



**ANNUAL REPORT**  
MALAYSIA TOURISM PROMOTION BOARD



## Water & Waves

A glimpse of Malaysia's picturesque islands, beaches and lakes

The Tourism Malaysia 2019 annual report takes readers on a pictorial journey to some of Malaysia's stunning beaches, idyllic islands, and scenic lakes.

The flow and fluidity of water are symbolic of Tourism Malaysia's continuous stream of efforts in promoting tourism domestically and internationally. While 2019 presented challenges in advancing tourism promotions, the tourism promotion board continued its steady performance to fulfil its mission in 2019.

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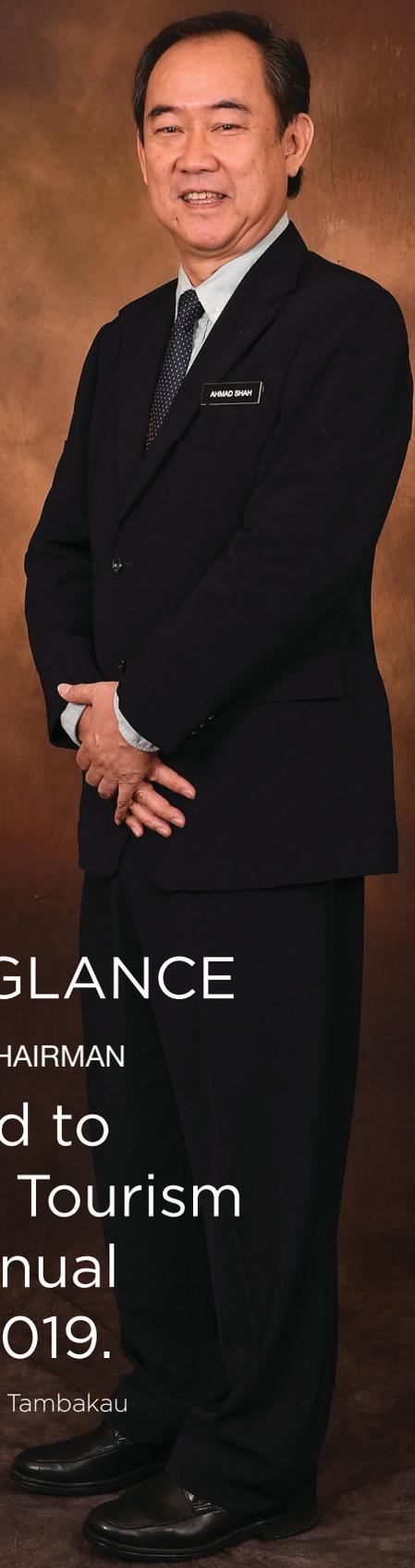
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# 2019 AT A GLANCE

MESSAGE FROM THE CHAIRMAN

I am pleased to present the Tourism Malaysia annual report for 2019.

Datuk Ahmad Shah Hussein Tambakau

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2019 was an important year for Tourism Malaysia to step up its promotional efforts for Visit Malaysia 2020, a landmark campaign targeted to bring in 30 million international tourists and approximately RM100 billion in tourist receipts into Malaysia.

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Our multi-pronged strategy was focused on industry collaborations, media engagement, digital marketing, and airline connectivity.

Airline collaboration and tour operator support was facilitated by the signing of the Memorandum of Understanding for the Joint International Tourism Development Programme (JITDP) in January 2019 with Malaysia Airports Holdings Berhad. This facilitated efforts to improve connectivity to Malaysia via local carriers and international airlines such as Malaysia Airlines, Firefly, AirAsia, Malindo Air, Air Arabia, Condor Air, and Busan Air.

Besides this, Tourism Malaysia also increased tour operator support and developed corporate partnerships. Partnerships with

private entities such as Sharp (M) Electronics and Expedia Group, as well as Messe Berlin where Tourism Malaysia was honoured as Official Partner Country at the 2019 ITB Berlin, helped to strengthen Malaysia's international visibility.

A key development that supported local tourism trade was the introduction of the RM5 million GAMELAN fund for marketing and promotional activities to promote Malaysia as a business and leisure destination.

Focus was also given to strengthen local and international media engagement. We enhanced the long-standing Mega Familiarisation programme with targeted themes such as cuisine, nature/adventure, and heritage/culture. Meanwhile,

the local media familiarisation programme was improved by promoting lesser-known destinations with tourism potential through the experiential and interactive *Ekspresi Media* series.

Harnessing the power of digital marketing to promote Visit Malaysia 2020, Tourism Malaysia stepped up efforts to engage with online media practitioners including bloggers, key opinion leaders, and social media influencers. Complementing these efforts were the development of a dedicated Visit Malaysia 2020 website ([vm2020.malaysia.travel](http://vm2020.malaysia.travel)) and the push for Visit Malaysia hashtag usage across all online media platforms.

We also realised the importance of getting the public and private

sector buy-in for the success of the Visit Malaysia 2020 campaign. Efforts included an open invitation to submit designs for the Visit Malaysia 2020 logo, the launch of a campaign theme song, as well as the roll-out of roadshows, namely Visit Malaysia 2020 Kick Off Conference, to update local industry players of the campaign developments.

The Visit Malaysia 2020 campaign even received the endorsement of then Malaysian Prime Minister, Tun Dr. Mahathir Mohamed. During the launch of the Visit Malaysia 2020 logo, he called upon all Malaysians to support the campaign as it was a “national mission” to be shouldered by all citizens.

Domestic tourism promotions were also strengthened through the Cuti-Cuti Malaysia Travel Fair and Tourism Malaysia Carnival events. The launching of Best of Sabah Holiday Packages and the participation of local celebrity, Alif Satar, to promote Malaysia’s holiday destinations, were among the major domestic initiatives in 2019.

All of Tourism Malaysia’s efforts to promote Malaysia internationally and locally have shown positive outcomes. In terms of tourism performance for the year 2019, there was a marginal increase of 1.0% in international tourist arrivals. A total of 26,100,784 international tourists visited Malaysia in 2019 compared to 25,832,354 in 2018. Meanwhile, tourist expenditure in 2019 rose by 2.4% to RM86.1 billion compared to RM84.1 billion in 2018.

On the domestic front, we also saw more Malaysians traveling locally. Data gathered from the Domestic Tourism Survey conducted in 2019 showed that domestic tourism grew by 8.1%, registering 239.1 million domestic visitors. In terms of number of trips, domestic visitors took 332.4 million trips last year. In total, domestic tourism expenditure grew by 11.5%, recording a total of RM103.2 billion.

We are heartened to see the steady incremental growth of Malaysia’s tourism industry in recent years. Unfortunately, the ongoing COVID-19 pandemic has impacted global tourism and forced the cancellation of Visit Malaysia 2020. Many of our friends in the travel industry are severely affected and our hearts go out to them.

However, it is during these challenging times that we must push forward even more to raise public confidence in travel and re-strategise for a post-pandemic “new normal” in this industry. Discussions are on-going as we speak to determine the best course of action to save our travel industry and the entire ecosystem that relies on a healthy, thriving travel environment.

These are unprecedented and challenging times, but we count on all our governmental partners, industry friends, and media practitioners, for your continued support and cooperation.

Thank you.

Datuk Ahmad Shah Hussein Tambakau



 Lata Tembakah, Terengganu

# MILESTONE MOMENTS: TOURISM MALAYSIA IN 2019

01

JANUARY

**10 Jan**

Tourism Malaysia participated in the India International Travel & Tourism Exhibition in Mumbai to boost Indian arrivals.

**14 Jan**

Malaysia brought home 18 ASEAN Tourism Awards for various sustainable tourism practices during its participation in the ASEAN Tourism Forum, Ha Long Bay, Vietnam.

**16 Jan**

Tourism Malaysia continued to woo Indian tourists by participating in the South Asia Travel and Tourism Exchange, New Delhi.

**23 Jan**

Malaysia positioned itself as an experiential MICE and leisure destination at FITUR International Tourism Fair, Madrid, Spain.

**29 Jan**

An MOU was signed between Tourism Malaysia and Malaysia Airports Holdings Berhad for the Joint International Tourism Development Programme (JITDP).

FEBRUARY

02

**20 Feb**

The Malaysia-Indonesia Tourism Gathering series was launched to step up efforts to attract tourists from secondary cities in Indonesia.

**27 Feb**

The 2018 tourism performance announcement was made: Tourism contributed RM84.1 billion to Malaysia's economy with 25.8 million tourists.

03

MARCH

**1 Mar**

The Visit Malaysia 2020 campaign logo competition was launched, attracting 586 public entries.

**6 Mar**

Tourism Malaysia participated in the annual ITB Berlin as Official Partner Country to promote the Visit Malaysia 2020 campaign.

**6 Mar**

Tourism Malaysia and Malaysia Airports Holdings Berhad collaborated with Condor Airlines to initiate the Summer 2019 charter flight operations.

**14 Mar**

Domestic tourism promotions was strengthened with partnerships at Tourism Malaysia Travel Mart 2019 in Kuala Lumpur.

**18 Mar**

The first *Ekspresi Media* programme was organised to Kenyir, Terengganu, to boost media-industry engagement, and explore adventure/nature offerings.

APRIL

04

**8 Apr**

Tourism Malaysia rebuilt Oceania tourism connections with roadshows to Australia and New Zealand.

**18 Apr**

A Tourism Malaysia Travel Mart was organised in Port Dickson, Negeri Sembilan, to strengthen B2B network.

**19 Apr**

Some 21 Asian media and bloggers participated in a food-hunting familiarisation trip, "Come Hungry Leave Satisfied" to discover Malaysia's gastronomic offerings.

**24 Apr**

An engagement session with Sabah tourism industry players was held in Kota Kinabalu to provide updates on the Visit Malaysia 2020 campaign.

**28 Apr**

Tourism Malaysia led a delegation to the annual Arabian Travel Market in Dubai, UAE, to step up promotions in the Middle East.

**30 Apr**

A joint tactical campaign was signed between Tourism Malaysia, Malaysia Airports Holdings Berhad, and Air Arabia to boost connectivity to Malaysia from Sharjah and surrounding regions.

05

MAY

**9 May**

Tourism Malaysia took part in the PATA Annual Summit and the UNWTO/PATA Leaders Debate in the Philippines, themed “Progress with a Purpose.”

**23 May**

At the *Sembang Santai* Media Iftar in Cyberjaya, Tourism Malaysia urged the media to support the Visit Malaysia 2020 campaign by promoting positive news coverage.

**29 May**

Malaysia’s 2019 first quarter tourism performance recorded a 16.9% revenue growth.

JUNE

06

**21 Jun**

Some 29 international media and tour operators experienced the “*merewang*” culture of Hari Raya Open House celebrations during Mega Familiarisation trip to Malaysia.

**29 Jun**

At the *Kupi Kupu* media programme in Kota Kinabalu, Sabah, Tourism Malaysia announced its intentions of harnessing digital marketing initiatives as part of the Visit Malaysia 2020 campaign promotion.

07

JULY

**9 Jul**

The RM5 million GAMESAN Malaysia fund was launched to support local tourism industry players in their marketing and promotional efforts.

07

JULY

**11 Jul**

The second *Ekspressi Media* programme was organised for the media to explore the historic Lembah Bujang, Kedah, and strengthen ties with industry players.

**22 Jul**

The Malaysian Prime Minister launched the official Visit Malaysia 2020 campaign logo, calling it a national mission to be embraced by all Malaysians.

**22 Jul**

The Visit Malaysia 2020 campaign was boosted by partnerships with industry players, Malaysia Airlines, AirAsia, Firefly, Malindo Air, Malaysia Airports Holdings Berhad, and Sharp (M) Electronics.

AUGUST

08

**15 Aug**

Domestic tourism showed a 10.9% growth in 2018, recording a total of 78.2 million domestic tourists, while domestic tourist expenditure rose by 11.7% to reach RM60.4 billion.

**20 Aug**

Tourism Malaysia inked a partnership with Expedia Group to promote Malaysia and foster tourism industry digital innovation.

**23 Aug**

Tourism contributed RM41.69 billion to Malaysian economy with 13.35 million tourists in 2019 first half.

**26 Aug**

Tourism Malaysia partnered with AirAsia and Sunway Group to amplify destination promotions through social media and the Malaysia-ASEAN Tourism Influencers Key Opinion Leaders Programme.

**26 Aug**

The World Tourism Conference 2019, themed "Beyond Tourism, Beyond Expectation" was launched in Kuala Lumpur by the Malaysian Prime Minister.

**27 Aug**

Tourism Malaysia and Malaysia Inbound Chinese Association (MICA) embarked on a China promotional roadshow to Chengdu and Lanzhou.

AUGUST .....

08

**30 Aug**

Promotions in China was stepped up with Tourism Malaysia's participation in the China International Tourism Industry Expo 2019.

09

..... SEPTEMBER

**3 Sep**

Tourism Malaysia organised the "It's Summertime in Malaysia - Let's go to the beach" media familiarisation trip for 30 international media.

**5 Sep**

The Tourism Malaysia Travel Mart was organised in Kuala Lumpur to step up support for local tourism industry players.

**6 Sep**

The Visit Malaysia 2020 official song was launched at Istana Budaya, Kuala Lumpur.

**15 Sep**

Miss SHOPhia Shopping Hunt was launched in Kuala Lumpur to promote Malaysia as a shopping haven.

**19 Sep**

Malaysia won the bid to host the 9th PATA Adventure Travel Conference and Mart in Kota Kinabalu, Sabah, which would take place from 12 to 14 Feb 2020.

**26 Sep**

Tourism Malaysia organised the Malaysia Wedding Conclave in New Delhi, India, to promote Malaysia as a wedding and honeymoon destination.

**29 Sep**

A dedicated birding website ([www.birdsmalaysia.my](http://www.birdsmalaysia.my)) was launched to promote ecotourism and birdwatching packages.

OCTOBER .....

10

**2 Oct**

Tourism Malaysia promoted the Visit Malaysia 2020 campaign at the International French Travel Market Top Resa.

OCTOBER

10

**8 Oct**

Malaysia supported the Pakistan Airlines re-establishment of the Islamabad-Kuala Lumpur route by participating in the Pakistan Travel Mart.

**10 Oct**

The Corporate Travel Bazaar 2019 was organised in Kuala Lumpur to stimulate growth in the domestic tourism industry.

**24 Oct**

Tourism Malaysia took part in the Tourism Expo Japan in Osaka to attract Japanese tourists for Visit Malaysia 2020.

**31 Oct**

An engagement session with Sarawak tourism industry players was organised to build closer relations and smart partnerships.

11

NOVEMBER

**1 Nov**

The Cuti-Cuti Malaysia Travel Fair 2019 was organised in Putrajaya to stimulate growth of domestic tourism and create awareness for the Visit Malaysia 2020 campaign.

**5 Nov**

Malaysia hyped up the Visit Malaysia 2020 promotion at the World Travel Market in London.

**7 Nov**

The “Big Deals, Great Feels” Tourism Carnival was organised in Putrajaya to support local industry players who had partnered with Tourism Malaysia throughout 2019.

**11 Nov**

Some 31 international media explored Malaysia’s culture and traditions in the familiarisation programme, “Reminiscence Cultural Heritage of Malaysia”.

**11 Nov**

In the third *Ekspresi Media* programme, local media were invited to experience the unique cultures, traditions, and adventures that Sabah offered.

**13 Nov**

Tourism Malaysia promoted the Visit Malaysia 2020 campaign in Central Asia during the Tashkent International Tourism Fair, Uzbekistan.

**18 Nov**

ASEANMEET 2019, a familiarisation trip for 60 agents and media from ASEAN countries with tours, travel marts, and product updates, was organised to boost arrivals from Southeast Asia.

**20 Nov**

A Visit Malaysia 2020 Kick Off Conference roadshow was held in Kedah, Perlis, Penang, and Perak to engage with industry players and develop stronger tourism promotions.

**26 Nov**

Malaysia recorded 3.7% growth in tourist arrivals and 6.9% growth in tourist expenditure from Jan-Sep 2019.

**26 Nov**

APEC 2020 was launched in Cyberjaya, marking a year-long series of high-level meetings by the APEC community in multiple destinations within Malaysia.

**27 Nov**

Tourism Malaysia launched a promotional campaign in southern Thailand to boost cross-border travel in 2020.

**30 Nov**

Tourism Malaysia and Malaysia Airlines collaborated to promote domestic tourism packages, the Cuti-Cuti Malaysia Packages with MHHolidays.



..... DECEMBER

**3 Dec**

The Visit Malaysia 2020 official website was launched.

**13 Dec**

Local industry and media partners were celebrated at a special year-end appreciation dinner.

**18 Dec**

The first of three charter flights from Kazakhstan arrived in Langkawi with 235 passengers, as part of Malaysia's efforts to attract tourists from Central Asia.

SEE YOU IN 2020

WHO WE ARE AND  
WHAT WE DO





## Tourism Malaysia Family

From clerk to designer, from secretary to director, we are all part of the Tourism Malaysia family with a single aim in our working life to share the beauty of our home, Malaysia, to the rest of the world.





## WHO WE ARE AND WHAT WE DO

Tourism Malaysia is the national tourism organisation for Malaysia, tasked to promote Malaysia as a leisure and business destination both locally and internationally.

Governed by the Ministry of Tourism, Arts and Culture Malaysia, Tourism Malaysia is driven to market Malaysia as an international destination of choice among tourists and business travellers and make the tourism industry a major socio-economic contributor for the country.

Since its inception in 1972, Tourism Malaysia has grown by leaps and bounds and has played a prominent role in the international tourism arena, earning numerous accolades for both its marketing and promotional efforts.

Tourism Malaysia's international reach is extended through a network of 30 overseas offices and six marketing representative offices in locations identified as Malaysia's key markets. In addition, four regional offices and two supervisory tourist information centre offices are located at strategic locations throughout Malaysia to support the organisation's goals.

Driven by its aspiration to promote Malaysia as a destination of excellence in this region, Tourism Malaysia continues to propel the industry to greater heights. Today, Malaysia's tourism industry has become the second-largest foreign exchange earner for the national economy whilst still maintaining the growth trend from year to year.

# OUR GLOBAL NETWORK

## SOUTH EAST ASIA

1. Brunei
2. Medan, Indonesia
3. Jakarta, Indonesia
4. Manila, Philippines
5. Singapore
6. Bangkok, Thailand
7. Ho Chi Minh, Vietnam

## Marketing Representatives

8. Phnom Penh, Cambodia
9. Vientiane, Laos

## AMERICAS/ EUROPE/ OCEANIA

1. Sydney, Australia
2. Paris, France
3. Frankfurt, Germany
4. Almaty, Kazakhstan
5. The Hague, Netherlands
6. Auckland, New Zealand
7. Moscow, Russia
8. Istanbul, Turkey
9. London, United Kingdom
10. Los Angeles, United States of America

## Marketing Representatives

11. Vancouver, Canada
12. Dublin, Ireland

## ASIA/ AFRICA

1. Beijing, China
2. Guangzhou, China
3. Hong Kong, China
3. Shanghai, China
5. Chennai, India
6. Mumbai, India
7. New Delhi, India
8. Osaka, Japan
9. Tokyo, Japan
10. Seoul, Korea
11. Jeddah, Saudi Arabia
12. Taipei, Taiwan
13. Dubai, United Arab Emirates

## Marketing Representatives

14. Dhaka, Bangladesh
15. Tehran, Iran





SOUTH EAST ASIA



SOUTH EAST ASIA  
MARKETING  
REPRESENTATIVES



AMERICAS/ EUROPE/  
OCEANIA



AMERICAS/ EUROPE/  
OCEANIA  
MARKETING  
REPRESENTATIVES



ASIA/ AFRICA



ASIA/ AFRICA  
MARKETING  
REPRESENTATIVES

# OUR REGIONAL NETWORK

## HEAD OFFICE MALAYSIA TOURISM PROMOTION BOARD (MTPB)

(MINISTRY OF TOURISM, ARTS AND CULTURE MALAYSIA)

9th Floor, No. 2, Tower 1,  
Jalan P5/6, Precint 5, 62200, Putrajaya, Malaysia  
Tel: +603-8891 8000 Fax: +603-8891 8999  
E-mail: [enquiries@tourism.gov.my](mailto:enquiries@tourism.gov.my)  
Tourism Infoline  
1300 88 5050 (within Malaysia only)

## CENTRAL REGION

KUALA LUMPUR, SELANGOR  
NEGERI SEMBILAN

### KUALA LUMPUR

Level 2, MATIC New Building  
109, Jalan Ampang  
50450 Kuala Lumpur  
Tel: 603 2161 0166 / 0312 / 0328 / 0348  
Fax: 603 2161 0049  
E-mail: [mtpbkl@tourism.gov.my](mailto:mtpbkl@tourism.gov.my)

## NORTHERN REGION

PERLIS, KEDAH, PENANG, PERAK

### PENANG

No. 11, Lebuhr Pantai, 10300 George Town, Penang  
Tel: 604 261 0058 / 263 4941 • Fax: 604 262 3688  
E-mail: [mtpbpen@tourism.gov.my](mailto:mtpbpen@tourism.gov.my)

## EAST COAST REGION

KELANTAN, TERENGGANU, PAHANG

### PAHANG

Lot 7 & 9, Ground Floor, ICT Hub, Putra Square  
Jalan Putra Square 4, 25200 Kuantan, Pahang  
Tel: 609 567 7112 / 567 7115 / 567 7116  
Fax: 609 566 7114  
E-mail: [mtpb.pahang@tourism.gov.my](mailto:mtpb.pahang@tourism.gov.my)

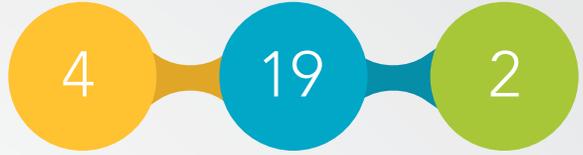


## SOUTHERN REGION

MELAKA, JOHOR

### JOHOR

13th Floor, Suite 13-02 JLand Tower, Johor Bahru  
City Center, Jalan Tun Abdul Razak, 80000  
Johor Bahru, Johor  
Tel: 607 222 3590 / 3591 / 3592  
Fax: 607 223 5502  
E-mail: [mtpbjhb@tourism.gov.my](mailto:mtpbjhb@tourism.gov.my)



