



# RATIONALE

The competitiveness of a tourist destination lies in the ability to make use of its natural, cultural and human resources as well as in efficiently mobilising capital to develop quality, ethical and attractive tourism products and services to achieve sustainable growth through a strategic planning framework.

In addition to increasing the value of the tourism sector and creating diversity of market components, tourism also optimises benefits for tourists and the local community alike in the context of sustainability. Adapting sustainable tourism includes assessing the current and future economic, social, and environmental impacts besides considering the needs of tourists, industry, community and the environment as a whole.

Faced with the challenge of driving the tourism industry's recovery during a crisis, the stronghold of domestic tourism continues to be strengthened with the implementation of art, creative and travel activities that are in line with aspirations to uplift cultural tourism and ecotourism to attract the interest of travelers as well as to ensure the resilience of the industry.

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# CHAIRMAN'S MESSAGE

# DATO' SERI RAMLAN IBRAHIM

he year 2021 remained a challenging year for all tourism industry players when travel restrictions continued to be enforced, and especially so when Asia and the Pacific markets were the largest to maintain operational closures. However, Malaysia's tourism industry remained strong, driven by the reactivation of the domestic tourism industry which acted as a buffer to weather the crisis. The successful implementation of the Langkawi International Travel Bubble and subsequently the introduction of the Vaccinated Travel Lane (VTL) injected a surge in tourism demand thus manifesting the industry's readiness to rise and gain momentum and confidence to strengthen tourism recovery efforts. On behalf of the Top Management of Tourism Malaysia, I bear the responsibility to present the Malaysia Tourism Promotion Board (Tourism Malaysia) Annual Report for the year 2021.

Under the 12th Malaysia Plan (RMK-12), the government targeted the arrival of 24.3 million international tourists with tourism income of RM73 billion in 2025. The government also set a target of tourism income amounting to RM100 billion in 2025 for the domestic market.

Recognising the challenges in rebuilding and restoring the competitive edge of the industry, the Ministry of Tourism, Arts and Culture (MOTAC) formulated the National Tourism Policy (NTP) 2020-2030 to drive a transformation agenda focused on the contribution of the tourism sector to the national economy.

Besides aiming to encourage strategic partnerships and investment as well as the empowerment of local communities to ensure the sustainability of the industry, this policy also, as a whole, secures the sustainability and resilience of the national tourism industry in the face of any future uncertainties.

#### TOURISM INDUSTRY PERFORMANCE

According to the World Tourism Organization (UNWTO) report, the year 2021 remained a challenging one for all industry players with global arrivals of international tourists still at 72% below 2019 levels, with an increase of a mere 4% compared to the year 2020.

The Americas and Europe markets showed better performance in 2021 driven by the increased confidence of travellers in the development of vaccines as well as the relaxation of travel restrictions in various destinations. However, Asia and the Pacific were the largest markets that still maintained travel border closures. In addition, tourism recovery was also disrupted amid the emergence of the Omicron variant as well as an increase in infections in several countries around the world. Overall, the trend of international tourist arrivals to Malaysia remained flat until the third quarter of 2021 due to the closure of the country's borders which was in effect since March 2020. This impacted the performance of the country's tourism industry which is Tourism Malaysia's Key Performance Indicator (KPI).

In 2021, the international tourism performance recorded a decrease of 96.9% with arrivals of 134,728 international tourists compared to 4,332,722 in 2020. Tourism receipts for 2021 also declined by 98.1% to RM238.73 million compared to RM12.69 billion in 2020. The per capita tourist expenditure was also no exception, with a decrease of 39.5% to RM1,771.96 compared to RM2,928.40 in 2020.

However, the implementation of the Langkawi International Travel Bubble (LITB) and the Vaccinated Travel Lane (VTL) gave some relief to tourism industry players with its positive impact on contributing to tourist arrivals in the fourth quarter of 2021.

The majority of tourist arrivals, which is 51.5%, were recorded as entering the country's borders by air, followed by land at 47.4%. Malaysia recorded an influx of 265,137 excursionists in 2021 compared to 1,768,656 in 2020 with the main contributors involving short-haul markets such as Thailand (97.5%), Brunei Darussalam, Indonesia, the Philippines and Singapore.

