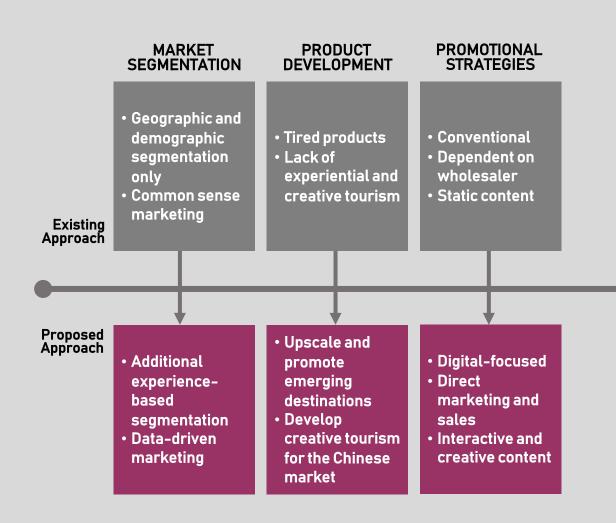


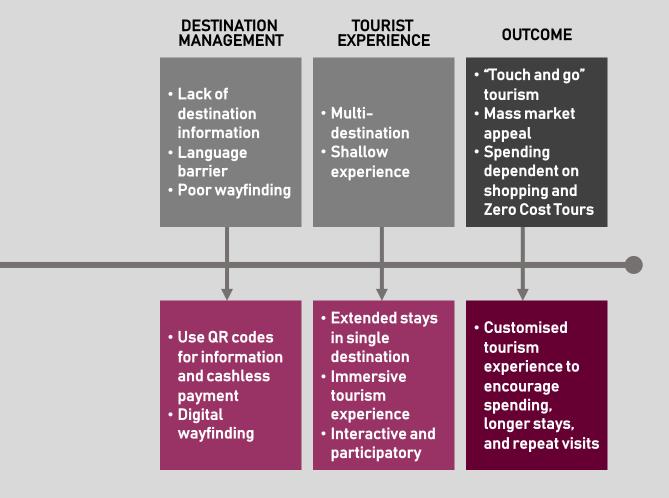
IMPLEMENTATION TIMELINE





OUTCOME OF THE STRATEGIC MARKETING ACTION PLAN









MALAYSIA TOURISM PROMOTION BOARD

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