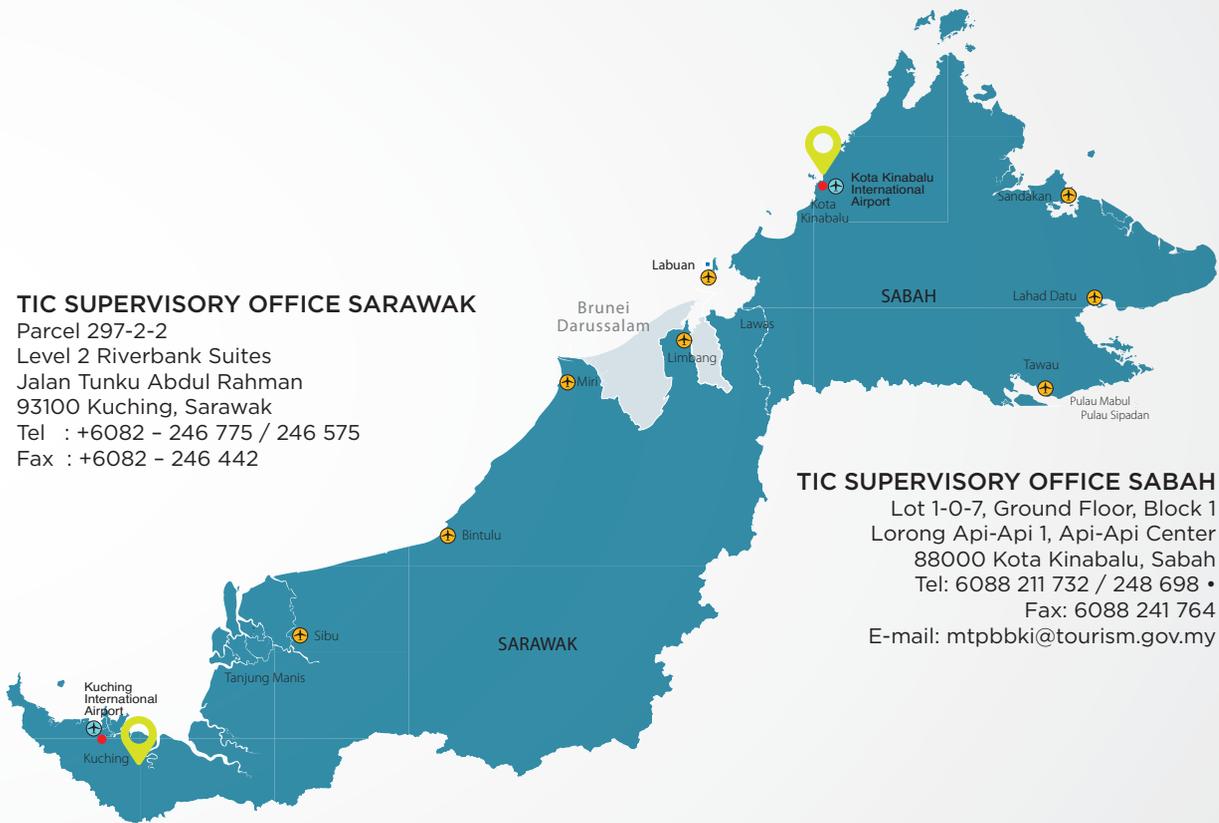
REGIONAL OFFICES

TOURIST INFORMATION CENTRES (TIC)

TIC SUPERVISORY OFFICE

### TIC SUPERVISORY OFFICE SARAWAK

Parcel 297-2-2  
 Level 2 Riverbank Suites  
 Jalan Tunku Abdul Rahman  
 93100 Kuching, Sarawak  
 Tel : +6082 - 246 775 / 246 575  
 Fax : +6082 - 246 442



### TIC SUPERVISORY OFFICE SABAH

Lot 1-0-7, Ground Floor, Block 1  
 Lorong Api-Api 1, Api-Api Center  
 88000 Kota Kinabalu, Sabah  
 Tel: 6088 211 732 / 248 698 •  
 Fax: 6088 241 764  
 E-mail: mtpbbki@tourism.gov.my

### TOURISM MALAYSIA TOURIST INFORMATION CENTRES (TIC)

- Kangar, Perlis
- Ipoh, Perak
- Sultan Iskandar Building, Johor
- Kuah, Langkawi
- Lumut, Perak
- JB Central, Johor
- Jetty Kuah, Langkawi
- KL Sentral
- Kota Bharu, Kelantan
- Langkawi International Airport
- Sultan Abdul Samad Building
- Kuala Terengganu, Terengganu
- Penang International Airport
- KL International Airport
- Labuan
- George Town, Penang
- klia2
- Bukit Kayu Hitam, Kedah
- Jalan Kota Melaka, Melaka

# OUR FUNCTIONS

## 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.



## QUALITY OBJECTIVE

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



## 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.



## FUNCTIONS

In accordance with the Malaysian 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; and
- Recommend to the Minister relevant measures and programmes that stimulate development and promotion of the Malaysian tourism industry and to implement them upon approval.



## OBJECTIVES

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

- Increase foreign 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.





### Malaysian Welcome

More than just a tagline, "Mesra Malaysia" is the spirit of hospitality which we all embrace to make each and every person who steps on Malaysian soil feel truly welcomed.

# OUR FUTURE PLANS AND STRATEGIES

## TOURISM MALAYSIA'S STRATEGIC PLAN BASED ON NATIONAL TOURISM POLICY 2020-2050

Malaysia's National Tourism Policy 2020-2050 is a document created as a blueprint to guide the growth and development of the tourism industry. The plan covers three distinct ten-year phases between 2020 and 2050.

Based on this National Tourism Policy, Tourism Malaysia's strategic direction for the period between 2020 and 2030 will be guided by two key aspects, namely harnessing public-private partnerships (PPP) and embracing digitalisation.

The strategies formulated for this plan take into consideration the United Nations Sustainable Development Goals (UNSDGs) which outline a shared blueprint for global peace and prosperity.

Other aspects taken into account in the development of Tourism Malaysia's strategic plan include the megatrends affecting the world, as well as regional, national, and state economic plans. Studies on the future of tourism by academia and subject-matter experts in the

industry also have bearing on Tourism Malaysia's own strategic planning.

These strategies will be implemented in efforts to transform the country's tourism industry, drive innovation, and promote healthy competition, towards sustainable and inclusive development in line with the UNSDGs.

## TRANSFORMATION STRATEGIES

Tourism Malaysia has embraced the six transformation strategies outlined in the National Tourism Policy to move Malaysia out of the current comfort zone towards achieving a more robust and sustainable industry by the year 2030.

The strategies encompass six areas that are critical to the development and growth of tourism in Malaysia, which are:



### **Strengthen Governance**

Tourism Malaysia believes there is a need to improve the governance capacity and coordination of tourism-related agencies in Malaysia. Focus on quality of services, independence and autonomy, quality of policy formulation and implementation, as well as overall credibility, are critical towards shaping a synergistic and dynamic tourism landscape supported by empowered stakeholders.

### **Foster Economic Development**

This strategy focuses on public-private partnerships in the creation of special tourism investment zones to drive the development of high value and innovative tourism products and services. The initiative is expected to not only meet the needs of a growing and sophisticated market through the creation of new and innovative tourism offerings, but also foster a pro-investment environment that will position Malaysia as an attractive economic partner.

### **Embrace Digitalisation**

Tourism Malaysia's strategic direction is influenced by the era of Industrial Revolution 4.0, along with the opportunities and challenges it brings. To be effective as a national tourism promotion board, Tourism Malaysia will embark on a comprehensive digital journey to transform the industry towards Smart Tourism. E-marketing, big data, and sharing economy are some of the key areas that will shape the future of Malaysia's tourism industry.

### **Enhance Demand Sophistication**

Quality, and not quantity, is the focus, as Tourism Malaysia begins to pivot towards attracting high - value tourists and increasing tourist expenditure. Emphasis will be given towards selecting the right marketing efforts and channels, shortening the supply chain, improving destination attractiveness, and attracting high-value visitors.

### **Commit to Sustainable Tourism**

This strategy sees Tourism Malaysia aligning its national tourism policy with the UNSDGs by reinforcing the role of tourism

as a catalyst for economic development in a sustainable, responsible, and inclusive manner. Through meaningful collaborations and partnerships, this strategy looks at reinforcing commitments to protect national resources for the posterity of tourism.

### **Develop Human Capital**

The human factor plays a critical role in the tourism industry, where face-to-face interactions are valued, and in fact, the very reason for travel initiatives to be undertaken in the first place. As such, human capital development will be a key focus of Tourism Malaysia's strategic direction. This includes delivering training to inculcate reputable service culture across the board, encouraging the adoption of new skill sets to meet the future needs of the industry, as well as establishing tourism as a potential career path.

## NATIONAL KEY ECONOMIC AREA (NKEA) EPP 11: PROMOTION AND MARKETING



145 Joint Promotional  
Campaigns



RM916.8 million  
Return on Investment

To help drive the tourism industry forward, Tourism Malaysia received a funding of RM125 million from the 11th Malaysia Plan to be utilised over a five-year period for tourism development. The budget was allocated specifically to boost connectivity and increase international tourist arrivals to Malaysia.

Over the years, initiatives were made to collaborate with airlines and tour operators for the development and promotion of holiday packages to Malaysia. Charter flight operations were also a key area of focus to enhance accessibility, flight frequency, and seat capacity to Malaysia. Besides this, more packages were developed to promote Malaysia's niche attractions, especially for high yield markets. Emphasis was given on shopping, diving, birding, and golfing niches.

Efforts to boost tourism promotion and marketing were strengthened with the signing of a Memorandum of Understanding (MOU) between Tourism Malaysia and Malaysia Airports Holdings Berhad (MAHB) on 7 November 2017 in London. The ceremony was witnessed by the Minister of Tourism, Arts and Culture Malaysia.

The MOU specified the collaborative arrangement between the two parties to intensify the implementation of a joint promotion programme for charter flights throughout 2018. Key markets the initiative focused on were China, India, Japan, Korea, Australia, Europe, America, and ASEAN, especially prioritising secondary cities. The initiative was known as the Joint International Tourism Development Programme (JITDP).

Following the success of the partnership, and as a show of continued support, the Economic Planning Unit injected further financial funding for Tourism Malaysia. The purpose was for Tourism Malaysia to undertake an additional scope of work, namely the promotion and marketing of tourism, which came under the National Key Economic Area (NKEA) project EPP 11.

In 2019, Tourism Malaysia was allocated a NKEA budget of RM25 million to undertake tactical campaigns with tour operators and airlines. A total of 145 joint promotional campaigns were implemented in all major markets, resulting in a RM916.8 million return on investment as reported until the third quarter of 2019.



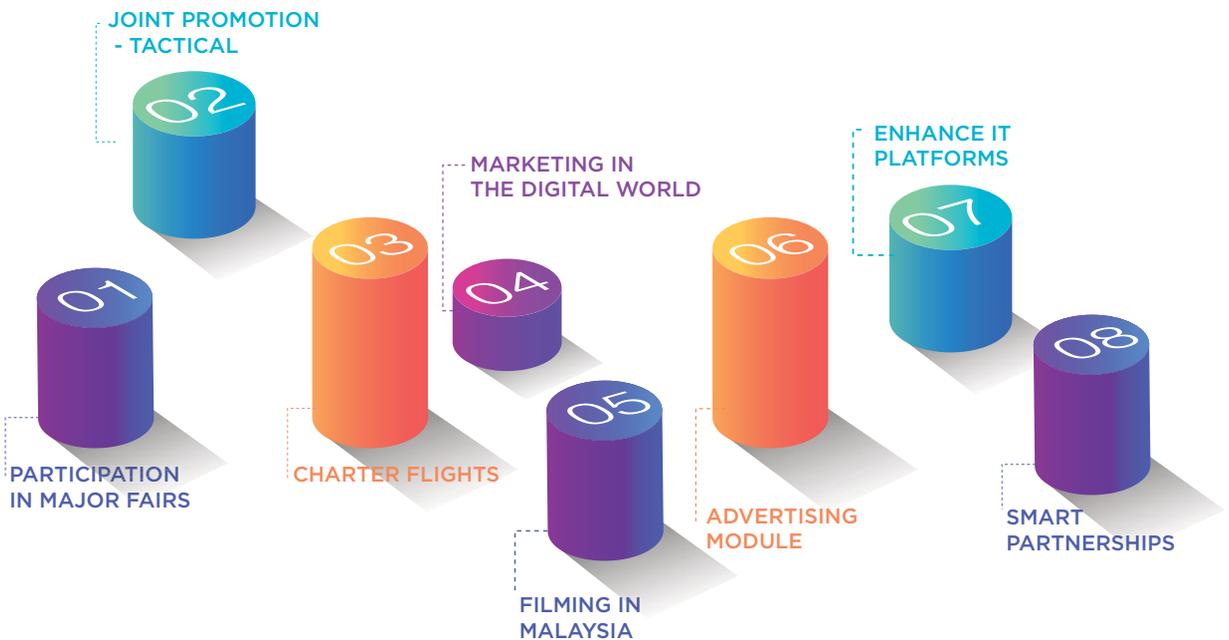
### Shopping Paradise in Malaysia

Contributing RM28.94 billion in total tourist expenditure in 2019, shopping became a major contributor to the tourism industry in Malaysia. It simply reflects the power of tourism in sustaining our economy, keeping people in business, and providing the rakyat with jobs.

# OUR ACTION PLANS

To achieve its overall goals and objectives of marketing and promoting Malaysia in 2019, Tourism Malaysia drew up a specific action plan focused on key areas of international market, domestic market, niche tourism and advertising. Each focus area was supported by strategic actions to help enhance marketing and promotional efforts, and facilitate public-private partnerships, while meeting Tourism Malaysia's goals and objectives.

## INTERNATIONAL MARKET PLANS



### Participation in Major Fairs

Participation in major B2B and B2C platforms such as ASEAN Tourism Forum and Arabian Travel Market to drive interest for tourism partnerships and consumer travel. These huge international fairs are where Malaysia not only promotes its destination products, but also where collaborations are made with airlines and tour operators.

### Joint Promotion - Tactical

Combining resources and expertise by collaborating with airlines, tour operators, online travel agents, and even neighbouring countries for more effective joint promotional activities.

### Charter Flights

Enhancing airline connectivity by encouraging and incentivising charter flight operations as a key focus to drive interest and travel to Malaysia. Important markets for Malaysia include China (especially the second- and third-tier cities), Taiwan, Korea, and Japan.

### Marketing in the Digital World

Utilising new and available technologies in implementing marketing initiatives. Though Tourism Malaysia's foray here is still limited, efforts are being made to utilise social media opportunities, SEO/SEM, and mobile apps, among others, to leverage the technology.

### Filming in Malaysia

Promoting Malaysia as a filming location due to its scenic destinations, colourful culture, and available filming facilities, particularly Pinewood Iskandar Malaysia Studios.

### Advertising Module

Strengthening marketing efforts by implementing advertising activities in various markets and in numerous ways including global, in-market, tactical, domestic, and digital.

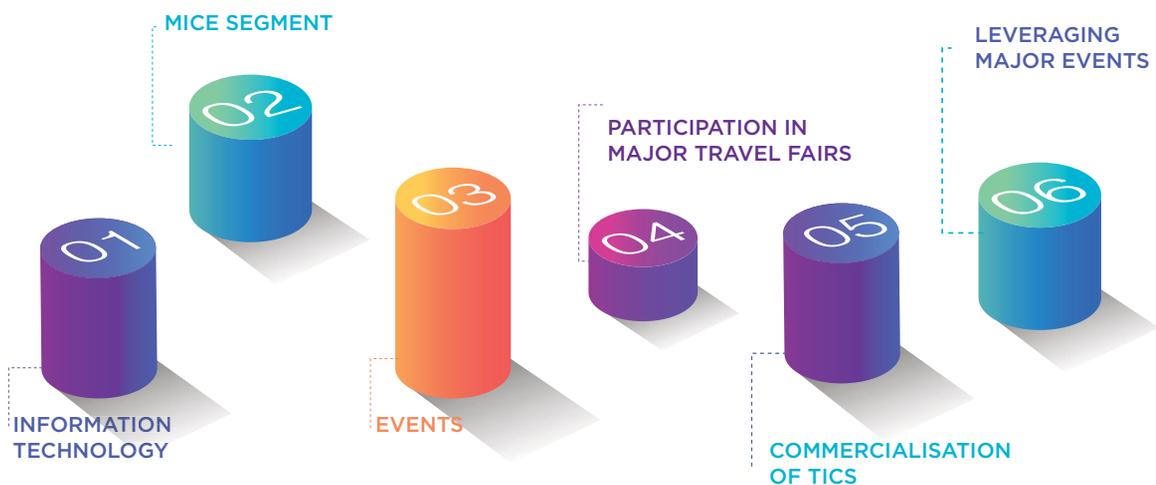
### Enhance IT Platforms

Leveraging technology and social media opportunities that would improve consumer engagement, while seeking new digital opportunities such as celebrity and KOL partnerships.

### Smart Partnerships

Establishing both private and public sector partnerships that lead to powerful collaborations and initiatives by combining resources, experiences, and expertise, to achieve greater goals.

## DOMESTIC MARKET PLANS



### Information Technology

Employing information technology to deliver tourism solutions and ideas to the public as it is the ideal platform that could be adapted to suit specific goals, whether to reach a wide audience, a targeted market, or to simply implement a specific campaign.

### MICE Segment

Intensifying promotional efforts within the MICE segment through initiatives such as Corporate Travel Bazaar, familiarisation trips, and MICE seminars that help create awareness and boost interest and demand for this niche industry focused on meetings, exhibitions, and conferences.

### Events

Instilling awareness and creating opportunities for domestic travel by leveraging key cultural and lifestyle events as the ideal draw to encourage Malaysians to explore local attractions.

### Participation in Major Travel Fairs

Participating in major travel trade and consumer fairs to reach out to the Malaysian domestic tourist market. Events such as Cuti-Cuti Malaysia Dekat Je Roadshow as well as participation in events organised by tourism associations such as MATTA, MITA, and MITM, help deepen interest for domestic travel.

### Commercialisation of TICs

Maximising the role of TICs as a one-stop-centre for tourists by utilising their resources and strategic locations to showcase local handicrafts and products, and sell tourism packages, tickets, and room bookings.

### Leveraging Major Events

Utilising major events as prime opportunities for Tourism Malaysia to collaborate with various parties in creating special event-related packages that would drive interest for local travel. The events in question include festivals, state level and district level years of tourism, as well as major sporting events.

## NICHE MARKET PLANS



### Information Technology

Maximising the role of technology in Tourism Malaysia's promotional efforts to its niche markets. Website and social media platforms help to attract a following from the relevant markets, and create better engagements with the online community.

### Major Events

Promoting niche tourism products by tying up special packages with key events that focus on unique experiences and specific interests. Niche packages developed in conjunction with major events would be focused on shopping, sports, and community-based tourism.

### Synergy with Mega Projects

Aligning Tourism Malaysia's tourism promotional efforts with the developments of key national projects. For example, Tourism Malaysia organised a special campaign to promote accessibility of urban retail centres via the extensive MRT/LRT/Monorail network. In addition, the development of Rail Tourism Packages helped to boost demand for travel by public transportation (ERL, ETS, MRT, and LRT).

### NKEA Initiatives

Aligning efforts and providing continued support for the government's key initiatives by promoting new shopping zones in Penang, Johor, and Kota Kinabalu; extending shopping promotions beyond malls; intensifying marketing efforts of special interest activities such as diving, birding, sports, and fly-and-cruise; and creating interest for Malaysia as a wedding destination.

### Integrated Marketing Campaigns

Branding Malaysia as a shopping and entertainment haven by promoting the "Malaysia: Land of Shopping & Entertainment" integrated packages and developing packages that combine shopping and entertainment activities, such as indoor theme parks, water parks, and accommodation.

### Malaysia as a Filming Destination

Creating awareness and marketing Malaysia as the ideal filming destination, and bringing attention to Malaysia's unique homestay products as unique filming environments.

## PROMOTION & PUBLICITY PLANS

### Advertising Modules

Carrying out five levels of advertising initiatives that differ in terms of location, objectives, and platforms: global advertising to boost the general brand; in-market advertising to create memorable engagement with specific markets; digital advertising utilising new technology to cater to the modern way of how information was consumed; domestic advertising cater to the local markets, and tactical advertising to generate quick-win impacts.

### Talent Engagement

Reviewing the processes and terms and conditions of engaging talents to be used in Tourism Malaysia's advertising and promotional activities to avoid legal implications.

### Promotion of Lesser-Known Products

Introducing lesser-known products and attractions in Malaysia, instilling an awareness of the product

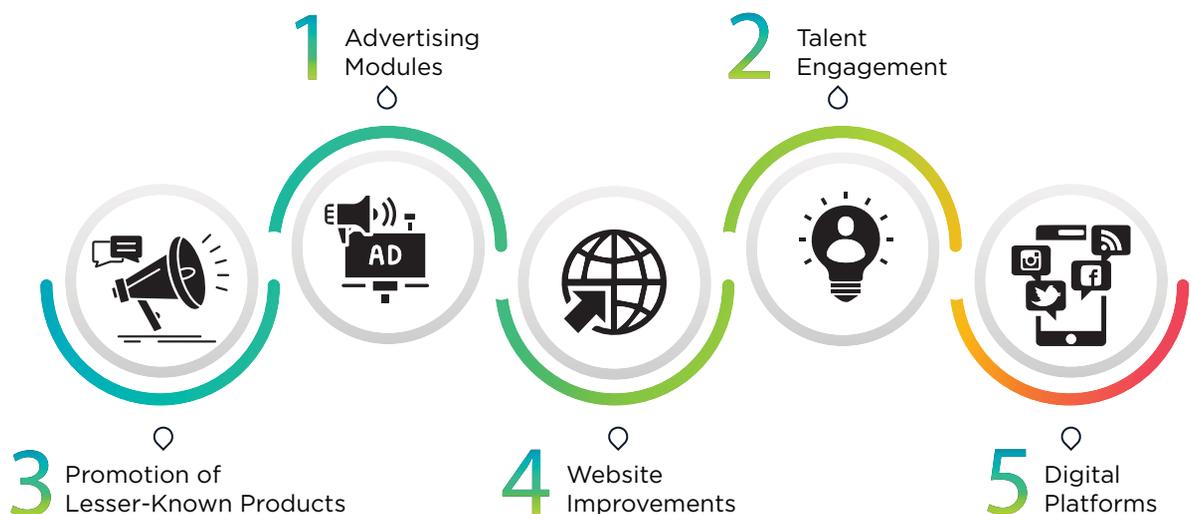
diversity in the country, and opening up interest in new markets, while keeping Malaysia fresh in the minds of travellers.

### Website Improvements

Revamping the Tourism Malaysia consumer website to create a more user - friendly, content-driven, and information-loaded platform. The plan is to streamline and align the content structure with the ongoing advertising and digital campaigns as well as the official social media platform.

### Digital Platforms

Diversifying Tourism Malaysia's digital presence and reach by creating mobile apps, virtual events, booking features, and video contests to strengthen the destination branding across all digital platforms.



# OUR FOCUSED MARKETS

## UNIQUE SELLING POINTS

**EUROPE (+0.3%)**  
**(UK, FRANCE & GERMANY)**  
NATURE/ISLAND/BEACH/CULTURE

**WEST ASIA (-2.1%)**  
SHOPPING/ FAMILY/ HIGHLANDS/ CITY

**INDIA (+22.5%)**  
FAMILY/ SHOPPING/ INCENTIVE TOURS

**INDONESIA (+10.5%)**  
FAMILY/ EDUCATION/ HEALTH/ SHOPPING

**AUSTRALIA (+4.8%)**  
SHOPPING/ BEACHES/ NATURE

**NORTH ASIA (+16.7%)**  
(JAPAN & SOUTH KOREA)  
BEACHES/ ISLANDS/ NATURE/ CULTURE

**CENTRAL ASIA (+17.3%)**  
SHOPPING/ BEACHES

**SINGAPORE (-4.3%)**  
FAMILY/ NATURE/ HIGHLANDS

**THAILAND (-1.6%)**  
FAMILY/ SHOPPING/ HIGHLANDS

**CHINA (+5.8%)**  
FAMILY/ SHOPPING/ ISLANDS/ BEACHES/  
THEME PARKS



\* % Tourist arrivals to Malaysia in 2019



A photograph of a traditional wooden barn with a dark roof, situated in a vast rice paddy field. The field is filled with young green rice plants growing in shallow water. The sky is a warm, golden-orange color, suggesting sunset or sunrise. In the background, there are some trees and a utility pole.