Most of these cross-border activities involved the movement of Thai citizens in Bukit Kayu Hitam and Padang Besar carrying out essential services using social visit passes.



## ANALYSIS OF FINANCIAL PERFORMANCE

Tourism Malaysia recorded a reduction in income of RM45,328 in 2021 which is a decline of 100.04% compared to an excess of income of RM117.05 million in the previous year following a decrease in total revenue of 50.28%, of which the dependence on government grants was 90.64% of the total revenue. Net assets value was recorded at RM142.16 million which is a decrease of 0.03% compared to RM142.21 million in the previous year following a decrease in total assets by 24.77%. The current ratio recorded at a rate of 5.62:1 shows that Tourism Malaysia's liquidity is at a good level while the level of indebtedness is low at a percentage of liabilities compared to assets of 38.1%.

The Auditor General's Report dated 26 August 2022 opined that Tourism Malaysia's Financial Statements give a true and fair view of the financial position as at 31 December 2021. In addition, the financial performance and cash flow for the year ended on that date are in accordance with the Malaysian Public Sector Accounting Standard (MPSAS) and the requirements of the Malaysian Tourism Promotion Board Act 1992 [Act 481].



#### **FUTURE PROSPECTS**

According to the UNWTO Panel of Experts study, the majority of tourism experts predict that the movement for international travel would start in the third quarter of 2021 while another 20 percent expect it to only happen in 2022.

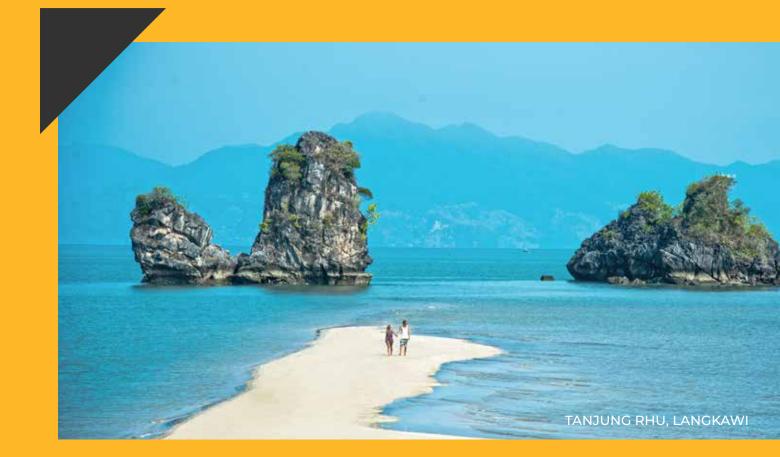
However, most tourism experts predict that the recovery of the tourism industry will return to pre-pandemic levels in 2024 with travel restrictions as the main obstacle in addition to the slow containment of the virus and low consumer confidence. In most cases, domestic tourism is seen to be able to drive only a partial recovery in some tourist destinations as it cannot replace the decline in international tourism demand. However, respondents from Asia and the Pacific are the most positive towards the contribution of domestic tourism towards the recovery of the tourism industry.

Therefore, Tourism Malaysia's move to focus on domestic tourism while at the same time targeting efforts on the recovery of international tourism is seen to be on the right track in line with the actions taken by most countries in the region.

#### HEARTFELT APPRECIATION

I wish to take this opportunity to express my deepest appreciation to all tourism industry players who are working hand in hand to overcome the challenges of the COVID-19 pandemic. There is no denying that the COVID-19 pandemic has had a significant impact both socially and economically. Nevertheless, in line with the theme of World Tourism Day 2021, which is Tourism for Inclusive Development, let us all step forward to transform in line with MOTAC's tagline of Coming Back Stronger.