 Sekinchan, Selangor

## OUR RESEARCH AND KNOWLEDGE CENTRE

Tourism Malaysia conducts tourism research on a regular basis. Information collected helps to determine the industry's growth, and provides a basis for comparison of tourist arrivals, revenue, and other metrics, over a period of time, as well as in comparison with other destinations. The research also provides current perspectives on trends and preferences of travellers. This data is critical in formulating Tourism Malaysia's marketing and promotional strategies, as well as overall direction for tourism growth.



50,000 Respondents  
Interviewed



6,000 Respondents  
Yearly at Major Airports



820 Paid  
Accommodation  
Survey



4,826 Hotels  
315,969 Rooms

## SURVEYS

A number of surveys are conducted periodically, among them the Departing Visitors Survey (DVS) which acquires information on visitor demographics, spending and traveling patterns, as well as tourist profiles.

This survey is conducted year-round by research officers stationed at seven locations including international airports and major land and sea entry and departure points in Malaysia. Tourism Malaysia also gathers this information on a quarterly basis at ferry terminals, border entry points, and Rest & Relax areas along the North-South Highway.

Some 50,000 respondents are interviewed and their responses recorded each year through

this survey. Data obtained are compiled and published in the Malaysia Tourist Profile by Selected Markets.

Meanwhile, the Malaysian Outbound Survey carries out data collection on the profile and spending patterns of Malaysians travelling abroad. Tourism Malaysia research officers gather this data from 6,000 respondents every year at major airports, including KLIA, klia2, Kuching, Kota Kinabalu, and Bayan Lepas.

Another important survey conducted by Tourism Malaysia is the Paid Accommodation Survey where information from a total of 820 paid accommodation operations are collected on a quarterly basis. The survey sample consists of 728 hotels,

37 serviced apartments, 35 homestays, and 20 dormitories representing 17.26% of the total number of paid accommodations in Malaysia.

Tourism Malaysia gathers information such as average hotel occupancy rates, hotel guests reports (domestic and international), and average room rates for each state in Malaysia.

In addition, Tourism Malaysia also records information on the number of hotels, number of rooms, room rates, and latest facilities offered by the hotels.

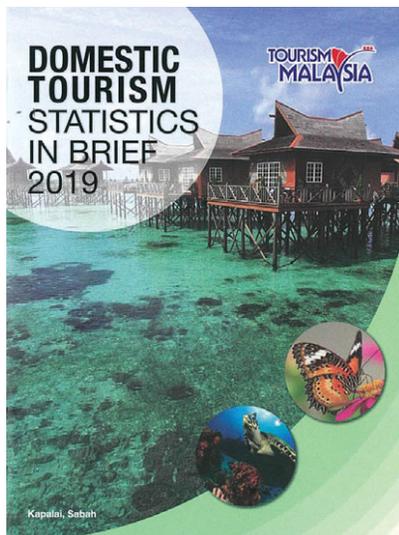
For the year 2019, the number of hotels and rooms available in Malaysia are recorded at 4,826 and 315,969 respectively.

## PUBLICATIONS

### **Malaysia Tourism Key Performance Indicators**

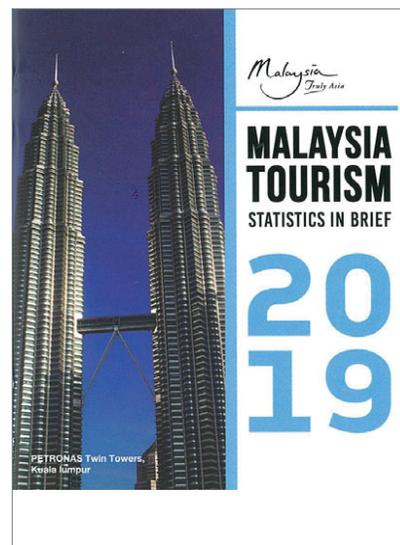
Another annual publication that Tourism Malaysia publishes is the Malaysia Tourism Key Performance Indicators, which provides valuable and insightful information on Malaysia's tourism industry.

The publication can be viewed and downloaded from <https://www.tourism.gov.my>



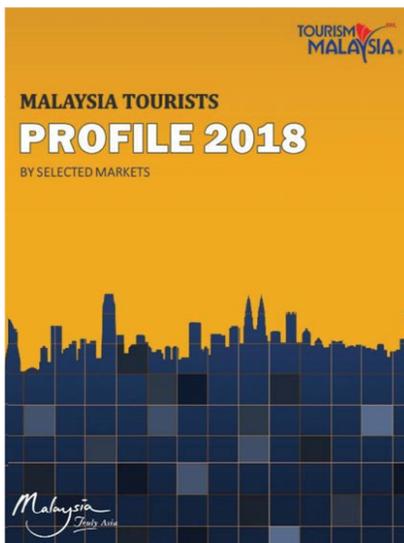
### **Malaysia Domestic Tourism Statistics in Brief**

Domestic tourism data is presented in the Malaysia Domestic Tourism Statistics in Brief publication. Information is sourced from the annual Domestic Tourism Survey conducted by the Department of Statistics, Malaysia (DOSM).



### **Malaysia Tourism Statistics in Brief**

Key tourism facts and figures on Malaysia's tourism industry are compiled in this pocket-sized annual publication for easy reference. The data is obtained from various sources and presented according to the needs and requirements of the Ministry of Tourism, Arts and Culture Malaysia.



### **Malaysia Tourists Profile By Selected Markets**

Tourism Malaysia publishes the Malaysia Tourists Profile annually, providing insights and data on international tourists who visit Malaysia. The findings are obtained by Tourism Malaysia research officers from face-to-face interviews conducted throughout the year.

The report aims:

- To provide a profile of the international tourist in terms of socio-economic and behavioural characteristics;
- To supply detailed information on international tourist travel patterns;
- To allow the identification of market segments and potential target markets; and
- To provide a basis for calculating the economic impact of different international tourist groups.

The report can be viewed and downloaded from <http://mytourismdata.tourism.gov.my/>

## **TOURISM MALAYSIA RESOURCE CENTRE**

The Tourism Malaysia Resource Centre is a repository of tourism-related information and sources of reference, many of which are made available to the public including students and researchers. Among the documents that line the shelves of the library are research studies, survey findings, statistical data, and market intelligence. A large number of these publications are the intellectual property of Tourism Malaysia.

Besides this, the Resource Centre keeps a total of 19,737 catalogued monographs and journals, of which 70% are in the field of

tourism. This is an increase of 337 units compared to the previous year.

It also has a collection of 120,909 materials kept digitally, which includes news articles, promotional activity reports, annual reports, and tourism statistics reports.

The Tourism Malaysia Resource Centre utilises the Integrated Library Management Utility (ILMU) system, employing the WebOPAC and WebInfoline for cataloguing and digitising documents respectively.

In 2019, the Resource Centre received a total of 197 serial publications and continued its subscription to online tourism databases including PASSPORT: Travel & Tourism, and Fitch Solutions.

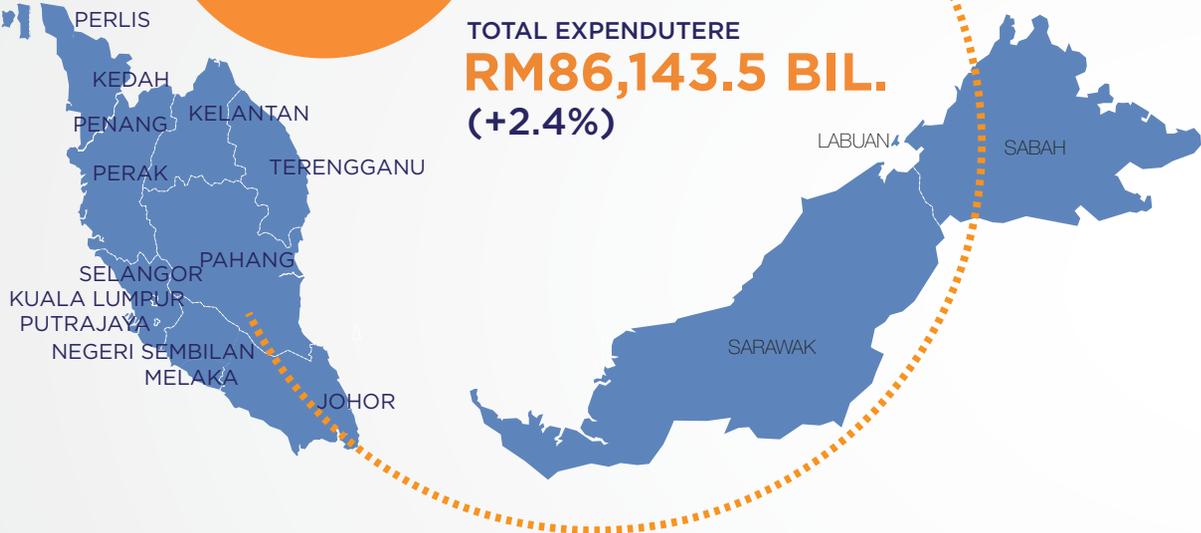
The library is also equipped with numerous facilities such as computers with Internet connection, wifi, Linguaphone systems for the learning of foreign languages, discussion rooms, and lockers.

# HOW WE CREATE VALUE





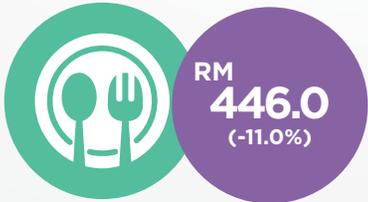
# TOURISM INDUSTRY IN NUMBERS



AVERAGE STAY



PER CAPITA EXPENDITURE



Source: Strategic Planning Division, Malaysia Tourism Promotion Board



### TOP 5 TOURIST ARRIVALS

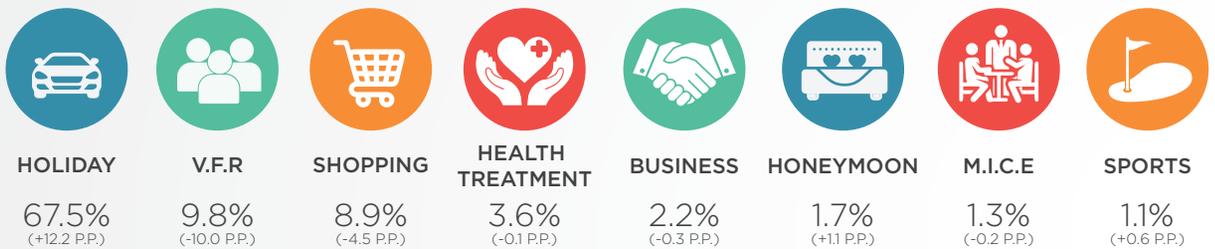


## MODE OF TRANSPORT (SHARE)



(+/- p.p.) = Indicates 2019 / 2018 Percentage Point Difference

## MAIN PURPOSE OF VISIT



(+/- p.p.) = Indicates 2019 / 2018 Percentage Point Difference  
V.F.R. = Visit Friends and Relatives | M.I.C.E. = Meetings, Incentives, Conventions and Exhibitions

## EXPENDITURE COMPONENTS (VALUE)



[1] On-site Bookings | [2] Malaysian Carriers | (+/- %) = Indicates 2019 / 2018 Percentage Growth

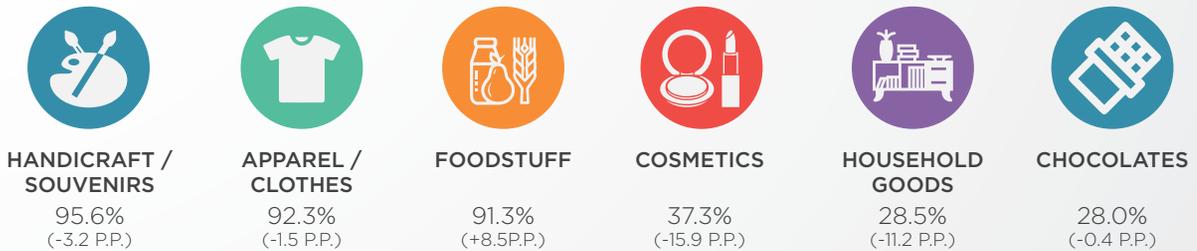
## EXPENDITURE COMPONENTS (SHARE)



[1] On-site Bookings | [2] Malaysian Carriers | (+/- p.p.) = Indicates 2019 / 2018 Percentage Point Difference

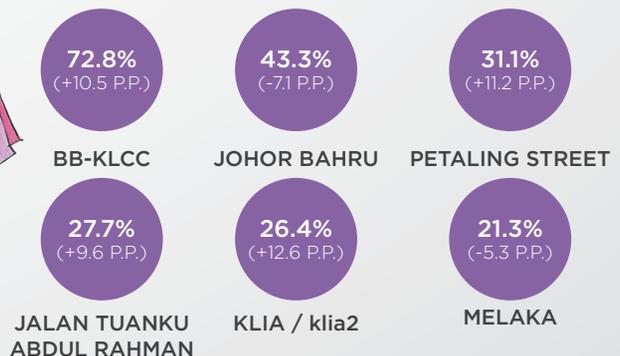


## POPULAR SHOPPING ITEMS



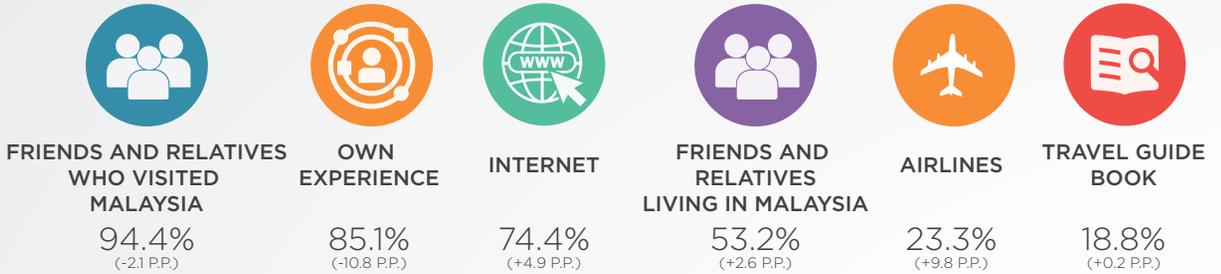
(Multiple Response) | (+/- p.p.) = Indicates 2019 / 2018 Percentage Point Difference

## TOP SHOPPING LOCATIONS



Source: Strategic Planning Division, Malaysia Tourism Promotion Board

## SOURCE OF INFORMATION



Multiple Response | (+/- p.p.) = Indicates 2019 / 2018 Percentage Point Difference

## MAIN ACTIVITIES ENGAGED



Multiple Response | (+/- p.p.) = Indicates 2019 / 2018 Percentage Point Difference

## BREAKDOWN OF INTERNET

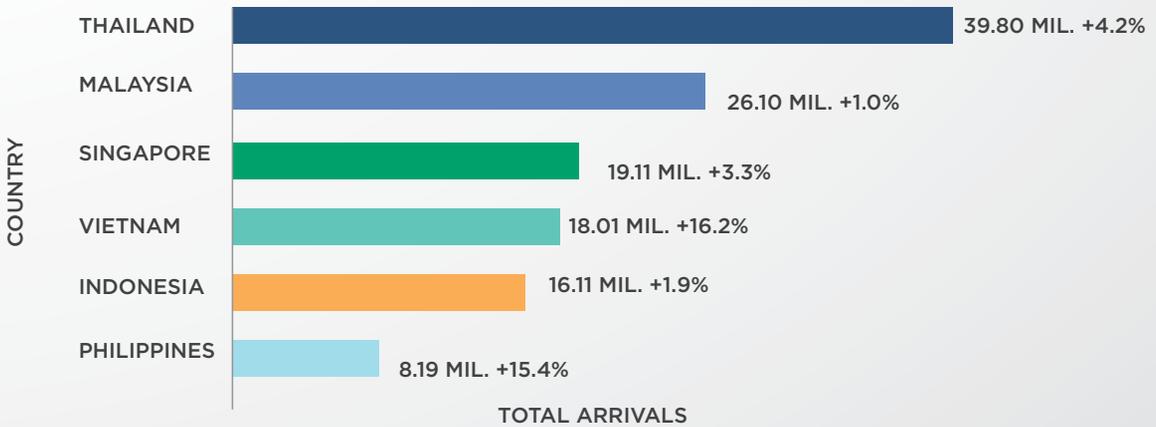
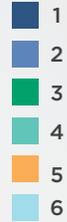


Single Response | (+/- p.p.) = Indicates 2019 / 2018 Percentage Point Difference

## ARRIVALS TO SELECTED ASEAN COUNTRIES



TOTAL TOURIST ARRIVALS (RANK)



Source : Ministry of Tourism & Sports, Thailand | BPS [Badan Pusat Statistik Indonesia] | Respective NTO's

Source: Strategic Planning Division, Malaysia Tourism Promotion Board



Melaka

# TOURISM PERFORMANCE 2019

The Malaysia Tourism Promotion Board, better known as Tourism Malaysia, is an agency established in 1992 under the Act 481. As a federal statutory body under the Ministry of Tourism, Arts and Culture Malaysia, Tourism Malaysia's main function is to stimulate, develop and promote Malaysia as a popular tourist destination locally and internationally.

Targeted international  
tourist arrivals of  
**30 million**  
with tourist income of  
**RM100 billion**  
by 2020

In today's digital age, conventional tourism promotion methods benefit from more creative and productive efforts - using social media, accommodation-sharing websites, and mobile applications - to compete effectively in the region.

To ensure Malaysia remains a top of mind destination, partnerships have been forged with search engines such as Google, Weibo, and WeChat for the China market, as well as online travel agents such as Booking.com, Traveloka, and Expedia.

Efforts to sustain and enhance the tourism industry through various initiatives, including digital transformation, is a key strategy to push tourism forward, especially since Malaysia now has over 3.15 million social media users, and growing every day. Clearly, social media is a potential promotional platform - one where Malaysians themselves can embrace the role as ambassador

for the country and promote Malaysia as a travel destination at the global level.

Tourism Malaysia is also aggressively forging partnerships with local tourism industry players in the development of attractive tourism destinations, product offerings, and packages, as well as the overall promotion of Malaysia.

Besides collaborations with international airlines to promote holiday packages to Malaysia, Tourism Malaysia also forms partnerships across multiple sectors - retail, education, agriculture, sports, and more - to diversify its product offerings

and enhance promotional efforts. New and unique tourism products such as The Habitat Penang Hill, Escape Theme Park Penang, Desaru Coast Malaysia, and Encore Melaka Impression Series also contribute to the diversity and attractiveness of Malaysia as a tourist destination.

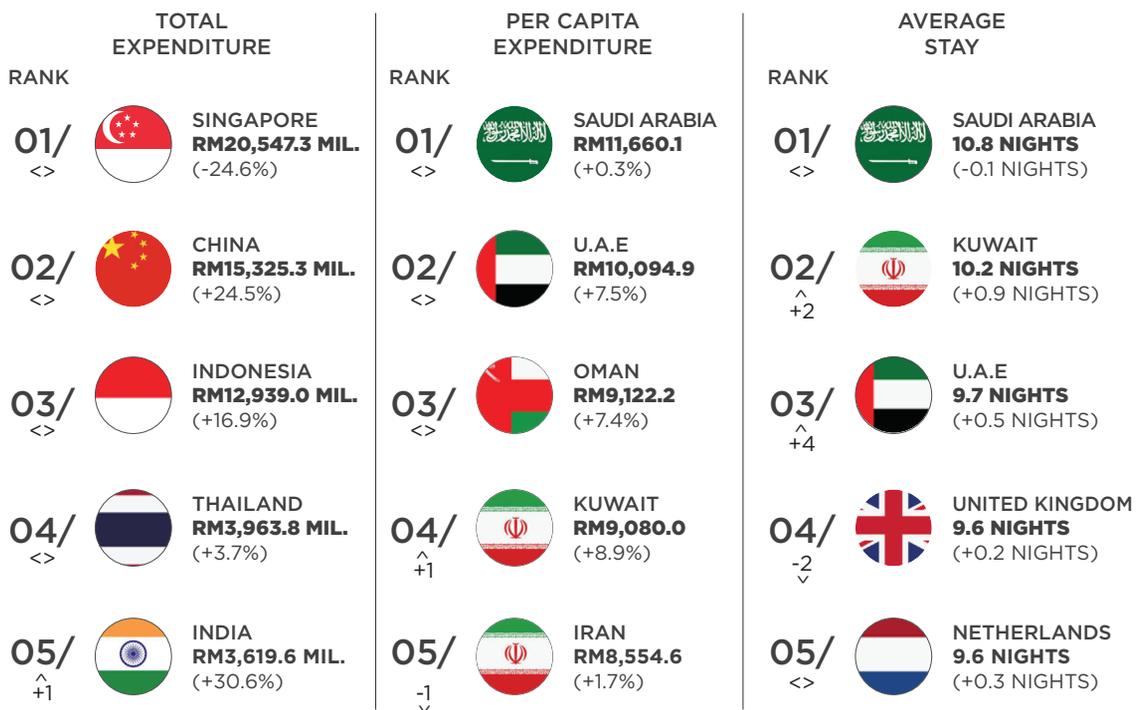
As one of the National Key Economic Areas (NKEA) of the country, tourism sector has been identified as a key economic driver. Malaysia's tourism industry targets international tourists arrivals amounting to 30 million, with a corresponding tourism expenditure of RM100 billion by the year 2020.

In 2019, Malaysia received a total of 26,100,784 international tourists compared to 25,832,354 international tourists in 2018, an increase of +1.0%.

Meanwhile, international tourist expenditure in 2019 reached RM86.14 billion, an improvement of +2.4% compared to RM84.1 billion in 2018. The largest contributor of tourism revenue was the short-haul ASEAN market with a total contribution of RM43.72 billion. Even so, the ASEAN market experienced a decline of -9.9% compared to the revenue contribution posted in 2018 which was RM48.5 billion. Cumulatively, the non-ASEAN markets contributed a total of RM42.42 billion in tourism revenue for the year 2019.

The average per capita international tourist expenditure climbed by +1.3% from RM3,257.0 in 2018 to RM3,300.4 in 2019. West Asia recorded the highest per capita expenditure with RM11,660.1 (+0.3%), while ASEAN recorded the lowest per capita expenditure with RM2,021.6 (-21.3%).

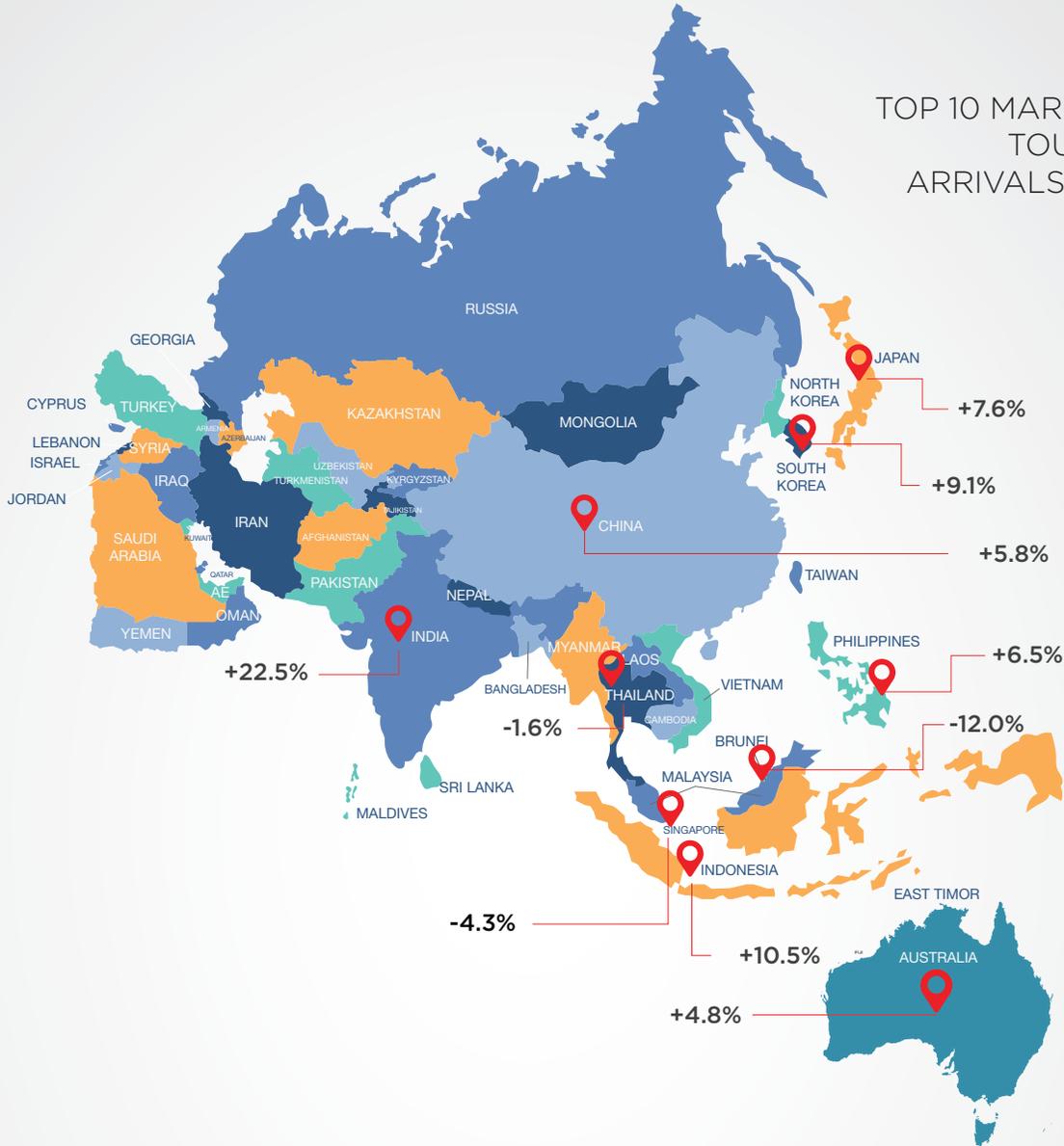
The tourist expenditure for 2019 was comprised of the following main components: shopping (33.6%), accommodation (24.0%), and food and beverages (13.3%). The expenditure for shopping recorded a marginal increase from 33.4% in 2018 to 33.6% in 2019. Meanwhile, the accommodation component saw a decline from 25.7% in 2018 to 24.0% in 2019.



Source: DVS, Strategic Planning Division, Malaysia Tourism Promotion Board

The average length of stay of an international tourist in Malaysia for 2019 was recorded at 7.4 nights, an increase of 0.9 points compared to 6.5 nights in 2018. The average length of stay for different markets vary as follows: 9.8 nights for West Asia; 8.8 nights for Europe; 8.8 nights for Central Asia; 6.4 nights for South Asia; and 6.5 nights for East Asia.

# TOP 10 MARKETS TOURIST ARRIVALS 2019



01/ 	<b>SINGAPORE</b> 10,163,882 (2019) 10,615,986 (2018)	02/ 	<b>INDONESIA</b> 3,623,277 (2019) 3,277,689 (2018)	03/ 	<b>CHINA</b> 3,114,257 (2019) 2,944,133 (2018)
04/ 	<b>THAILAND</b> 1,884,306 (2019) 1,914,692 (2018)	05/ 	<b>BRUNEI</b> 1,216,123 (2019) 1,382,031 (2018)	06/ 	<b>INDIA</b> 735,309 (2019) 600,311 (2018)
07/ 	<b>SOUTH KOREA</b> 673,065 (2019) 616,783 (2018)	08/ 	<b>JAPAN</b> 424,694 (2019) 394,540 (2018)	09/ 	<b>PHILIPPINES</b> 421,908 (2019) 396,062 (2018)
		10/ 	<b>AUSTRALIA</b> 368,271 (2019) 351,500 (2018)		

Across all regions, most markets recorded an increase in tourist arrivals to Malaysia: South Asia (+22.2%), Central Asia (+17.3%), Africa (+7.2%), East Asia (+5.9%), Americas (+4.3%), Oceania (+4.2%), and Europe (+0.3%). Markets that recorded a decline in arrivals were West Asia (-2.1%) and ASEAN (-1.3%).

Table 1: Tourist arrivals to Malaysia in 2019 based on market distance

DISTANCE	MARKET	2019	2018	△%
Short-haul	ASEAN	17,880,151	18,114,446	-1.3
Medium-haul	South Asia	1,095,888	896,596	+22.2
	East Asia	4,600,263	4,343,689	+5.9
Long-haul	Africa	163,341	152,391	+7.2
	Americas	406,722	389,797	+4.3
	West Asia	309,224	315,733	-2.1
	Central Asia	35,931	30,623	+17.3
	Europe	1,181,304	1,177,948	+0.3
	Oceania	425,497	408,437	+4.2

Source: Malaysia Tourism Promotion Board, with cooperation from Immigration Department of Malaysia

## SHORT-HAUL MARKET

The short-haul market, i.e. ASEAN, maintained its position as the largest contributor of international tourist arrivals to Malaysia with a share of 68.5%. Even so, total ASEAN tourist arrivals fell by -1.3% to 17,880,151 tourists in 2019 compared to 18,114,446 tourists in 2018.

Among the ASEAN countries which recorded an increase in tourist arrivals were: Myanmar (+20.1%), Indonesia (+10.5%), Laos (+13.3%), Cambodia (+7.8%), Vietnam (+6.6%), and the Philippines (+6.5%). Meanwhile, countries that recorded a decline in arrivals were Singapore (-4.3%), Thailand (-1.6%), and Brunei (-12.0%).

Table 2: Tourist arrivals to Malaysia in 2019 from ASEAN countries

NO.	NATIONALITY	JANUARY - DECEMBER		△%
		2019	2018	
1	Singapore	10,163,882	10,615,986	-4.3
2	Indonesia	3,623,277	3,277,689	+10.5
3	Thailand	1,884,306	1,914,692	-1.6
4	Brunei	1,216,123	1,382,031	-12.0
5	Philippines	421,908	396,062	+6.5
6	Vietnam	400,346	375,578	+6.6
7	Cambodia	97,097	90,113	+7.8
8	Myanmar	46,257	38,513	+20.1
9	Laos	26,955	23,782	+13.3

Source: Malaysia Tourism Promotion Board, with cooperation from Immigration Department of Malaysia

## MEDIUM-HAUL MARKET

The medium-haul market share in 2019 was 21.8% showing a growth of +8.7%. Total tourist arrivals during this period was 5,696,151 tourists compared to 5,240,285 tourists in 2018. The increase was contributed by the +5.9% growth in the East Asia

market, namely Republic of Korea (+9.1%), Japan (+7.6%), and People's Republic of China (+5.8%). Growth was also driven by the South Asia market which rose to +22.2%, thanks to increased arrivals from India (+22.5%) and Bangladesh (+19.3%).

Table 3: Tourist arrivals to Malaysia in 2019 from selected medium-haul markets

NO.	NATIONALITY	JANUARY - DECEMBER		△%
		2019	2018	
1	China	3,114,257	2,944,133	+5.8
2	Republic of Korea	673,065	616,783	+9.1
3	India	735,309	600,311	+22.5
4	Japan	424,694	394,540	+7.6
5	Bangladesh	179,000	150,054	+19.3
6	Pakistan	105,757	74,458	+42.0

Source: Malaysia Tourism Promotion Board, with cooperation from Immigration Department of Malaysia

## LONG-HAUL MARKET

The total share of the long-haul market for 2019 was 9.7%, reflecting a marginal growth of +1.9%. A total of 2,522,019 tourists visited Malaysia during that time compared to 2,474,929 tourists in 2018. Markets that recorded positive growth were Kazakhstan (+30.9%), Poland (+11.0%), Saudi Arabia (8.2%), Belgium (+7.1%), Egypt (+6.9%), United States of America (+6.5%), Italy (+5.1%), Australia (+4.8%), Canada (+3.4%), South Africa (+3.2%), Spain (+3.2%), France (+1.6%), Germany (+1.0%), and The Netherlands (+0.6%).

Table 4: Tourist arrivals to Malaysia in 2019 from selected long-haul markets

NO.	NATIONALITY	JANUARY - DECEMBER		△%
		2019	2018	
1	Australia	368,271	351,500	+4.8
2	United States of America	269,928	253,384	+6.5
3	France	141,661	139,408	+1.6
4	Germany	130,221	128,895	+1.0
5	Saudi Arabia	121,444	112,263	+8.2
6	Canada	87,568	84,705	3.4
7	Netherlands	82,110	81,651	+0.6
8	Italy	54,710	52,055	+5.1
9	Spain	43,616	42,267	+3.2
10	South Africa	22,674	21,977	+3.2
11	Belgium	22,082	20,624	+7.1
12	Egypt	29,831	27,909	+6.9
13	Poland	27,033	24,364	+11.0
14	Kazakhstan	18,138	13,861	+30.9

Source: Malaysia Tourism Promotion Board, with cooperation from Immigration Department of Malaysia

## ACCESSIBILITY PERFORMANCE

Airline connectivity has always been at the heart of tourism. In 2019, increased airline connectivity played an important aspect in the rise of arrivals. Smart partnerships between Tourism Malaysia and airlines such as Emirates Airlines, Etihad Airways, Turkish Airlines, IndiGo, and Condor Airlines, which have an extensive network of airlines routes and strong global presence, facilitated travel from medium- and long-haul markets to Malaysia.

In addition, tactical campaigns carried out by local airlines such as Malaysia Airlines, AirAsia, and Malindo Air also helped to position Malaysia as an attractive destination.

Thus, air arrivals showed a growth of +7.2% in 2019 compared to 2018. Meanwhile, land arrivals, which dropped by -3.6% in 2019, affected the arrival figures from neighbouring countries.



Pantai Irama Bachok, Kelantan

# INTERNATIONAL TOURISM

# 59

Total Number of  
Travel Fairs (Trade)

Sales value:

# RM320,411,981.40

## TRAVEL FAIRS (TRADE)

Travel trade fairs are among the important elements of Tourism Malaysia's destination promotion activities. They are platforms for networking and engaging with potential partners for collaborative promotional efforts. In 2019, Tourism Malaysia took part in a total of 59 travel fairs (trade) contributing more than RM320 million in terms of sales value.

One of the key travel trade fairs Tourism Malaysia engaged in was Internationale Tourismus-Börse Berlin (ITB Berlin) 2019 where Malaysia became the Partner Country. Malaysia took part with a delegation of 83 organisations and state tourism agencies. It was a successful participation with opportunities for trade networking and publicity in almost 1,000 media articles.

Known as Russia's largest and longest-running travel exhibition, the Moscow International Tourism & Travel Exhibition 2019 (MITT) in March was also a successful trade show participation for Tourism Malaysia. Tourism Malaysia exhibited at the event with its partners such as Qatar Airways, Malaysia Airlines, and other Malaysian and Russian organisations. With more than 20,000 visitors, the event generated RM42,000 in estimated sales and RM132,000 in online publicity value.

Also in 2019, Tourism Malaysia took part in Spain's Feria Internacional De Turismo (FITUR) for the 17th time. FITUR is known as the leading trade fair for inbound and outbound Ibero American markets. This participation saw a return on investment of RM3.8 million in terms of sales and RM275,000 in terms of publicity value.

# 66

Total number of Travel  
Fairs (Consumer)

Sales Value:

# RM138,240,874.08

## TRAVEL FAIRS (CONSUMER)

Travel fairs (consumer) provide opportunities for Malaysia to portray the destination's many unique attractions and reach out directly to consumers in the local market. In 2019, Tourism Malaysia took part in almost 70 travel fairs (consumer), returning a sales value of RM138 million.

The Suzhou International Travel Fair in Jiangsu Province, China, was a good platform to promote Malaysia to second- and third-tier cities in China, with almost 90,000 visitors to the fair. Tourism Malaysia took part in the event with 11 co-exhibitors and saw media exposure as well as sales revenue of RM182,000.

Meanwhile, the China (Guangdong) International Tourism Industry Expo (CITIE) attracts 2,500 exhibitors from 60 countries yearly. In 2019, Tourism Malaysia exhibited in CITIE together with 29 tourism trade industry players, to present the unique culture, food, and traditions of Malaysia to visitors.

It was also the ideal platform to promote Visit Malaysia 2020 (VM2020), Visit Sarawak Year 2019, Visit Perak Year 2019, and Visit Melaka Year 2019.

CITIE 2019 saw Malaysia receiving five awards for Best Organisation, Best of Show Creativity, Outstanding Overseas Destination Prize, Outstanding Performance Prize, and CITIE 2019 Guest Country of Honour.

Another consumer travel fair of note that Tourism Malaysia took part in was the leading industry event, Taipei International Travel Fair, which attracts almost 400,000 visitors yearly. Tourism Malaysia partnered with Sabah Tourism Board, Encore Melaka, and other Taiwanese and Malaysian travel operators, to exhibit at the Malaysia Pavilion. Encore Melaka presented a performance which boosted consumer attendance to the Malaysia Pavilion and was awarded Best Performance for the year 2019.

# 129

Total Number of  
Consumer Promotions

Sales Value:

# RM71,117,534.42

## CONSUMER PROMOTIONS

On its own initiative, Tourism Malaysia created many unique opportunities to promote the destination via 129 consumer events which saw a total of RM71 million value in sales.

In Jakarta, Indonesia, Tourism Malaysia organised the Miss SHOPhia Shopping Hunt: Road to Malaysia event in conjunction with the 2019 Year End Sale campaign. The initiative was conceptualised as a shopping-themed treasure hunt for 160 participants and provided media exposure to Malaysia to the value of RM36,000. In addition, the initiative also saw participating teams purchase packages to participate in the October edition of Miss SHOPhia Shopping Hunt 3.0 in Kuala Lumpur.

Tourism Malaysia also organised the Malaysia Fest at Central World shopping mall in Bangkok, Thailand, an initiative in partnership with *Persatuan Wanita Kementerian Luar Negeri* (PERWAKILAN). Six Thai-based travel agents took part alongside six state tourism boards and hoteliers from Malaysia. A variety of activities including cooking sessions,

quizzes, and cultural performances, were organised. Some 20,000 visitors attended the event which saw a media publicity valued at more than RM600,000.

Another unique consumer promotion Tourism Malaysia embarked on was a collaboration with Chef Norman to support the Dutch translation of his cookbook, "Amazing Malaysian," into "Magisch Maleisisch." The launch event and subsequent cooking workshops in The Hague was the perfect way of promoting Malaysia as a culinary holiday destination to the Dutch.

The potential of reaching out to 1 million Dutch audience and 400,000 online followers saw Tourism Malaysia working with popular Amsterdam-based singer duo Nick & Simon in their television and song production in Malaysia. Their television programme, "The Dream" had been well-received and for the new season, the production was made in Malaysia. They also recorded and released a new song with the Malay title, "Kasih Sayang".

# 49

Key Achievements  
with Airlines

Revenue Generated

# RM35.5 MILLION

## KEY ACHIEVEMENTS WITH AIRLINES

One of the most important collaborative partnerships in tourism sector are forged with airlines. With air connectivity being a major impetus for travel, it was only natural that Tourism Malaysia created promotional opportunities with its airline partners. 2019 saw Tourism Malaysia engage in nearly 50 initiatives with Malaysian and international airlines to provide exposure to Malaysia, support its airline partners' activities, and encourage connectivity.

Tourism Malaysia partnered with Malaysia Airlines for the sponsorship of Hong Kong's TVB programme, "A Chef and a Gentleman," to introduce Kuala Lumpur, Ipoh, and Penang attractions. The programme host, Lai Kok Yi, invited celebrity guests to visit his favourite places in Malaysia. This resulted in the airing of two 30-minute episodes, broadcast during prime time on Jade Channel. Over 1.3 million viewers watched the programme which achieved top ratings among the infotainment programmes in 2019.

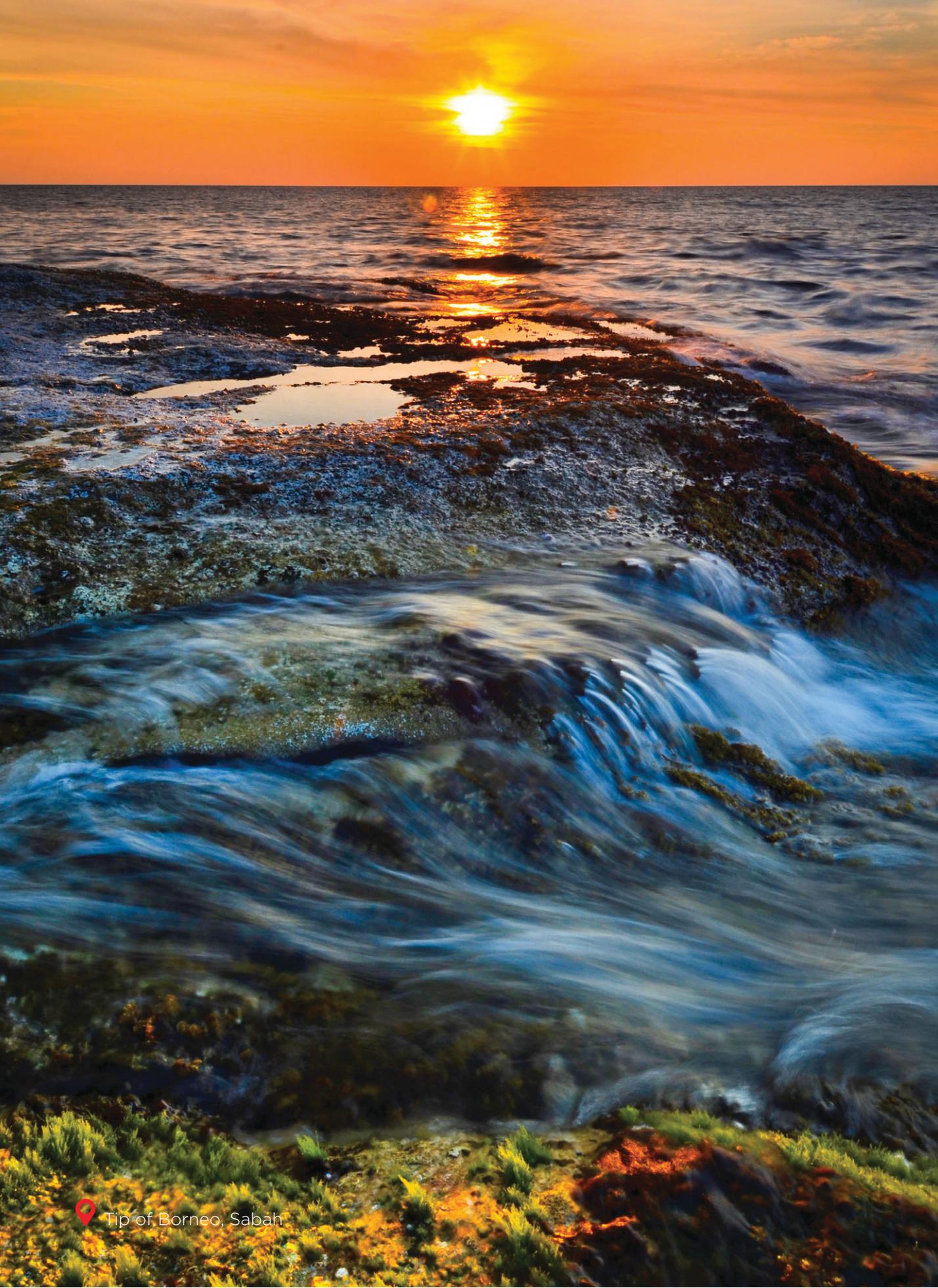
Promotional efforts in Turkey encompassing billboard, digital board, and print advertising, online and social media promotion, a familiarisation trip, and seminars for partner travel agents, were the result of Tourism Malaysia's partnership with Turkish Airlines. The initiative generated a revenue of RM35.5 million from the sales and promotion of nearly 6,000 holiday packages.

A special product update seminar was organised by Tourism Malaysia in partnership with Malaysia Airlines to reach out to the American Express Travel Australia agents in Sydney. The Lunch & Learn Asia Destination Mini Expo saw 60 agents participating to obtain the latest updates on Malaysia's tourism industry.

To gain better exposure for Malaysia and the Visit Malaysia 2020 campaign, Tourism Malaysia took part in the 11th edition of APG World Connect, the biggest gathering of airline representatives held in Monaco. Tourism Malaysia sponsored a reception to welcome event delegates on the first day of the conference. VM2020 brand exposure was achieved through pull-up banners and logo features around the event space.



 Taman Tasik Taiping, Perak



 Tip of Borneo, Sabah



Key Achievements  
with Tour Operators

## KEY ACHIEVEMENTS WITH TOUR OPERATORS

Strong international tour operator partnerships are vital for the promotion and marketing of a destination. A total of 36 such partnerships were implemented in 2019 encompassing the development of niche holiday packages, unique holiday incentives, as well as charter flight operations.

In Vietnam, Tourism Malaysia took the opportunity to promote Malaysia at an already-popular event, the TransViet Tourism Festival, organised by the leading travel operator. The event, themed around tourism and culture, enjoyed great success in Hanoi, attracting some 3,000 visitors to the show. Tourism Malaysia sold a total of 140 packages with sales revenue amounting to RM246,000.

Another partnership in Vietnam saw Tourism Malaysia support tour operator HanoiRedtours (Flamingo Group) at the International Travel Festival Thanh Hoa 2019 event it organised. The event attracted some 800 visitors, and Tourism Malaysia managed to sell 42 holiday packages worth RM74,000.

Tourism Malaysia collaborated with SportTravel to leverage Malaysia's hosting of MotoGP Malaysia and promote Malaysia as a sports holiday destination. Social media promotions and an email marketing campaign were rolled out to publicise 10 full-board MotoGP package giveaway deals. Winners of the packages were treated to the full MotoGP experience including grandstand seats to watch the race, passes to the paddock, a special paddock dinner hosted by Severino MotoGP Hospitality, and a unique Sepang International Circuit tour. The promotional exercise reached an audience of nearly 35,000 individuals.

Meanwhile, Tourism Malaysia's partnership with Kompas Tour Operator resulted in the launch of three charter flight operations by Sunday Airlines connecting Almaty, Kazakhstan, and Langkawi, Kedah. Promotions for the charter flight packages were done via radio stations reaching 4 million listeners, LED advertisements, and social media with 23 million impressions. The initiative saw 100% ticket sales sold out, amounting to 705 buyers.

## Pools of Perfection

Malaysia's natural and man-made lakes have become appealing destinations to be explored not only for its natural beauty but also for the rich flora and fauna that the environment supports.

 Tasik Dayang Bunting, Langkawi



# 242

Seminars and education

## SEMINARS AND EDUCATION

To equip its international partners with knowledge of Malaysia and support the promotion of the destination, Tourism Malaysia organises various educational programmes. In 2019, a total of 242 seminars and educational programmes were conducted. Topics covered during these seminars included new hotel and attraction openings, business events facilities, health and wellness services, educational opportunities, and Malaysia as a shopping, wedding, and honeymoon destination.

Tourism Malaysia organised a special seminar on visa requirements and application procedures for a total of 50 travel agents and companies dealing with visa issuance in Sri Lanka. The seminar also included destination updates, networking lunch, sales presentation to premium agents, and discussions on potential promotional collaborations. Airlines such as Sri Lankan Airlines, AirAsia, and Malindo Air also contributed their insights into the subject matter at the seminar and also participated in the partnership discussions.

In Banda Aceh, Indonesia, Tourism Malaysia partnered with KPJ Penang Specialist Hospital to launch a wellness package combining air tickets, hotel stays, and medical check-ups. The seminar to promote this package also covered updates on theme park attractions and Malaysia as a Muslim-friendly destination. The promotion was timely as KPJ Penang Specialist Hospital had an existing partnership with Firefly Airlines to promote halal tourism. Overall, the return on investment was valued at RM23,000 with media publicity exposure of RM56,000.

Tourism Malaysia was joined by 23 Malaysian delegates comprising state tourism boards, travel agents, hotels and resorts, product owners, and airlines, in a Malaysia roadshow and product seminar covering Perth, Sydney, Melbourne, and Auckland. The platform was perfect to engage with its Oceania market travel agent partners through mini travel marts, new products seminars, and networking dinners. The initiative successfully attracted 60 to 70 buyers in each city, consisting of top-level decision-makers from destination management companies and online travel agencies.

For the Ukraine market, Tourism Malaysia trained a total of 173 travel agents across three cities, namely Odessa, Kharkiv, and Kyiv. The seminars introduced participants to the latest attractions in Malaysia as well as provided updates on the Visit Malaysia 2020 campaign.

To facilitate knowledge transfer of Malaysia's tourism industry and landscape, Tourism Malaysia prepared a Malaysia e-learning programme covering various topics. In 2019, the e-learning programme was made available to travel agency franchises in the Netherlands and Belgium. More than 7,000 participants had access to the e-learning programme, while 2019 recorded 1,500 travel professionals had completed the Malaysia e-learning programme.

# 378

Total Online and Social  
Media Promotion

Return on Investment

# RM211,327,474.58

## ONLINE AND SOCIAL MEDIA PROMOTIONS

With the increasing popularity of the Internet and social media, as well as the advancements made in mobile technology, Tourism Malaysia has taken the opportunity to utilise online and social media platforms for promotions. Nearly 400 such initiatives were made in 2019, recording a return on investment amounting to more than RM200 million.

To reach out to the China market, Tourism Malaysia set up its own China Weibo social media account. It currently has a total of 355,000 followers, with 10,000 new followers recorded in 2019. The Weibo account contributed 123 social media postings throughout 2019 with total page views amounting to more than 2 million.

Continuing its efforts to promote Malaysia in China, Tourism Malaysia invited 10 Key Opinion Leaders (KOLs) from all over China to attend the Penang Food Festival. After the familiarisation trip, the 10 KOLs wrote a total of 168 articles, engaging a total readership of 25,357,595. Total commercial value amounted to RMB3,244,000.00, making the total return on investment to Tourism Malaysia worth more than RM2 million.

Tourism Malaysia collaborated with Klook.com to roll out a special campaign targeted at the free independent traveller (FIT) and family markets in Vietnam. The campaign engaged several KOLs including Xoai Family and Bill Balo to share their travel experiences in Malaysia and their use of Klook to facilitate all travel arrangements. During the campaign, an offline workshop was also organised on 12 October 2019 in Ho Chi Minh City, Vietnam. The programme also received the involvement of KOLs including Ngo Tran Hai An (Quy Coc Tu), Tran Viet Phuong (Travip), and Wonderful Dreamers, who contributed social media exposure on Malaysia through their online channels. The entire exercise received publicity to the value of RM924,736.

Meanwhile, the Malaysia Food Festival 2019 at Courtyard by Marriott, Chennai, was organised by Tourism Malaysia together with the support of the Consulate General of Malaysia and Malindo Air. It was held in conjunction with the promotion of VM 2020. The event was a promotion of Malaysia's food heritage as a means to create publicity and awareness for Malaysia. It received widespread publicity on India's online and traditional media channels, and received the support of TAAI and TAFI, the travel agents' associations in India. Total media publicity received was valued at more than RM400,000.

## JOINT INTERNATIONAL TOURISM DEVELOPMENT PROGRAMME (JITDP)



Total Number of Campaigns : 153



Total Number Packages Developed: 1,151



Total Number of Packages Sold: 883,920



Total Number of Sales: RM1,878,947,284

Tourism Malaysia cooperates with airlines and tour operators to prioritise tourism promotions especially for the operations of inaugural and charter flights, as well as high-yield niche tourism promotion. These initiatives are implemented through joint promotions and coordinated through the Joint International Tourism Development Programme (JITDP).

Tourism Malaysia collaborated with Maju Ika Jaya Tour & Travel to launch the tour package “Explore Malaysia More 2019,” which offers interesting activities such as homestay and cycling in Kuala Lumpur, Genting Highlands, Melaka, and Penang. The joint promotion saw a return on investment of RM3,661,000 and media exposure amounting to RM135,876.

Wing On Travel is a Malaysia Tourism Award-winning tour operator in Hong Kong. In 2019, Tourism Malaysia partnered Wing On Travel to promote durian tours to Malaysia. In this joint promotion, Wing On Travel organised a durian ferry party for durian enthusiasts, produced a Roger Ru travelogue in Malaysia, and advertised Malaysian holiday packages in major print and social media channels. Its holiday packages covered Kuala Lumpur, Putrajaya, Melaka, Johor Bahru, Ipoh, and Penang. The initiative saw a total of 13,584 packages sold, valued at RM26,482,008.

Tourism Malaysia embarked on a partnership with China Southern Airlines to promote Malaysia as a

family destination for group inclusive tours (GIT) and FIT during the winter holidays and Chinese New Year holidays in 2020. Destinations promoted were Langkawi, Kuala Lumpur, Penang, and Sabah, utilising online media platforms, inflight magazine advertising, and familiarisation trips for KOLs. This campaign recorded a sales value of RM735 million, bringing in a total of 213,260 FIT tourists to Malaysia. The initiative recorded a return on investment of RM207,000,000.

In addition, Tourism Malaysia partnered with various travel agencies and airlines to promote holiday packages to Malaysia through a Korean TV home shopping channel. A total of 30 television programmes were secured for this campaign. A slot of 60 minutes for destination promotion was also made available on the channel for each programme. The initiative saw a total sales of 29,072 packages with estimated revenue of RM87,031,271.

Under the JITDP initiative, Tourism Malaysia implemented a summer campaign joint promotion with Condor Airlines. The eight-month campaign was targeted at the German market, successfully recorded a total sales of nearly RM80 million and brought in 22,000 international tourists to Malaysia.

Another successful JITDP initiative was conducted with Qatar Airways targeted at the Turkey and Romania markets. The campaign recorded a sales of more than RM11 million and brought in a total of 1,923 international tourists to Malaysia.

## Waterfall Beauty

Malaysia's wealth of natural tropical assets includes over 100 beautiful waterfalls scattered all over the country. Some are located in hard-to-reach, off-the-beaten paths, making them special, magical destinations for those who find them.

# DOMESTIC MARKET

In terms of domestic tourism performance for 2019, Malaysia recorded encouraging growth both in value and volume. Data for the main indicators were collected through the Domestic Tourism Survey conducted in 2019.

A total of 239.1 million domestic visitors were recorded in 2019, representing a growth of 8.1% compared to the previous year which recorded 221.3 million domestic visitors. The same year showed that domestic visitors undertook 332.4 million domestic trips, with an average of 1.39 trips per visitor.

Meanwhile, domestic tourism expenditure registered RM103.2 billion, which was a 11.5% growth compared to RM92.6 billion in 2018. Shopping had the highest percentage share of the total expenditure with a share of 37.8%, followed by automotive fuel (15.0%), and food and beverage (14.3%).

The top three main purposes of the trips made by domestic visitors were to visit relatives and friends (42.3%), shopping (35.4%), and holiday/leisure/relaxation (9.0%).

Selangor emerged as the most visited state by domestic visitors in 2019, attracting 33.6 million visitors. In second place was Kuala Lumpur which received 22.6 million tourists, followed by Sabah (22.0 million), Perak (21.1 million), and Sarawak (19.8 million).

Land transport was widely used by domestic visitors in 2019, with 98.5%. In terms of accommodation, unpaid accommodation provided by relatives and friends (70.9%) was the most popular type of accommodation among domestic visitors.

The Domestic Tourism Survey found that a majority, or 37.8%, of the domestic visitors were from the 25-39 years age group. This was followed by the 15-24 years age group with a share of 26.4%, the 40-54 years age group with a share of 24.1%, and the 55 years and above age group with a share of 11.7%.

A large proportion of domestic visitors, 35.7%, were from the household income class between RM1,001 and RM3,000 per month. This was followed by 26.4% from the household income class of between RM3,001 and RM5,000 per month, and 23.3% from the household income class of between RM5,001 and RM10,000 per month.



DOMESTIC VISITORS  
(MILLION)  
**2019: 239.1**  
2018: 221.3



NUMBER OF TRIPS  
(MILLION)  
**2019: 332.4**  
2018: 302.4



TOTAL EXPENDITURE  
(RM BILLION)  
**2019: 103.2**  
2018: 92.6



AVERAGE TRIP  
PER VISITOR  
**2019: 1.39**  
2018: 1.37



AVERAGE LENGTH OF  
STAY (DAY)  
**2019: 2.52**  
2018: 2.44



AVERAGE EXPENDITURE  
PER TRIP (RM)  
**2019: 310**  
2018: 306

Source: Department of Statistics, Malaysia

### EXPENDITURE COMPONENTS OF DOMESTIC VISITORS



SHOPPING  
**2019 : 37.8%**  
2018 : 37.6%



AUTOMOTIVE FUEL  
**2019 : 15.0%**  
2018 : 14.7%



FOOD AND BEVERAGE  
**2019 : 14.3%**  
2018 : 13.8%



VISITED HOUSEHOLDS  
**2019 : 10.2%**  
2018 : 10.6%



ACCOMMODATION  
**2019 : 8.4%**  
2018 : 8.5%



TRANSPORTATION  
**2019 : 6.2%**  
2018 : 6.2%



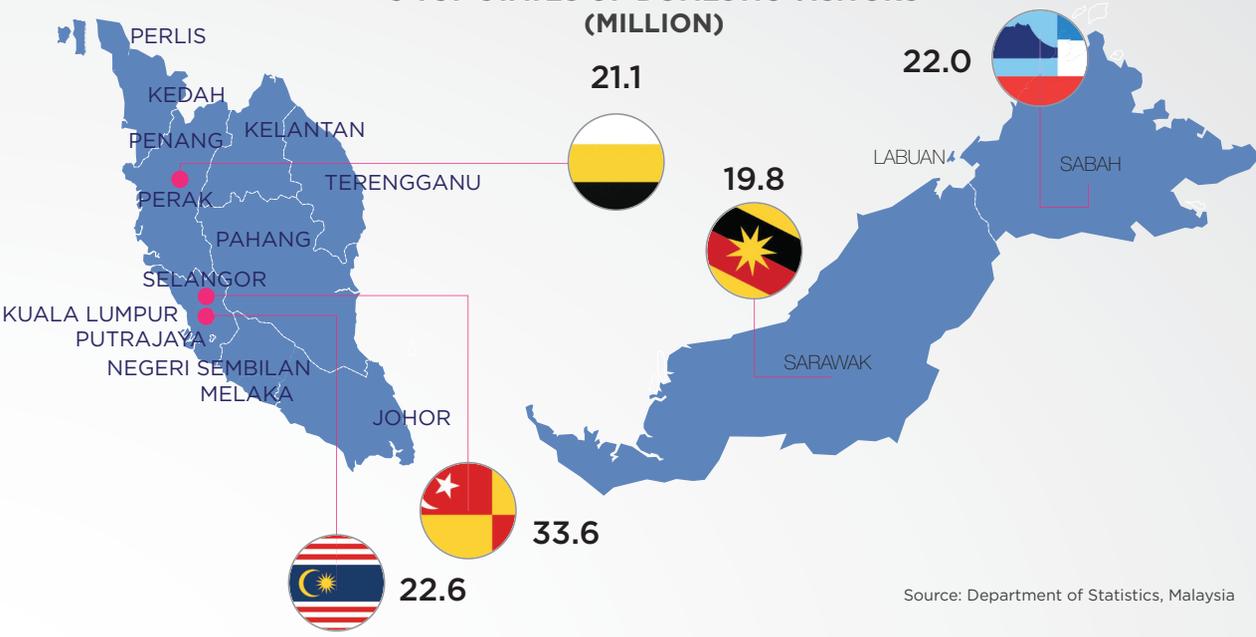
OTHER  
ACTIVITIES  
**2019 : 5.0%**  
2018 : 5.3%



BEFORE THE TRIP  
/PACKAGE/ENTRANCE  
FEES/TICKETS  
**2019 : 3.1%**  
2018 : 3.2%

Source: Department of Statistics, Malaysia

### 5 TOP STATES OF DOMESTIC VISITORS (MILLION)



Source: Department of Statistics, Malaysia

### 8 MAIN PURPOSES OF TRIPS BY DOMESTIC VISITORS



Source: Department of Statistics, Malaysia

### TOP FIVE MOST VISITED STATES BY TOURISTS 2019



Source: Department of Statistics, Malaysia

To promote domestic tourism, the Cuti-Cuti Malaysia campaign was conceptualised and launched in 1999. In 2004/2005, the campaign was expanded on a bigger scale.

Since then, it has played a key role in encouraging Malaysians to adopt a planned holiday culture to explore Malaysia's own unique attractions instead of traveling overseas. The campaign intends to promote Malaysia among its own citizens, highlighting the various interesting tourist attractions and tourism events throughout the year.

Throughout 2019, the Cuti-Cuti Malaysia campaign continued to be promoted by Tourism Malaysia via participation in 11 travel fairs and eight travel marts. To support the industry players' efforts in promoting domestic tourism, Tourism Malaysia also organised a total of 26 activities in the form of seminars, workshops, and networking sessions.

### Travel Fairs

Tourism Malaysia participated in a total of three major travel fairs throughout 2019 for the purposes of branding, information sharing, and promotion of packages.

Among the travel fairs attended were MATTA Fair Terengganu (28 Feb-2 Mar), MATTA Travel Fair (15-17 Mar & 6-8 Sep), Cuti-Cuti Malaysia Travel Fair, Sabah (25-27 Jul), MITM Travel Fair (9-10 Aug), MATTA Fair Perak (6-9 Sep), MATTA Fair Kelantan (3-5 Oct), MATTA Fair Negeri Sembilan (25-27 Oct), and Cuti-Cuti Malaysia Travel Fair, Putrajaya (1-3 Nov).



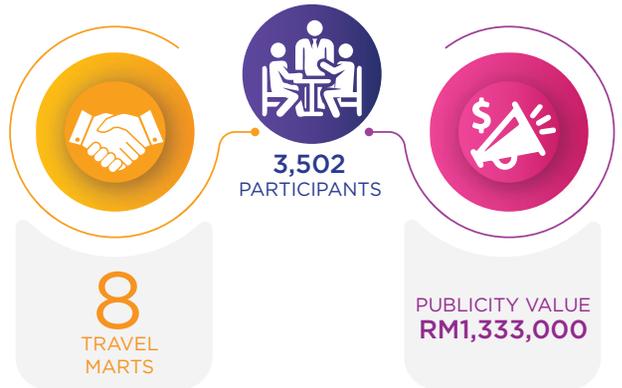
11  
TRAVEL FAIRS



RM4,632,244  
WORTH OF TRAVEL  
PACKAGES SOLD

### Travel Marts

Tourism Malaysia participated in a total of eight travel mart events throughout 2019. They were MATTA Travel Exchange, Tourism Malaysia Travel Mart KL (in March and September), Corporate Travel Bazaar, Tourism Malaysia Travel Mart Negeri Sembilan, and Tourism Malaysia Travel Mart Johor Bahru.



### Smart Partnerships

Tourism Malaysia strengthened its domestic tourism promotion by developing 62 smart partnerships with various organisations throughout 2019. Among the highlighted smart partnership is between Tourism Malaysia and Shopback which was forged in March 2019 for the online promotion of domestic tourism packages/products. Travellers could earn up to 8% cashback on each travel booking made using Shopback apps. The apps work with a full range of travel sites that cover airlines, bus, rides, accommodations, and tour services. The cashback offered are on top of discounts provided by merchants. On top of that, cashbacks worth RM184,000 were given back to users throughout the promotion.

Next, to commemorate Barbie's 60th Anniversary from March to May 2019, a smart partnership was formed between Tourism Malaysia, Mattel Malaysia, and KL Tower. Marking the start of Barbie's 60th Anniversary celebration in Malaysia, the nation's iconic building, KL Tower was lit up in hues of pink from 11 to 31 March 2019, from 7 pm to 12 midnight daily. The launch of Barbie's new travel line

included the use and promotion of Malaysia's iconic destinations and landmarks across its marketing materials. A #BarbieCutiCutiMalaysia social media contest was launched to encourage Malaysians to bring their Barbie dolls to travel destinations, eateries, and KL Tower.

Taking the opportunity of Marvel Studios' Avengers: Endgame fever, a smart partnership was formed between Tourism Malaysia and MARVEL for Marvel Run 2019 Putrajaya in conjunction with the VM2020 campaign. The theme of the event 'Choose Your Mark' centred around four prominent MARVEL superheroes – Black Panther, Captain America, Captain Marvel, and Thor. The event featured four categories – 800 m and 1.2 km kids' dash, 5 km (non-competitive), and 10 km (competitive). Participants included local and international runners from Malaysia as well as Singapore, Australia, Germany, United Kingdom, and Ecuador. Dissemination of VM2020 publicity materials were made through multiple platforms by Marvel including on the Disney Digital Network (DDN).

Other collaborative partnerships were with CJ Wow Shop, Telekom Malaysia, Malaysia Design Development Centre, Persatuan Anak Tanjung Aru (PERSATA), Retro Havoc and Drive4Paul, FIM Endurance, Alor Setar City Council, Petrosains, Sabah Tourism Board, Sarawak Tourism Board, Pavilion, Express Rail Link, KL City Walk, Kopi Kraze, and many others.

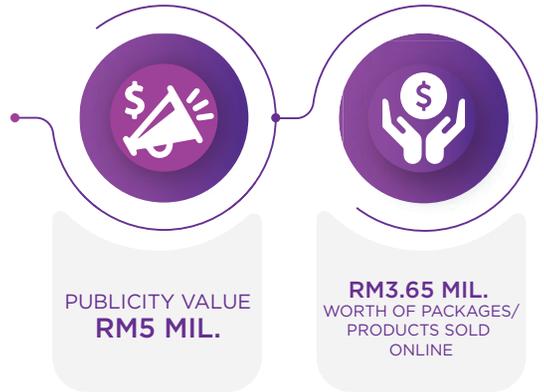
### Trade Support

Throughout 2019, Tourism Malaysia lent trade support to various organisations by organising different activities in the form of seminars, workshops, and providing tour operator support for the development of packages.

Seminars were conducted to update industry players on VM2020, travel trends, new products and offerings, and the tourism industry as a whole.

Apart from that, networking sessions were also coordinated between Tourism Malaysia and industry players located in Kota Bharu (28 Feb), Bentong (29-31 Mar), Terengganu (22 Sep), Johor Bahru (23 Sept), Kuching (30 Oct), Langkawi (20 Nov), and Penang (21 Nov).

### SMART PARTNERSHIP WITH SHOPBACK



### SMART PARTNERSHIP WITH BARBIE'S 60TH ANNIVERSARY



### SMART PARTNERSHIP WITH MARVEL FOR MARVEL RUN 2019 PUTRAJAYA



**26**  
TRAVEL SUPPORT  
ACTIVITIES



**1,200**  
PARTICIPANTS



TOTAL  
**17,882**  
PARTICIPANTS



PUBLICITY VALUE  
**RM85,691,069**



VISIT MALAYSIA  
2020 CAMPAIGN  
LOGO LAUNCHING



PUBLICITY VALUE  
**RM716,064**



VISIT MALAYSIA  
2020 OFFICIAL  
SONG LAUNCHING



PUBLICITY VALUE  
**RM82,583**

Tourism Malaysia also rolled out several product updates to introduce travel agents to new local attractions with the goal of encouraging package development. These initiatives included the Durian Package Eat As Much As You Can @ 8321 Plantation, Balik Pulau aimed at promoting the best durians in Penang.

### Events

Tourism Malaysia organised a series of ten Tourism Malaysia Surfcasting Tour 2019 - A Journey to Visit Malaysia 2020 throughout the year. The venue for the first series was at Pantai Puteri, Melaka (17 Mar) followed by Pantai Bisikan Bayu, Kelantan (13 Apr), Pantai Remis, Selangor (28 Apr), Pantai Teluk Lipat, Dungun, Terengganu (29 June), Pantai Marina Island, Lumut, Perak (28 Jul), Pantai Sepat, Kuantan, Pahang (18 Aug), Pantai Cahaya Negeri, Port Dickson, Negeri Sembilan (22 Sep), Pantai Tambak, Pontian, Johor (9 Nov), and Pantai Kuala Sungai Baru, Perlis (7 Dec). The finale was held at Pantai Puteri, Melaka (29 Dec).

Organised by Tourism Malaysia in collaboration with Wak Jali Event Management, the fishing competition was to promote VM2020 nationwide. The event was one of the biggest angling competitions in the country offering RM1,327,500 worth of prizes overall.

Apart from that, Tourism Malaysia was also involved in organising the International Muslim Friendly Carnival in Semporna, Sabah (6-10 Dec). The main objective of this religious festival was to develop the halal and Muslim-friendly tourism industry in Sabah, following an anticipated global growth of this sector.

In conjunction with VM2020, Tourism Malaysia organised a series of events to promote and instill awareness about the campaign among Malaysians.

The campaign logo was launched at Kuala Lumpur International Airport on 22 July. The event was officiated by the 7th Prime Minister of Malaysia, YAB Tun Dr. Mahathir Mohamad. The logo created by Alfred Phua Hong Fook features various recognisable icons of Malaysia such as the hornbill, hibiscus (bunga raya), the wild fern, and colours of

the Malaysian flag. It was chosen as the winning logo out of more than 500 entries received during the logo competition.

To further instil the spirit and excitement for the campaign among Malaysians, Tourism Malaysia launched the official song for the campaign entitled "Visit Truly Asia - Malaysia" at Istana Budaya on 6 September. The song was composed by Ramlan Mohd Imam, the dean of the music faculty at Akademi Seni Budaya dan Warisan Kebangsaan, with lyrics written by Normah Kechut in Bahasa Melayu, and James P.S. Boyle in English. The song was recorded and performed by professional singer, Idayu.

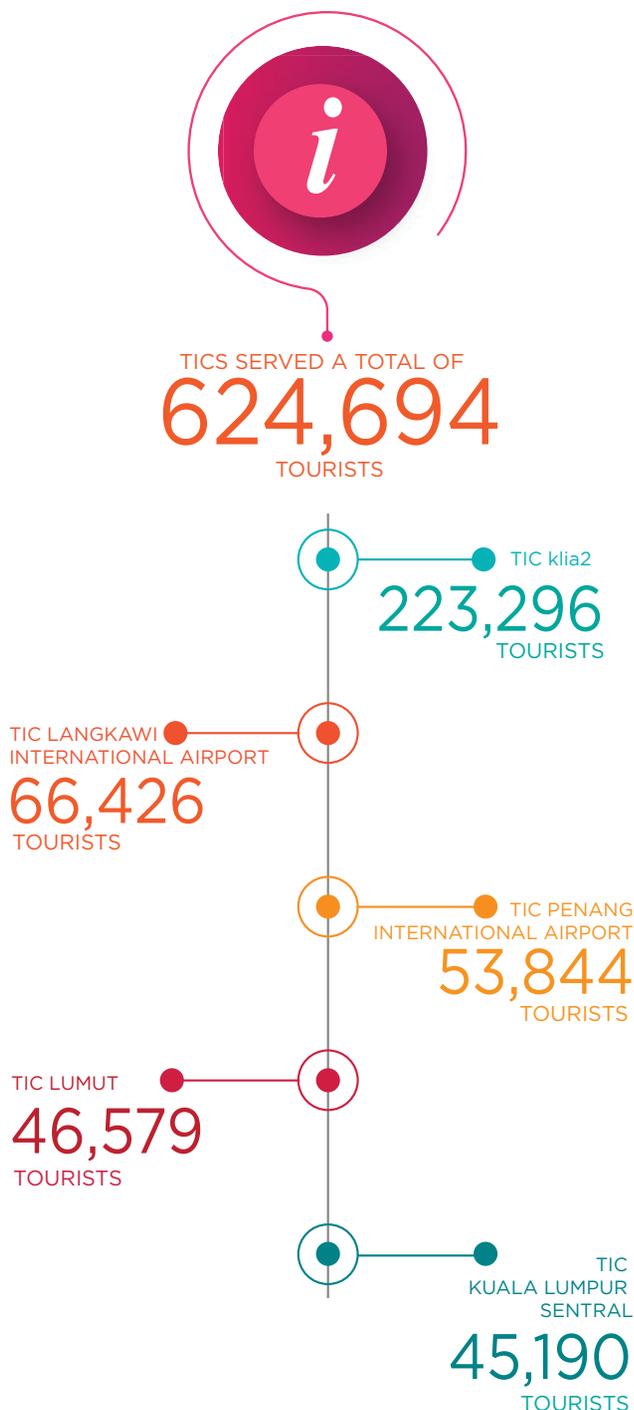
### Dissemination of Tourism-Related Information

A core function of Tourism Malaysia's promotions is to disseminate tourism-related information to domestic and international tourists. Tourist Information Centres (TICs) all around Malaysia, operated by Tourism Malaysia, distribute the latest information and answer tourist enquiries to facilitate their travel arrangements. There are currently 21 TIC offices nationwide to fulfil this purpose.

In 2019, the TICs served a total of 624,694 tourists. The TICs that received the most tourists were:

1. TIC klia2 (223,296 tourists)
2. TIC Langkawi International Airport (66,426 tourists)
3. TIC Penang International Airport (53,844 tourists)
4. TIC Lumut (46,579 tourists)
5. TIC KL Sentral (45,190 tourists)

Tourism Malaysia also operates the Tourism Malaysia Contact Centre (TMCC), a one-stop centre to answer any calls made to the Tourism Info Line (1-300-88-5050) or enquiries sent via email to [enquiries@tourism.gov.my](mailto:enquiries@tourism.gov.my). In 2019, TMCC attended to a total of 1,529 calls and 3,094 email enquiries.



# NICHE TOURISM

Malaysia's diversity in terms of tourist attractions warrants the development of niche tourism products to cater to travellers of various interests. As such, Tourism Malaysia gives proper focus on planning, coordinating and promoting special interest tourism products / niche products.

Tourism Malaysia works closely with government agencies, non-government organisations, tourism industry players and media groups to raise awareness of niche tourism products and provide support for the development of such packages at the local and international level.

## DIVING

### **PWD With Diveheart and Volunteers, 2-9 Oct 2019**

Tourism Malaysia partnered with Diveheart Malaysia and Universiti Malaysia Terengganu (UMT) to create awareness for a potential niche tourism product involving diving activities for persons with disabilities (PWD).

Diveheart (Malaysia), appointed by Diveheart, a non-profit organisation based in Downers Grove, Illinois, USA, works with individuals who have

a variety of disabilities, including physical and developmental disabilities, vision and hearing impairments, amputations, traumatic brain injuries, Post Traumatic Stress Disorder and more. It seeks to provide and support educational scuba diving programmes that are open to any child, adult, or veteran with disabilities in the hopes of providing both physical and psychological therapeutic value to that person.

In 2019, Diveheart Malaysia and UMT organised a unique programme to provide PWDs the opportunity to explore the underwater world. The programme was held in Bidong Island and Lang Tengah Island, Terengganu, from 2 to 9 October 2019.

Among the objectives of the programme were:

- i. to give first-hand exposure to Malaysian scuba dive operators to develop pre- and post-tour packages to Malaysia;
- ii. to help PWD participants believe that if they can scuba dive, they can do anything;
- iii. to promote Lang Tengah Island and Bidong Island as a package destination;
- iv. to call for more potential organisations from the domestic and international markets to perform their CSR obligations and participate as volunteers and/or fund PWD participants' training costs; and
- v. to promote Malaysia as the only destination in Asia to cater to this segment.

The programme involved 15 PWDs, 70 volunteers (dive masters and dive instructors), 15 medical rehabilitation team members from University of Malaya Medical Centre (UMMC) (medical professionals, doctors, and rehab physiotherapists and nurses), and seven international tourists.

In the programme, PWD participants were taught by qualified scuba trainers certified as Diveheart Adaptive Diver Buddy (ADB). They were given the opportunity to familiarise themselves with the dive equipment (BCD, regulator, mask, snorkel, Octo, tank, pressure gauge, computer-dive watch, weight belt) and underwater hand signals such as "danger ahead," "shark in front," "low on air," "safety stop," and "mask clearing," to name a few. Practical sessions were also held in the pool prior to the open sea dive in order to provide water confidence.

To ensure the sustainability of the programme, three local scuba dive operators, Biz-Link Travel & Tours Sdn. Bhd., Scubatex Resources Sdn. Bhd., and Adventure 360 Tours Sdn. Bhd. were also invited by Tourism Malaysia for the eight-day programme to learn how to create and promote PWD tour packages.

## BREAKDOWN INCOME FROM DIVING TOURISM IN MALAYSIA



# SHOPPING

## 2019 Shopping Overview

2019 was a successful year for the shopping and retail industry in Malaysia, with a growth rate of 4.4% from the previous year. Shopping contributed RM28.94 billion in total tourist expenditure in 2019 with a growth of 3% from 2018. Average shopping spend per tourist in 2019 was RM1,108.90. Contributing an overall share of 33.6% to tourist expenditure, shopping became a major contributor to the tourism industry in Malaysia.

To promote Malaysia as a world-class shopping destination further, the Shopping Secretariat Malaysia (SSM) organised several programmes throughout 2019. Among them were networking sessions between YB Deputy Minister of Ministry of Tourism, Arts and Culture Malaysia and Malaysia's shopping associations and industry players, namely Malaysia Shopping Malls Association (PPK), Malaysia Retailers Association (MRA), Malaysia Retail Chain Association (MRCA), Batu Road Retailers Association (BARRA), BBKLCC Tourism Association and Bumiputra Retailers Organisation (BRO).

Besides that, SSM also actively established smart partnerships with E-Wallet and Telco companies with the aim to encourage international tourists to shop and spend more in Malaysia. The year 2019 also saw SSM continue its successful Miss SHOPhia campaign to strengthen the shopping brand for Malaysia.

## Shopping Campaign

Following the success of Miss SHOPhia Shopping Hunt 1.0 in 2016 and 2.0 in 2017, Miss SHOPhia Shopping Hunt 3.0 was organised in 2019 as one of the strategies to position Malaysia's retail and shopping scene as among the best in the region. The event was held on 15 September 2019 with a flag-off ceremony at the Craft Complex, Jalan Conlay and the prize-giving ceremony at 1Utama Shopping Centre. Miss SHOPhia Shopping Hunt 3.0 was able to attract 115 teams including 460 general consumers, tourism industry players, international students, and package buyers from Indonesia and Brunei.

The main objectives of Miss SHOPhia Shopping Hunt 3.0 were:

- i. to promote Malaysia especially Kuala Lumpur as a shopping haven;
- ii. to create a platform to attract international and domestic tourists to visit Malaysia during the Visit Malaysia in 2020 (VM2020) period;
- iii. to promote the annual Malaysia Year End Sale Campaign which is held from 1 October to 31 December 2019;
- iv. to promote Miss SHOPhia as Malaysia's Shopping Buddy icon;
- v. to promote the use of public transport (MRT/LRT) and e-hailing services to get around the Klang Valley conveniently.



## GOLF

With year-round sunny weather and the availability of international-standard golf courses, Tourism Malaysia considers golf as a niche product with potential to attract international tourist arrivals.

As part of efforts to promote Malaysia as a golf destination, Tourism Malaysia has become a member of the International Association of Golf Tour Operators (IAGTO) since 2005. In 2019, Tourism Malaysia participated in the Asia Golf Tourism Convention (AGTC) at Siem Reap, Cambodia from 31

March to 3 April together with 13 golf industry players from Malaysia. The trade event was an opportunity for Malaysia to be promoted as a golfing destination, and Tourism Malaysia managed to secure more than 55% pre-scheduled appointments. For the second year running, Tourism Malaysia also participated in SPH Golf Travel Fair Singapore from 21 until 24 March at Takashimaya Mall to promote special golf packages.

Continuous collaborations have been engaged between Tourism Malaysia and dedicated inbound golf tour operators to ensure the influx of international golfers to Malaysia. The markets being pursued currently are the short and medium haul destinations which usually provide immediate results with effective promotions. East Asia countries are seen as the main contributor to the number of international golfers to Malaysia, especially during the winter holidays. Meanwhile, Southeast Asia golfers would choose to golf in Malaysia at any time of the year.



## CRUISE TOURISM

Cruise tourism is one of the emerging niche segments in Southeast Asia. It's also listed in the Malaysia Economic Transformation Programme (ETP) as one of the tourism focus sectors. In June 2012, the Malaysian Cruise Council (MCC) was set-up, co-chaired by Secretary General of the Ministry of Transport Malaysia (MOT) and the Secretary General of the Ministry of Tourism, Arts and Culture Malaysia. MCC oversees the development of the cruise tourism sector in Malaysia, paying close attention to promotional activities and identifying ways to deal with its issues and problems.

The aspirations for the cruise sector by 2020 are:

- to make Malaysia the market leader in cruise tourism in Southeast Asia and a leading player for Asia;
- to increase cruise passenger throughput fourfold;
- to create multiple must-have ports of call for cruise lines with operations in Asia; and
- to turn cruise tourism into a key contributor to incremental tourist arrivals and receipts.

Tourism Malaysia supports MCC by promoting Malaysia as the ideal homeporting destination, the ports of call around Malaysia as attractive stopovers, and the wide range of possible excursions/tours to be explored by cruise passengers. Its efforts also include supporting travel agents in developing a variety of attractive services for cruise lines.

One of the key developments in this area was that TUI UK LTD and Thomson Cruise had chosen Langkawi - the Langkawi Cruise Terminal operated by Star Cruises - as their homeport for cruising in Southeast Asia. They developed a 2018/2019 winter holiday Fly & Cruise package for customers in the United Kingdom and neighbouring countries. The programme was an opportunity to promote Langkawi and other tourist destinations in Southeast Asia via direct flights and cruise tourism at the same time, offering a convenient and luxury seamless travel experience. Flying in to Langkawi for an overnight stay, passengers then boarded the Marella Discovery cruise ship departing for Phuket and other destinations before returning to Langkawi to fly home.

Table 5: Summary of Tourism Malaysia's engagements with cruise line operators in 2019:

NO.	PROGRAMME/ACTIVITIES	VENUE	DATE	REMARKS
1.	Collaboration between Tourism Malaysia and TUI UK & Thomson Cruise	Langkawi	Dec 2018 - Mar 2019	The Fly & Cruise packages were developed for the winter 2018/2019 season, making Langkawi the homeport for a cruise in Southeast Asia.  Package Price: RM 10,950 per pax (lowest category)  Packages sold : 4,200 packages Duration of packages : 14 Days
2.	Seatrade Cruise Global 2019	Miami, USA	8-11 April 2019	Tourism Malaysia participated in the world's largest annual cruise industry conference and exhibition together with Penang Port, Lembaga Pelabuhan Pulau Pinang, agencies under the Ministry of Transport Malaysia, and Cruise Asia by Destination Asia (shorex agents)
3.	Welcome receptions / Maiden calls	Port Klang, Penang, Langkawi	Jan-Dec 2019	Tourism Malaysia supported these events in collaboration with cruise line operators, port operators, and state tourism bodies.

## BREAKDOWN INCOME FROM CRUISE TOURISM IN MALAYSIA



**AVERAGE SPENDING: USD110/PAX**  
(INCLUSIVE OF EXCURSION PACKAGE PRICE,  
FOOD, DRINKS, AND SOUVENIRS)  
CRUISE PASSENGER ARRIVALS:  
**935,866 PASSENGERS**

Source: Ministry of Transport Malaysia

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**Average calculation: 60% of total passengers (561,519)**  
**will disembark from cruise and spend some money during the**  
**port of call (around 8 hours of shore excursion)**

**561,519 x USD110 = USD61,767,090**  
**RM253.2 MIL.\***

\*Exchange rate : USD1 = RM4.10

Source: Local Port operators

## BIRDWATCHING

Malaysia is one of the most popular birdwatching destinations in Southeast Asia and is a paradise for birdwatchers. More than 750 species of resident and migratory birds have been recorded in Peninsular Malaysia, Sabah, and Sarawak. Malaysia is recognised as one of the 12 countries in the world with mega diversity, i.e. countries blessed with very high biodiversity. The avifauna here is generally well-known and certain birding sites are internationally established. Naturally, Malaysia is seen as an important example when it comes to developing birdwatching as a niche tourism product.



**Brown Throated Sunbird**  
*Anthreptes Malacensis*

Photo Courtesy of Azhar Musyabri b. Abdul Mutallib

In 2019, Malaysia hosted the 10th Asian Bird Fair (ABF), held in Kuching, Sarawak, from 27-30 September, with full support from the Sarawak Tourism Board. The main objectives of ABF are to highlight different bird destinations in Asia, promote bird species in Asia, and promote bird observation activities, habitat protection programmes and other ecotourism activities in Asia.

To strengthen this niche tourism segment, Tourism Malaysia participated along with 24 other countries, a record number of participating destinations. Tourism Malaysia took the opportunity to launch

the official website for birdwatching in Malaysia, i.e. [www.birdsmalaysia.my](http://www.birdsmalaysia.my), a collaboration with Ecotourism and Conservation Society of Malaysia (ECOMY), a non-governmental organisation.

Birdwatching is one of the niche tourism segments that has a huge potential to generate high yield revenue. There are 1.6 million birdwatchers from the UK and 47 million birdwatchers in the US. In 2011, birdwatching generated a value of USD41 billion. In Malaysia, the minimum price of a 5-day birding package is around RM5,500 per pax and around RM4,500 per pax for twin sharing accommodations.

## BREAKDOWN INCOME FROM BIRDWATCHING TOURISM IN MALAYSIA



**Package: 5 days for twin share RM4,500/pax**

(includes ground transportation, food, accommodation, guide fees, and activities)

Estimated number of birdwatchers: 3,150

Total estimated income:

RM4,500x3,150 pax birdwatchers

**RM14.175 MIL.**

## DESTINATION WEDDING IN MALAYSIA

Another area of focus for Tourism Malaysia when it comes to niche tourism products with great potential is the promotion of Malaysia as a wedding destination.

The promotional approach that Tourism Malaysia has taken is to identify potential wedding planners to work with, particularly in India, and match them with local suppliers in the entire wedding supply chain.

From 13 to 18 October 2019, Tourism Malaysia organised the first Destination Wedding in Malaysia seminar, business session and familiarisation trip. The event was supported by various counterparts in the industry from airlines to venue operators, from wedding photographers to wedding planners, from caterers to logistics services, from hotels to tourist attractions. They include Malaysia Airlines Berhad, MAGICA Events & Wedding Halls, Sunnysan Photography, Eventza Event Master, Little Caterer, Heavenly Escape Holiday, Langkawi Skycab Services, Panorama Langkawi, and a few prominent local wedding venues; Avani Gold Coast Sepang, Lexis Hibiscus Port Dickson, Westin Langkawi, The Aloft Langkawi, Meritus Pelangi Langkawi, Sheraton Imperial Hotel Kuala Lumpur, and Palace of the Golden Horses Seri Kembangan.

As the tagline rightly stated, “Love in India, Marry in Malaysia” a total of 19 Indian wedding planners and two media representatives from The Digital Travellers and Wedding Vows were flown in to Malaysia by Malaysia Airlines from four different cities, i.e. Chennai, Mumbai, New Delhi, and Bangalore.



## A Destination for Life's Precious Moments

In recent years, Malaysia has carved a niche for itself as a paradise destination for weddings and honeymoons, in celebration of life's most important moments. It's one of the examples to show how industry collaborations are needed in the successful promotion of Malaysia.



Pantai Mangkuk Penarik, Terengganu

# PROMOTIONS AND PUBLICITY

## ADVERTISING

Tourism Malaysia's advertising and promotions goals in 2019 were to raise awareness for Malaysia and create a compelling message that would interest the travelling public to make Malaysia a must-visit leisure and business destination particularly in 2020, in conjunction with the Visit Malaysia 2020 (VM2020) campaign.

Advertising efforts in 2019 saw Tourism Malaysia utilising innovative platforms and creating industry-wide collaborations to amplify the marketing message further.

With the key role that airlines play in the growth and development of the tourism industry, it made perfect sense for Tourism Malaysia to collaborate with airlines to attract a wider local and international tourist base. The expansion of airline route networks in 2019 also created many opportunities for Tourism Malaysia to widen its reach to new geographical markets and tourist market populations.

Strong call-to-action messages and effective media placement strategy were critical to a successful advertising campaign. Besides traditional media partnerships, social media and digital media were new avenues that Tourism Malaysia explored to increase market exposure, engagement, and interest.





## AIRLINE COLLABORATION

### **Partnership with Firefly**

A 16-month partnership with Firefly was formed to capture the domestic, Singapore, Banda Aceh, and Phuket tourist markets in conjunction with the VM2020 campaign. The partnership saw logo placements of VM2020 on numerous Firefly platforms, including website, aircraft body, and inflight magazines.

### **Partnership with MASwings**

A one-year partnership was formed to promote Sabah and Sarawak. One of the key outcomes of this partnership was the publication of the “Best of Sabah Holiday Packages 2019/2020” booklet to highlight Sabah’s beautiful and exciting attractions to both local and international tourists.

### **Partnership with Malindo Air**

Tourism Malaysia formed a 24-month partnership with Malindo Air. This involved the placement of the VM2020 logo on its B737-900 aircraft body.

### **Partnership with Malaysia Airlines Berhad**

Tourism Malaysia partnered with Malaysia Airlines for the launch of the Cuti-Cuti Malaysia Packages with MH Holidays. It was to promote domestic travel through special holiday packages that were attractively-priced, with up to 70% discounts. Tourism Malaysia supported by providing local media exposure to the collaboration. The partnership saw a return on investment of nearly RM90,000 in sales value.

## PRIVATE SECTOR COLLABORATION

### **Partnership with KL Hop on Hop off buses**

Tourism Malaysia partnered with the management of the KL Hop on Hop off buses to roll out an external advertising campaign. Bus wraps and logo placements were made on four vehicle units, while further VM2020 exposure was provided through website promotion, social media hashtags, fliers, and ticket designs. Video broadcasts

of VM2020 were also made at its Bukit Bintang information counter.

### **Partnership with Malaysia Airports Holdings Berhad (MAHB)**

This 12-month partnership saw VM2020 publicity and promotions at KLIA, klia2, and Sabiha Airport in Istanbul, Turkey, as well as on indoor and outdoor digital screens.

### **Partnership with Ajo Motorsport Team**

Tourism Malaysia leveraged on a partnership with Ajo Motorsports Team to promote VM2020 via 19 Motorcycle Grand Prix 2019 races across the world. The collaboration involved meet-and-greet sessions with the racers and VM2020 brand exposure on the Moto2 and Moto3 teams’ bikes, racing suits, crew uniforms, pit boxes, trailers, and social media platforms. The initiative provided a return on investment valued at RM119 million for season 2019.

**Partnership with PETRONAS  
Yamaha Sepang Racing Team**

Further brand exposure for VM2020 and campaign awareness was created through Tourism Malaysia's partnership with PETRONAS Yamaha Sepang Racing Team (PYSRT) at the Motorcycle Grand Prix 2019. Over the course of 19 worldwide races, VM2020 was promoted through meet-and-greet sessions with the racers as well as VM2020 branding efforts for the MotoGP, Moto2, and Moto3 teams' bikes, racing suits, pit boxes, trailers, and social media platforms. The return on investment value for the effort was estimated at RM194 million for season 2019.

**Partnership with Sepang  
International Circuit (SIC) - Shell  
Malaysia Motorcycle Grand Prix  
2019**

The initiative saw Tourism Malaysia leveraging on the popularity of Shell Malaysia Motorcycle Grand Prix 2019 to promote VM2020 to local and international MotoGP enthusiasts. Elements of the partnership

included meet-and-greet sessions with Petronas Yamaha Sepang Racing Team, Ajo Motorsports Team, and ONEXOX Team, and holiday package development. Special packages were developed to promote Shell Malaysia MotoGP and other destinations in Malaysia, successfully recording a total of 5,575 packages sold valued at RM5.7 million.

**Partnership with Sepang  
International Circuit (SIC) - Race  
of Malaysia 2019**

Race of Malaysia 2019 was the first ever championship that combined the World Touring Car Championship (WTCR) and the Endurance World Championship (EWC). The Race of Malaysia 2019 campaign was aimed at promoting VM2020 among fans of the two sports events. Collaborations with SIC included VM2020 brand awareness and exposure on Eurosports channels across European countries and publicity on WTCR and EWC social media platforms through #RoadtoMalaysia2019. A return

on investment valued at RM250 million was recorded for this venture.

**Partnership with Expedia**

Tourism Malaysia's partnership with Expedia took place over six months, across digital media and interactive digital platforms in Japan, Australia, and the USA. The campaign saw a 12,000 pax increase in arrivals from the target markets mentioned.

## DIGITAL MARKETING

### Partnership with Expedia and State Tourism Boards

A partnership was forged again with Expedia and several state tourism boards (Sabah Tourism, Penang Global Tourism, Selangor Tourism, and LADA) in September 2019 through a social media influencer campaign. Three social media influencers from Australia and the USA were in Malaysia to provide exposure to popular attractions in Kuala Lumpur, Sabah, Penang, Selangor, and Langkawi.

### Social Media Engagement

Tourism Malaysia’s presence across all social media platforms showed phenomenal growth in 2019.

The year saw a marked increase in the number of Facebook postings, a high number of impressions, clicks, and engagement. Engaging Twitter posts and attractive Instagram posts provided greater exposure to Malaysia as well.

### Digital Board Advertising

Tourism Malaysia collaborated with 12 local authorities for the use of digital boards across the country. Television commercials of 30- and 90-second duration were played on these digital boards over the course of a year.



### HASHTAG PROMOTION



Source: Advertising And Digital Division, Malaysia Tourism Promotion Board

### Facebook Insights 2019

In 2019, the total number of impressions on Facebook for domestic viewers rose by 234%, reaching a total of 26.84 million, following a sharp increase of 94% in the number of posts from the previous year. The posts uploaded to Facebook received 169.3 thousand reactions, an improvement by 353% from the previous year. It reached 14.98 million

people on Facebook throughout the year, an improvement by 311% compared to the year before. Meanwhile, daily reports showed that average engagement was 3,792, an increase of 311% from the previous year. Moreover, the number of average impressions increased by 234% to 73.5 thousand, while average clicks improved by as much as 233%.

Table 6: Facebook for domestic viewers

FACEBOOK FOR DOMECTIC VIEWERS				
IMPRESSIONS	NUMBER OF REACTIONS	AVERAGE ENGAGEMENTS	AVERAGE IMPRESSIONS	AVERAGE CLICKS
26.84 MIL. (+234.0%)	14.98 MIL. (+311.0%)	3,792 (+311.0%)	73.5K (+234.0%)	186 (+233.0%)

Source: Advertising And Digital Division, Malaysia Tourism Promotion Board

With regards to Tourism Malaysia’s Facebook page for global viewers, a total of 403 posts were uploaded in 2019, an increase of 23%. It received 11.4 thousand reactions, an increase of 49% from last year. The number of reach increased by 127% to 716.2 thousand, while the number of

impressions increased by 82% to 1.26 million. The Facebook report showed that the average number of engagements increased by 14% to 159. The average number of impressions also increased by as much as 82% to 3,454.

Table 7: Facebook for global viewers

FACEBOOK FOR GLOBAL VIEWERS				
IMPRESSIONS	NUMBER OF REACTIONS	NUMBER OF REACH	AVERAGE ENGAGEMENTS	AVERAGE IMPRESSIONS
1.26 MIL. (+82.0%)	11.4K (+49.0%)	716.2K (+127.0%)	159 (+14.0%)	3,454 (+82.0%)

Source: Advertising And Digital Division, Malaysia Tourism Promotion Board

### Twitter Insights 2019

Based on 2019 data, Tourism Malaysia tweeted a total of 460 posts, which led to 1.57 million impressions, 91.7 thousand engagement, and 10.5 thousand likes. At the same time, Twitter gained 2,316 new followers in that year. The average number of impressions per tweet increased by 3,422, while the average number of engagements per tweet was 199.

Table 8 : Digital Marketing Performance - Twitter 2019

NUMBER OF POSTS	IMPRESSIONS	NUMBER OF LIKES
460 Posts	1.57 MIL. 9.7K Engagements	10.5K (per post)

Source: Advertising And Digital Division, Malaysia Tourism Promotion Board

### Instagram Insights 2019

In 2019, Tourism Malaysia created 630 posts on Instagram. Average monthly reach was 1.1 million people every month. The year also saw the number of Instagram followers spike up by 111.46% from 45,200 followers in 2018 to 96,933 followers in 2019. Correspondingly, the number of impressions received were as high as 1.63 million.

Table 9 : Digital Marketing Performance - Instagram 2019

NUMBER OF POSTS	REACH	FOLLOWERS	INCREMENT	IMPRESSIONS
630 Posts	1.1 MIL. (monthly)	2019: 96,933 2018: 45,200	111.46%	1.63 MIL. (monthly)

Source: Advertising And Digital Division, Malaysia Tourism Promotion Board

## LOCAL AND INTERNATIONAL MEDIA PLATFORMS

### Out-of-Home Advertising

Among the outdoor advertising that Tourism Malaysia implemented was a billboard advertisement in Tokyo showing six different advertising creatives over a period of two years. It was situated at one of Tokyo's busiest train stations which saw an average of 600,000 passengers a day.

Meanwhile, in London, England, taxi and bus wrapping, cross track panels, and digital platforms were used to promote Malaysia's attractive destinations.

### Borneo Talk Advertising

Advertising in Borneo Talk provided exposure for Malaysia, especially in the domestic market and in Singapore. The publication was also distributed to international media in conjunction with ITB Asia in Singapore and at the Kuching International Airport and hotels in Sarawak.

### El Mundo Advertising

To support the efforts of Tourism Malaysia's tour operators in Spain, an advertisement was published in one of Spain's popular publications.

### Partnership with ASTRO

A three-month advertising campaign was carried out with ASTRO through the production of the Experience Travel Fair (an online travel fair) and four episodes of Thinker Rayap Travelogue.

### Partnership with Media Prima Berhad

Tourism Malaysia engaged Media Prima Berhad for a one-month advertising campaign encompassing radio, digital, television, and print platforms. Media exposure included prime news coverage, television interviews, promotional clips on radio, and branded articles in the media group's news publications.

**Partnership with Star Media Group**

A five-month campaign was implemented with the Star Media Group encompassing media interviews, online polling, digital travelogue, printed travel guides, and advertisement slots on its radio and online platforms.

**Partnership with Sinar Harian**

Tourism Malaysia received a three-month media exposure in Sinar Harian's print, digital, social media, and video platforms.



## PUBLICITY

Throughout 2019, Tourism Malaysia organised numerous programmes with the local and international media as well as industry players to promote Malaysia as the ideal holiday destination, along with its many tourism events and attractive offerings. The efforts were more streamlined and focused on presenting Malaysia as a destination with many unique offerings. As such, industry players with new and unique products and services were given a platform to promote themselves.

Tourism Malaysia sought to showcase products and destinations that were lesser known, but no less interesting. Product updates for the media, be they local or international, were rolled out according to specific themes. The success of these programmes rested on the partnerships Tourism Malaysia had with external agencies such as the Ministry of Tourism, Arts and Culture Malaysia; the national media agencies such as Radio Televisyen Malaysia (RTM) and Media Prima; and industry players.

## INDUSTRY RELATIONS EFFORTS

Tourism Malaysia's engagement with industry players were boosted through platforms such as Thursday Talk, Tourism Malaysia Networking Day, and Tourism Malaysia Carnival.

Thursday Talk takes on the format of a presentation style where industry players are invited to deliver a presentation on their product/destination/service to Tourism Malaysia staff. It is an opportunity for both sides to build rapport and network with each other. For Tourism Malaysia staff, the presentations provide information and knowledge of new offerings which they may then help to promote throughout the year. In 2019 four sessions with 13 trade players were organised.

Meanwhile, the Tourism Malaysia Networking Day is a much larger, interactive platform for tourism industry players to meet and network with the Ministry of Tourism, Arts and Culture Malaysia and Tourism Malaysia staff. On 1 March 2019, Tourism

Malaysia collaborated with the Malaysia Association Wellness & Spa (MAWSPA) and the Association of Malaysian Spas (AMSPA).

At the end of the year 2019, Tourism Malaysia organised the Tourism Malaysia Carnival, leveraging on the contacts made throughout the year through the Thursday Talk and Tourism Malaysia Networking Day.

On 7 to 9 November 2019, a total of 35 tourism players were invited to participate in the Tourism Malaysia Carnival, where they were given a platform to showcase, promote, and sell their products to the public. Product briefings, voucher and packages sale, along with fun and interactive activities were among the lineup of the programme. Most importantly, Tourism Malaysia staff had the chance to network with tourism industry players and plan for future collaborations.

The year 2019 ended with the Media & Industry Appreciation Dinner organised on 13 December 2019. The initiative was held as a gesture of appreciation to media friends and industry players for their support throughout 2019. Tourism Malaysia also took the opportunity to relay the latest information about the upcoming VM2020 campaign and garner further support in promoting Malaysia to the world.

## MEDIA RELATIONS

In 2019, a total of 99 media relations activities were carried out comprising 28 media interviews, 18 local media familiarisation trips, 48 media invitations (notes to editors) to press conferences and launching ceremonies or events organised by Tourism Malaysia, as well as five engagement sessions involving representatives from the print, electronic, and social media (bloggers).



 Sungai Sedim Waterfall, Kedah

In addition, a total of 120 media releases were disseminated to relevant media for event publicity. The publicity value generated in 2019 was estimated at RM3.7 million from the 1,149 published articles ranging from print publications to online articles, with an estimated 125 million viewership.

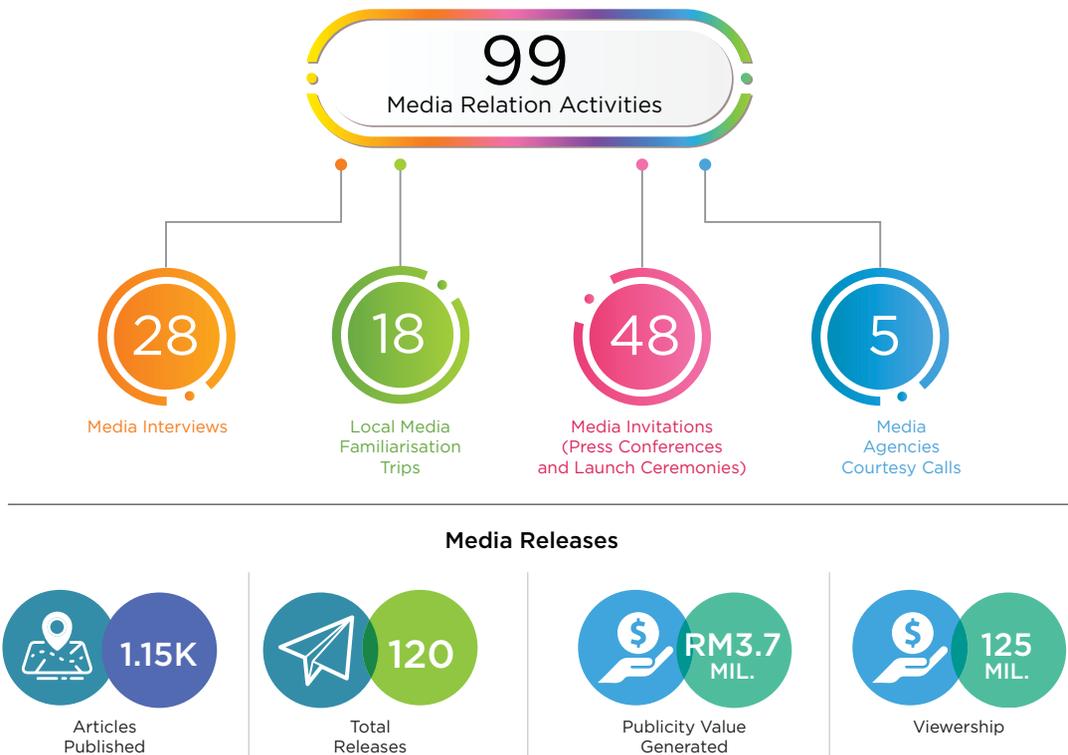
Throughout 2019, Tourism Malaysia received warm support from state governments to collaborate on a newly curated media familiarisation trip series called *Ekspresi Media*. The refreshed format delivered product update programmes for the media in a new and unique way, allowing media participants to freely express their experiences through photographs, storytelling, and social media engagement with their followers. The 2019 *Ekspresi Media* series promoted Kenyir, Lembah Bujang, and Kota Kinabalu.

In addition to the *Ekspresi Media* trips, a special familiarisation trip for local media was implemented which was called the “Media and Celebrity Fam Tour” from 26 to 29 April that covered top tourist destinations in Sabah, namely Kota Kinabalu, Lahad

Datu, Semporna, and Tawau. A total of 17 local celebrities and members of the media were invited to experience Malaysia’s ecotourism wonders. Celebrity singer Alif Satar’s involvement helped to drive the message of supporting local travels to thousands of his fans and social media followers.

A series of five familiarisation trips was also organised over a period of ten months for the media in conjunction with the Tourism Malaysia Surfcasting Tour 2019, and covered Kota Bharu, Melaka, Kuala Selangor, Port Dickson, and Pontian.

On 13 December 2019, the “Tourism Malaysia Travel Media Buddy” branding was launched to develop deeper relations with media partners and create an online presence in conjunction with the VM2020 campaign. With the collective effort from local media members to carry the hashtag #MYtravelmediabuddy in their social media postings, it is hoped that the campaign will reach out to a larger online audience in Malaysia and beyond.



## MEGA FAMILIARISATION PROGRAMME (MEGA FAM)

The Mega Familiarisation Programme (Mega Fam) is one of Tourism Malaysia's signature programmes to boost the promotion and branding of Malaysia globally.

the Tourism Malaysia global network, who were specially invited to attend tourism events held in Malaysia.

A total of 175 guests from 32 countries participated in eight Mega Fam programmes in 2019. The number comprises 146 media representatives, 26 tour agencies, and three corporate guests, accompanying officers, and representatives from

The commercial value of the publicity generated by the programme in 2019 was RM11,686,646.13 garnered from 499 feature articles published in international publications, broadcast programmes and online media publicity.

Table 10 : Mega Familiarisation Programme Comparison Performance 2019/2018

MEGA FAM			
YEAR	2018	2019	INCREMENT
No. of Participants	80	175	95 Participants (+118.75%)
Publicity Return	RM3.74 MIL.	RM11.69 MIL.	RM7.95 MIL. (212.57%)



Source: Corporate Communication Division, Malaysia Tourism Promotion Board

## VISIT MALAYSIA 2020 DIGITAL WEBSITE INITIATIVE

<https://vm2020.malaysia.travel>

To boost promotional efforts of VM2020, Tourism Malaysia launched a digital website initiative utilising various technological aspects for optimum performance.

Targeting both the international and domestic travellers, it was a one-stop online platform to feed users with valuable information on Malaysia's numerous tourist attractions, including recommended destinations, "must-try" meals, travel itineraries, and things to do in Malaysia.

Content for the website was carefully curated to portray Malaysia as one of the top destinations to visit in 2020. One of the key attractions of the website was the vast number of articles addressing various Malaysian topics, categorised under adventure, wildlife, nature, islands and beaches, waterfalls, caves and forests, food, and family, among others.

The website also contained information on holiday deals and packages as well as events and happenings in the year 2020. It was an opportunity for Tourism Malaysia to support industry players in promoting their products and services. An online form was created for merchants to submit their special deals and packages for promotion on the VM2020 website.

A unique feature of the digital website initiative was the "Insta Worthy" section, powered by user-generated content (UGC). Travellers' Instagram photos and videos stood a chance to be featured in this section, as long as they were tagged with Tourism Malaysia's official Instagram page (@malaysia.truly.asia) and included #VisitMalaysia2020, #MalaysiaTrulyAsia, and #CutiCutiMalaysia hashtags upon posting. All photos and videos included in the section were

credited to the original user. The goal of including the "Insta Worthy" section was to engage with the community, especially with millennials.

The addition of new and exclusive features were also planned for travelers to submit their own stories of Malaysia to be published on the website.

A chatbot function was installed on the website to answer users' questions and also to enhance the user experience of the website.

## PR AGENCIES

Tourism Malaysia coordinated and monitored the performance of overseas public relations agencies appointed in several markets, namely Germany and Austria, Taiwan, Thailand, and China, to promote Malaysia.

## PATA (PACIFIC ASIA TRAVEL ASSOCIATION)

Tourism Malaysia participated in three events organised by PATA Headquarters in 2019, namely PATA Adventure Travel Responsible Tourism Conference and Mart (ATRTCM), held from 12 to 15 February in Rishikesh, Uttarakhand, India; PATA Annual Summit (PAS), held from 9 to 12 May in Cebu, the Philippines; and PATA Travel Mart (PTM), held from 18 to 20 September in Kazakhstan.

The events were well received and attended by participants from the Asia Pacific region and gave Malaysia meaningful tourism exposure, networking opportunities, as well as knowledge about the current trends and issues in the tourism industry. Meanwhile, there were six events organised by PATA Malaysia Chapter domestically.

## FILMING PROMOTION – LOCATION SCOUTING

Based on a Tourism Competitive Intelligence (TCI) study that reports as many as 40 million international tourists choose their holiday destinations based on the destinations in films, Tourism Malaysia felt encouraged to promote Malaysia as a filming destination. The location scouting programme was developed to show film industry players the potential that Malaysia has as a destination for filming. Malaysia's advantage lies in its diverse landscapes and cultures.

The programme was intended to promote Malaysia as a destination for filming and show industry players its many unique and picturesque settings. In addition, it was an opportunity for film industry players to learn about Malaysia's filming procedures. In 2019, a total of three location scouting programmes were conducted for the Korea, China, and India markets from June to September 2019.



Cheong Fatt Tze Mansion, Penang  
*Crazy Rich Asians Filming Location*

## PROMOTIONAL SUPPORT

Promotional materials play an important part in marketing Malaysia as a destination of diverse tourist attractions and offerings. As such, Tourism Malaysia puts in great effort to produce exciting, memorable, and beautiful images, videos, and printed materials that incite interest and curiosity. In 2019, much of this effort was focused on creating awareness and promoting the Visit Malaysia 2020 (VM2020) campaign.

### Promotional Videos

Tourism Malaysia produced several promotional videos to promote VM2020. Among them was a video entitled “Visit Truly Asia Malaysia” to support both the domestic and international marketing

efforts. A generic video targeted to millennial travellers entitled “Discover Breathtaking Malaysia” won the Sia Silver Awards at the 41st Annual Telly Awards in New York.

### Image Gallery

Tourism Malaysia operates an online image gallery that provides access to its library of images. Images online are categorised according to states as well as types of attractions. The online platform is easily accessible to the public, both domestic and international, and also accessible to the media, as well as industry players alike to help promote Malaysia’s products and destinations.



<https://imagegallery.tourism.gov.my/fotoweb>



Photos Available  
5.3K



Page Views  
148.5K



Unique Visitors  
(users)  
19.4K



### Collaterals

Tourism Malaysia also produces a variety of marketing collaterals for distribution to the public through the various domestic and international programmes it participates in. The items are also distributed to other government agencies, travel industry players, hotels, schools, universities, as well as private sectors involved in the promotion of Malaysia as a tourist destination.

For 2019, Tourism Malaysia produced various items for the VM2020 campaign including non-woven bags, "Bloom" notebooks which highlighted Malaysia's various flowers and plants, baseball caps, veneer keychains, as well as a coffee table book entitled "Malaysia: Foliage, Blooms & Fruits" as corporate gifts.

### Brochures

Brochures and leaflets in various languages were also produced to support Tourism Malaysia's promotional activities overseas, including at ITB Berlin, Arabian Travel Market in Dubai, and World Travel Market in London.

To support Tourism Malaysia's participation in international events, selected brochures were also produced in several languages including Russian, Japanese, French, German, Korean, Turkish, Persian, Traditional Chinese, Thai, Polish Arabic, Ukrainian, and Spanish.



Collaterals Produced  
50 types



Collaterals Distributed  
675.4K



Brochures Published  
1.487 MIL.



Brochures Distributed  
950.4K



Visit Session e-Brochures  
Mobile Applications  
384.9K

# AWARDS AND ACCOLADES

Tourism Malaysia and Malaysia's achievements on the global platform received the following global attention in 2019:



## RECOGNITION FOR MALAYSIA:

- “Best Overseas Roadtrip Destination 2019” award by 6th Roadtrip Festival, China
- “Outstanding Overseas Destination” prize by CITIE 2019, China
- “Guest Country of Honour” by CITIE 2019, China
- “No. 1 Most Preferred Long Stay Destination” (for 13 consecutive years since 2006) by Japan Long Stay Foundation, Japan
- Pahang was acknowledged as the “Best Domestic Tourist Destination” by Malaysia Tourism Council Gold Awards 2019
- Sipadan was voted the “Most Popular Diving Destination” by WiTrip, China
- Taiping was placed 3rd in the “Best of Cities” category for the Top 100 Sustainable Destinations Awards at the International Tourismus Bourse (ITB), Berlin, in March 2020
- Penang was selected as one of the best destinations to visit (along with 16 other destinations) for “The ultimate Asia experience” by CNN Travel in March 2020

## RECOGNITION FOR TOURISM MALAYSIA:

- “Most Favourite Social Media - Tourism Board Category” award by U Magazine Travel Award 2019, Hong Kong
- “Best Showcase Exhibitor 2019” award by CMT China, China
- “Best Organised National Tourism Organisation” award by Xian Silk Road International Tourism Expo 2019, China
- “Best Booth Award” by Shandong International Tourism Fair (SITF) 2019, China
- “Best Organisation” award by 24th Northern China Travel Fair 2019, China
- “Best Organisation” prize by China International Tourism Industry Expo (CITIE) 2019, China
- “Best of Show Creativity” prize by China International Tourism Industry Expo (CITIE) 2019, China
- “Outstanding Performance” prize by China International Tourism Industry Expo (CITIE) 2019, China
- “Excellent Booth” award by China International Travel Mart (CITM) 2019, China
- “Excellent Organisation” award by China International Travel Mart (CITM) 2019, China
- “Acknowledgement of Appreciation for Best Industry Partner” by Mode Tour Travel Mart 2019, Korea
- Tourism Malaysia won the “Impressive Booth” award at Vietnam International Travel Mart (VITM) Hanoi 2019, Vietnam
- “Vietnam International Travel Mart (VITM) Hanoi 2019” certificate of appreciation
- “International Travel Expo Ho Chi Minh City (ITE HCMC) 2019” certificate of participation
- “National Tourism Organisation of the Year 2019” award by Indonesia Tourism and Travel (ITTA) Awards

# MEET THE TEAM





# THE BOARD



01/ **Datuk Ahmad Shah Hussein  
Tambakau**  
Chairman  
Malaysia Tourism Promotion  
Board

07/ **Riad Asmat**  
Chief Executive Officer  
Air Asia Berhad

02/ **Dato' Seri Haji Mustafar Haji Ali**  
Deputy Chairman  
National Financial Crime Centre  
(NFCC)

08/ **Datuk Shahrom Mohamed**  
Executive Director  
YTL Development Sdn. Bhd.

03/ **Datuk Musa Hj. Yusof**  
Director General  
Malaysia Tourism Promotion  
Board

09/ **Mohd Yamin Apdal**



04/ **Dato' Haslina Abdul Hamid**  
Deputy Secretary General  
(Tourism)  
Ministry of Tourism, Arts and  
Culture Malaysia

05/ **YM Dato' Seri Dr.Tengku Zainal  
Adlin Tengku Mahamood**  
Advisory Panel  
The Board of Trustees of The  
Sabah Parks

06/ **Uzaidi Udanis**  
President  
Malaysia Tourism Council (MTC)

10/ **Izham Ismail**  
Chief Executive Officer  
Malaysia Airlines Berhad

11/ **Lung Sai Mei**  
Deputy Under Secretary  
(Public Fund)  
Public Asset Management Division  
Ministry of Finance Malaysia

12/ **Dato' Indera Khairul  
Dzaimee Daud**  
Director General  
Immigration Department of Malaysia

# OUR MANAGEMENT TEAM



01/ **Datuk Musa Hj. Yusof**  
Director General

07/ **Manoharan Periasamy**  
Senior Director  
International Promotion  
(Asia & Africa) Division

13/ **Datin Rafidah Idris**  
Director  
Human Resources Division

02/ **Dato' Mohmed Razip Hasan**  
Deputy Director General  
(Promotion)

08/ **Saidi Bundan**  
Director  
Administration Division

14/ **Mohamad Taib Ibrahim**  
Director  
International Promotion  
(America, Europe & Oceania) Division

03/ **Zulkifly Md Said**  
Deputy Director General  
(Planning)

09/ **Tuan Syed Yahya Syed Othman**  
Director  
Production Division



04/ **Dato' Dr. Ammar Abd Ghapar**  
Senior Director  
Domestic & Event Division

05/ **Dato' Hj Zainuddin Abdul Wahab**  
Senior Director  
Strategic Planning Division

06/ **Iskandar Mirza Mohd Yusof**  
Senior Director  
Corporate Communication Division

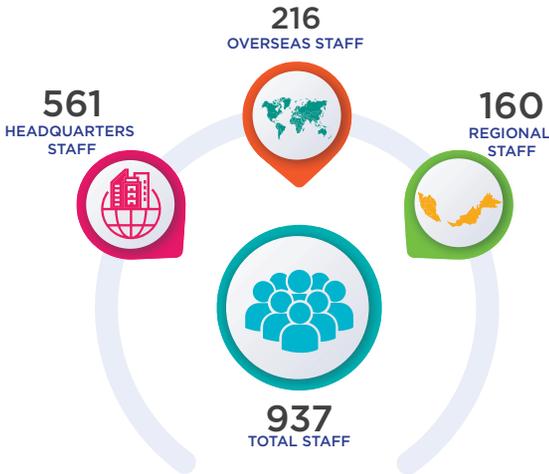
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Director  
Finance Division

11/ **Zaleha Asmahan Ismail**  
Director  
Information Technology Division

12/ **Noran Ujang**  
Director  
International Promotion  
(Southeast Asia) Division

# GOVERNANCE

Good governance is the essence of a successful organisation. It encompasses the foundational values that drive an organisation to reach its objectives legally and ethically in the eyes of all stakeholders. It defines the systems and processes by which an organisation is managed and controlled.



## TOURISM MALAYSIA HUMAN RESOURCE PERFORMANCE

Quality human capital is at the core of Tourism Malaysia's integrity. It is a critical element in achieving the organisation's mission, as well as in upholding high levels of public service.



## APPOINTMENTS

In 2019, the total number of personnel in Tourism Malaysia was 937, composed of 561 officers at the headquarters, 160 at the regional offices, as well as 70 home-based staff and 146 locally-recruited staff at Tourism Malaysia's overseas offices.

Throughout 2019, Tourism Malaysia handled the following processes: 12 hires, 17 retirements, 74 contract renewals, 18 promotions, and 12 employment confirmations. In addition, the organisation implemented 112 job rotations for staff at the headquarters and regional offices, and 21 job rotations for staff at its overseas offices.

## RETIREMENT

A total of 17 Tourism Malaysia personnel retired in 2019. The retirements were either compulsory, optional, or issued pensions.



## APPRECIATION AND RECOGNITION

A total of 134 staff were awarded for their excellent contribution and service for the year. Of this figure, 67 officers were recipients of the Excellent Service Award, while the rest were recipients of the Special Management Award.

The awards ceremony is one of the efforts by the organisation to encourage employees to always improve their quality of work and attain service excellence.

## HUMAN CAPITAL DEVELOPMENT

Tourism Malaysia requires all its employees to attend at least seven days of training a year.

The implementation of the human capital development programme is an important effort in creating a line of officers with excellent mental, physical, and spiritual character. Besides, such programmes and courses also help to strengthen relations among all Tourism Malaysia staff.

Among the programmes carried out in 2019 was the Mentor Mentee series, a new initiative undertaken in collaboration with the Association of Ex-Staff of Tourism Malaysia (AESTOM). The programme provides a platform for new employees to learn from the knowledge and experiences shared by former Tourism Malaysia officers. A total of two Mentor Mentee sessions were conducted, i.e. on 30 September and 28 November 2019.

Another programme organised by Tourism Malaysia which received good response from staff was “Behind the Iron Curtain,” an initiative organised in cooperation with Kajang Prisons on 25 September. The programme’s objective was to instil noble values and an awareness for the importance of integrity not only in delivering public duty, but also in daily life as part of a larger community.

Throughout 2019, Tourism Malaysia staff participated in a total of 759 programmes, which recorded 6,773 registrations overall. Of these, as many as 203 programmes were organised by Tourism Malaysia, 409 programmes were organised by public organisations, while 147 were organised by private institutions.

## A Tribute to Our Waterways

What used to be the early highways of then-Malaya, our rivers, streams, and tributaries are now unique attractions that make us more conscious and appreciative of our natural waterways and the rich ecosystem it supports.



Taman Negara, Pahang

	TOURISM MALAYSIA	PUBLIC AGENCIES	PRIVATE ORGANISATIONS	TOTAL
NUMBER OF PROGRAMMES	203	409	147	<b>759</b>
NUMBER OF PARTICIPANTS	4,987	1,499	287	<b>6,773</b>

Table 11: Total number of programmes organised in 2019 and the number of participants

Besides taking part in programmes and courses within Malaysia, Tourism Malaysia employees are also given the opportunity to attend specialised programmes organised overseas. Five Tourism Malaysia staff were selected to attend overseas programmes in Thailand, Switzerland, and South Korea.

PROGRAMME	DATE	NUMBER OF PARTICIPANTS
Sustainable Community-Based Eco Tourism Development, Thailand	30 April - 15 May	1
World Tourism Forum Lucerne, Switzerland	2 - 4 May	1
Executive Development Programme, South Korea	30 June - 13 July	1
PATAcademy-HCD Workshop on Chinese Outbound Tourism Market, Thailand	1 - 2 July	2
<b>Total Participants</b>		<b>5</b>

Table 12: Overseas educational/training programmes attended by Tourism Malaysia staff

Tourism Malaysia always provides opportunities to its staff to enhance their knowledge. In line with this intention, Tourism Malaysia offers the Continued Education Prize to deserving staff who wish to pursue further studies. In 2019, a total of five officers received the educational offer. A ceremony was held for the Director General of Tourism Malaysia to personally award the offer letter to the recipients on 5 April.



## OVERSEAS OFFICE OPERATIONS MANUAL

With more than 40 Tourism Malaysia offices abroad, the process of synchronising operations becomes a critical part towards ensuring the successful management and control of all Tourism Malaysia activities.

For this, the Overseas Office Operations Manual becomes a key piece of document and reference point to guide officers posted overseas in the management of Tourism Malaysia affairs.

The main objective of this manual is to enforce best practices, ensure transparency, raise the level of good governance, and focus on value creation.

This manual complements an existing document that Tourism Malaysia published in 2000 to ensure compliance and

regulations in the delivery of superior government services. The document, the Manual on Administrative Operations, Acquisitions, Finance and Rent, was distributed to all overseas and state offices under Tourism Malaysia as a definitive guide on government operations. Following this, in 2018, Tourism Malaysia felt it was important to establish other standard operating procedures with the approval of the Board of Directors.

As a result, Tourism Malaysia created the Overseas Office Operations Manual based on various sources of information including existing rules and regulations, government circulars, and currently-enforced policies. The manual also adopted best practices from the Ministry of Foreign Affairs Malaysia's document,

the Manual on Operations and Management of Representative Offices.

Tourism Malaysia's Administrative Division and Human Resources Division are the two points of reference to this manual. The manual is to be read together with the accompanying documents, namely Financial Instructions Manual and Delegation of Authority Manual, to provide officers with an overall understanding of the rules, regulations, and responsibilities in discharging their duties at Tourism Malaysia's overseas offices. The 2019 edition of the manual was approved by the Tourism Malaysia Board of Directors at its 137th meeting (Number 5 Year 2019) on 17 October 2019, and requires the compliance of all relevant officers.

## SPECIAL PROGRAMMES

### HR Update Day 2019

The programme was held for the fourth time on 3 April 2019. It aims to provide employees with the opportunity to update their personal information and service history, as well as to obtain information on the services and facilities provided by Tourism Malaysia.

A total of 346 visitors consisting of Tourism Malaysia and Ministry of Tourism, Arts and Culture Malaysia staff attended the programme.

While the main counters opened during the programme provided human resource services, other agencies and organisations took part as well to provide helpful information and complementary services. These included Tourism Malaysia Recreational Club, Malaysia Tourism Promotion Board Union, KOPPEMA, PUSPANITA, and AKRAB.

Tourism Malaysia also invited external bodies to take part including PM Care Sdn. Bhd., the Accountant General's Department, Zakat Centre, Permodalan Nasional Berhad, and the Inland Revenue Board.

### INTERNAL AUDIT UNIT

Tourism Malaysia views compliance seriously and has mandated the Internal Audit Unit to conduct independent and stringent checks and balances of the organisation's systems and processes.

In line with the General Circular Letter No. 3 Year 1998 (Guidelines on the Role and Responsibility of the Ministry, the Board of Directors and Chief Executive in the Management of Statutory Bodies), the Internal Audit Unit is responsible for evaluating and providing reasonable assurance that risk management, control, and governance

systems are functioning as intended, thus enabling the organisation's objectives and goals to be met.

With the last Audit Committee Meeting convened on 19 December 2019, the Audit Committee had fulfilled its obligation for mandatory annual meetings target, i.e. four times a year.

In 2019, the Internal Audit Unit was given the approval by the Audit Committee to conduct a series of financial management audits for five Tourism Malaysia overseas offices in Bangkok, Medan, Jakarta, Vancouver, and Los Angeles; Tourism Malaysia east regional office and one division, namely Package Development Division.

The audit team also conducted a performance audit on the Procurement Management of Sponsorship Programme for 2018/2019, as well as an ad-hoc audit on Tourism Malaysia's Financial Report Item - Land, Buildings, and Vehicles at the headquarters.

Besides internal audits, Tourism Malaysia is also subjected to audits by the Ministry of Tourism, Arts and Culture Malaysia. In 2019, the Ministry's own internal audit team conducted a series of financial management audits on two Tourism Malaysia overseas offices namely, TM The Hague and TM London.

Apart from this, the National Audit Department also conducted a performance audit of Tourism Malaysia's promotional activities for the period of 2015 until 2018. The results of this audit are documented in the Auditor General's Report Series 2 Year 2018.

# FOR THE PEOPLE

Tourism Malaysia believes that its greatest assets are its employees. Taking care of employee welfare has always been a priority as a happy work environment would lead to increased motivation levels and productivity.



## SPORTSMANSHIP

In 2019, Tourism Malaysia sent a contingent of 60 sportsmen and sportswomen to take part in the annual SUKANUN from 20 to 25 July at Universiti Teknologi MARA, Shah Alam. Tourism Malaysia athletes took part in five events namely badminton, ping pong, netball, football, and VIP golf; it won the “Best Marching” award.

## OPEN COMMUNICATIONS

In efforts to encourage open communications and transparency among staff, Tourism Malaysia organised the “Sembang Teh Tarik” session between the management, and particularly the Director General, and staff. The session, held on 11 July, took on the format of an interactive question-and-answer session where more than 300 staff took part using Slido apps as well as live conversations to engage with top management.

## STAFF APPRECIATION

A Tourism Malaysia corporate dinner was held at Movenpick Hotel and Convention Centre, KLIA on 22 December, to give appreciation and recognition to staff; more than 900 employees were in attendance. Among the programmes held were lucky draws, appreciation awards for staff and retirees, and other entertainment.

## SAFETY AND SECURITY

Tourism Malaysia has also put in place safety measures to ensure the occupational safety and health of its staff. Routine fire drills are held every year under the strict observance of the Fire Department of Putrajaya. On 22 August, one such fire drill was held with the overall duration of evacuation taking only 13 minutes. Tourism Malaysia received four out of five stars for its efficient and effective management of on-site crises, and ranked in the top three among 57 government departments and agencies in Putrajaya for emergency handling.

## FINANCIAL AID

Tourism Malaysia has also taken a special interest in the financial welfare of its staff. In 2019, the organisation initiated the *Tabung Zakat Wakalah LPPM*, the main intention being to ensure the equitable distribution of wealth to eligible staff, effectively, efficiently, and with integrity in accordance with Islamic guidelines. The fund also provides financial assistance, sponsorships, and other forms of relief to those qualified.

## HEALTHCARE

The Malaysia Tourism Health Carnival was held on 24 October 2019 with the aim of providing an opportunity for Tourism Malaysia staff to get a basic health check-up. A total of 343 visitors attended the event.

The programme, held in collaboration with PM Care Sdn. Bhd., saw the participation of 13 medical providers offering their services to visitors. Among them were Columbia Asia Hospital, Andorra Women and Children Hospital, and Top Vision Eye Specialist Centre. Health talks and

the sale of exercise equipment and health goods enlivened the entire event.

## WELLNESS

In 2017, Tourism Malaysia initiated a programme called AKRAB. It is a peer counselling programme where selected employees are trained to provide counselling, guidance, and assistance to their co-workers and help increase their self-potential and success. AKRAB itself is an acronym that stands for several positive human traits that are key to becoming a peer counsellor, namely *amanah* (trustworthiness), *komited* (committed), *rasional* (rational), *akhlak* (possesses high morals or integrity) and *bestari* (intelligent).

On 25 November 2019, Tourism Malaysia held an accreditation ceremony for its newly-appointed members, as well as to launch the Zen Zone Room, a dedicated work space for AKRAB members. By the end of 2019, AKRAB had a total of 20 members comprising officers of Tourism Malaysia.

# FINANCIAL REPORT



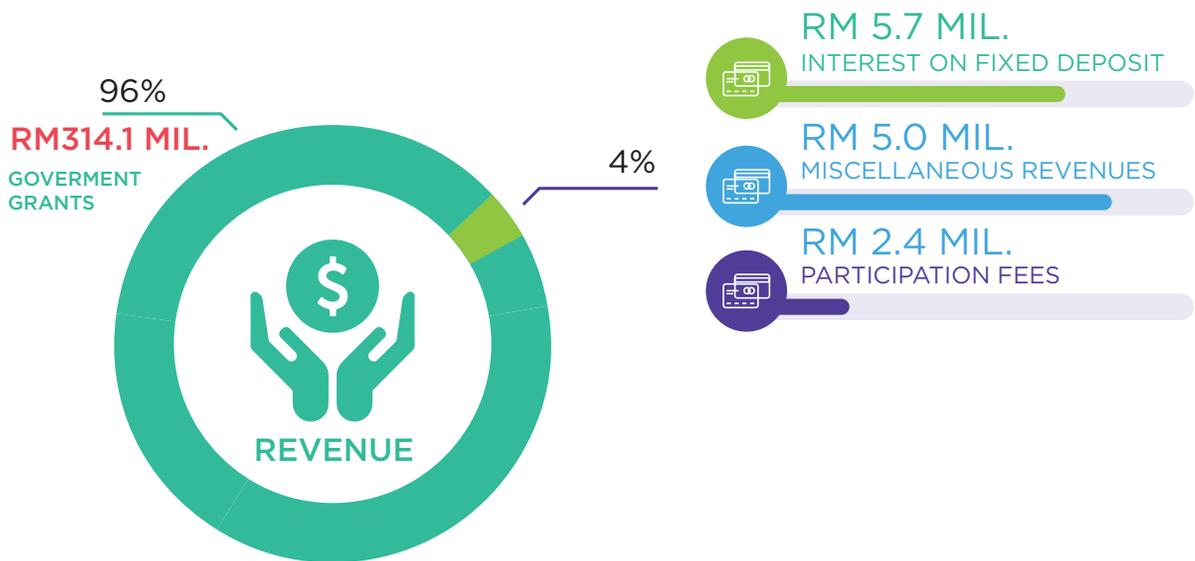


# FINANCIAL PERFORMANCE OVERVIEW

## FINANCIAL RESULTS 2018/19

Net assets for the year ending 31 December 2019 was RM19.4 million compared with net liabilities of RM56.1 million recorded in 2018. Overall expenditure decreased by RM86.9 million to RM252.2 million, which accounted for 83.8% of the approved budget, RM301 million. This resulted in a surplus after taxation of RM75.4 million in the statutory accounts.





## REVENUE

Tourism Malaysia's direct revenue in 2019 decreased by 10% to RM270 million (2017/18: RM300 million) due to lower government grants received during the year. Government grants relate to marketing activities, remunerations, general supplies/services, and other public expenditure. Other income of RM13.1 million consisted of the participation fees for trade/industry events (RM2.4 million), bank interests (RM5.7 million), and miscellaneous revenue (RM5 million).

This revenue was supplemented by indirect partnership contributions of RM45.9 million from state and territory tourism organisations, airline partners, and other industry participants that are not reflected in the statutory accounts. This amount includes cash contributions in cooperative marketing activities where Tourism Malaysia was not the banker.



Decline in overall expenditure due to the extensive cost-cutting practices since 2016

## EXPENDITURE

Gross expenditure declined by 25.6% to RM252.2 million (2017/18: RM339.1 million) following the extensive cost-cutting practices which had taken place since 2016. Tourism Malaysia was able to lower its expenditures by reducing costs in the following ways: utilising digital marketing medium and campaigns to expand its brand presence and global reach, devising smart tourism medium to replace conventional print media, and proactively engaging with various industry partners through global strategic alliances to ensure sustainable tourism yield at a lower cost of

capital. A stronger Ringgit Malaysia in the key markets of China, Europe, Australia, the UK, and the USA also effectively decreased the promotion and advertising expenditure in these markets.

Remuneration costs of RM80.1 million (2017/18: RM82.2 million) were 2.6% lower than 2018. The underlying decrease in remuneration costs were primarily due to the closure of six overseas offices and the restructuring of 14 domestic offices into four regional offices.

APPROXIMATE **135%**  
GROWTH IN NET  
ASSET WORTH 



## FINANCIAL ASSETS

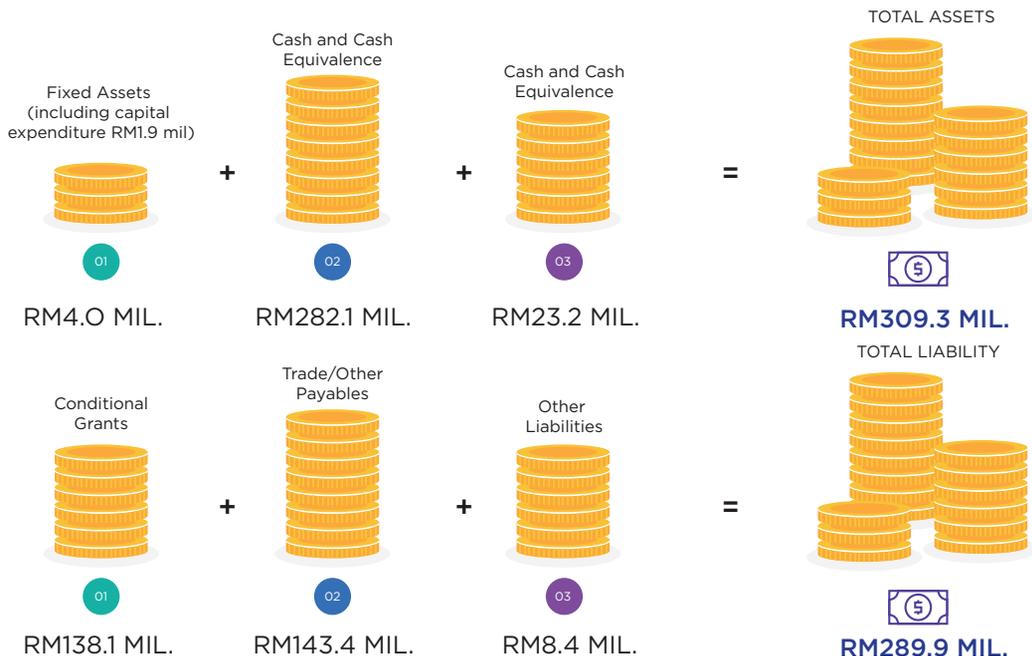
Tourism Malaysia had capital expenditure of RM1.9 million, consisting of motor vehicles (RM1 million) and multiple office fit outs globally (RM0.9 million). Total fixed assets at 31 December 2019 were RM4 million (2017/18: RM3.9 million).

The cash balance increased significantly by 47.3% to RM282.1 million (2017/18: RM191.6 million), mainly driven by cash receipts of RM138.1 million conditional grants from the government that was not utilised at year end. As a result, net assets grew dramatically by 134.6% to RM19.4 million compared with net liabilities of RM56.1 million reported in 2018 in view of a stronger cash position and the current year surplus (RM75.4 million).

## LIABILITIES

Total liabilities for Tourism Malaysia increased by 6% to RM289.9 million (2017/18: RM273.3 million). This was largely driven by a higher balance of conditional grants amounting to RM138.1 million (2017/18: RM76.9 million) and lower trade/other payables of RM143.4 million (2017/18: RM188 million) with less activity undertaken compared to 2018. This allowed a larger portion of invoices to be paid in 2019. Other liabilities and employee provisions were consistent with 2018.

## ASSETS AND LIABILITIES



## Moving Forward

Malaysia's tourism industry in 2019 performed fairly well with the implementation of various smart partnership opportunities. It has shown how industry collaborations to create value-for-money packages, establish charter flight operations, and develop niche touristic experiences of Malaysia have successfully addressed traveller demands and trends.

In addition, continuous promotional efforts in focused markets such as Vietnam, Thailand, France, and Taiwan, have paid off with positive returns on investments and increased tourist arrivals from these markets.

But what's next? How can the industry move forward over the next few years? The answer lies in observing emerging trends worldwide and considering how Malaysia's tourism industry players can leverage on them.

Firstly, among the key trends observed is that tourist arrival growth is rising from emerging markets and new destinations. Markets such as China and India remain important tourist sources due to their huge population, number of trips taken, and strong tourism spending.

Secondly, there is now a community of social media influencers, Instafamous personalities, and celebrity travel bloggers, who are promoting experiential

travel as the way to experience a new destination. This gives rise to demand among travellers who wish to experience travel that provides them with new perspectives and opportunities for self-development. Another similar trend appearing is the "digital nomad" lifestyle which sees a new generation of travellers who work while they travel thanks to opportunities to do freelance and online work from anywhere.

Another industry-shaping trend is the demand for sustainable choices in travel. Travel and tourism operators will need to heed the call for sustainable practices as travellers increasingly want to spend their tourist dollars on suppliers who provide green options and embrace environmental protection.

Last but not least is the increasingly key role that technology plays in the tourism industry. Advances in facial recognition technology, AI service, virtual reality, mobile integration, and big data, are shaping the future of travel and how travel is consumed. Travellers eager to adapt to these advances will also want industry players to keep up with it, too.

While the COVID-19 pandemic continues to impact travel worldwide, it is worth noting how industry can leverage on the above trends to jumpstart the travel industry once borders are open again.

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**This report can be accessed online at  
[www.tourism.gov.my](http://www.tourism.gov.my)**

Additional information sources  
Tourism Malaysia Integrated Promotion Plan 2018-2020  
National Tourism Policy 2020-2050  
Malaysia Tourism Performance January-December 2019

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