# CORPORATE PROFILE



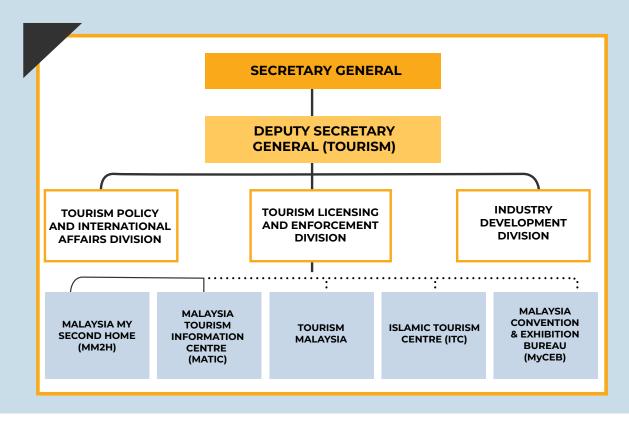


he Malaysia Tourism Promotion Board (MTPB) began with the establishment of the Tourist Development Corporation

(TDC) on 10 August 1972 as an agency under the Ministry of Trade and Industry. In 1987, TDC was transferred to the Ministry of Culture, Arts and Tourism before being rebranded as MTPB or better known as Tourism Malaysia.

Guided by the main vision of making the tourism industry the country's main source of revenue that contributes to socio-economic development, Tourism Malaysia is committed to carrying out the mission of promoting Malaysia as a premier tourism destination in the region. In accordance with the functions set out under the Malaysia Tourism Promotion Board Act 1992 (Act 481), the objective of the establishment of Tourism Malaysia is to increase the arrival of international tourists and the average length of stay to increase tourism income thus stimulating the growth of domestic tourism in addition

# MINISTRY OF TOURISM, ARTS AND CULTURE (TOURISM SECTOR) CHART



to leveraging the meetings, incentives, conferences and exhibitions (MICE) market. In realising this objective, Tourism Malaysia implements the Cuti-Cuti Malaysia campaign and the Malaysia Truly Asia campaign for the domestic and international markets respectively.

As a marketing agency under the Ministry of Tourism, Arts and Culture (MOTAC), Tourism Malaysia remains committed to promoting the development of tourism and related industries in Malaysia including the meetings, incentives, conferences and exhibitions (MICE) segment.





FUNCTIONS	<ul> <li>Based on the Malaysia Tourism Promotion Board Act 1992, the main functions of Tourism Malaysia are:</li> <li>Stimulate and promote tourism to and within Malaysia</li> <li>Invigorate, develop and market Malaysia as a key tourist destination locally and abroad</li> <li>Coordinate all marketing or promotional activities relating to tourism conducted by any organisation, government or non-governmental agency</li> <li>Recommend to the Minister relevant measures and programmes that stimulate the development and promotion of the Malaysian tourism industry and implement them upon approval</li> </ul>
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 the region.



OBJECTIVES	<ul> <li>In line with the functions of Tourism Malaysia, the following objectives have been set:</li> <li>Increase international tourist arrivals</li> <li>Incrase the average length of stay of tourists to increase tourism revenue</li> <li>Stimulate the growth of domestic tourism</li> <li>Increase the benefits/share obtained from the meetings, incentives, conferences and exhibitions (MICE) market</li> </ul>
QUALITY POLICY	Tourism Malaysia actively promotes tourism promotion activities through digital platforms to increase the interest towards travel among local and international tourists.
QUALITY OBJECTIVES	<ul> <li>To create a resilient and competitive workforce</li> <li>To adopt a work culture that is responsive and sensitive to customer needs</li> </ul>

# BOARD OF DIRECTORS



### **CHAIRMAN**

#### DATO' SERI RAMLAN IBRAHIM



## **DEPUTY CHAIRMAN**

DATO' SRI DR. ANIL JEET SINGH SANDHU



#### MEMBER

DATO' HJ. ZAINUDDIN ABDUL WAHAB

DIRECTOR GENERAL, TOURISM MALAYSIA



#### MEMBER

YM DATO' SERI DR. TENGKU ZAINAL ADLIN TENGKU MAHAMOOD

ECOTOURISM ACTIVIST



#### UZAIDI UDANIS

MEMBER

PRESIDENT, MALAYSIA TOURISM COUNCIL (MTC)



#### MEMBER

## RIAD ASMAT

-

CHIEF EXECUTIVE OFFICER, AIR ASIA BERHAD



#### MEMBER

#### IZHAM ISMAIL

GROUP CHIEF EXECUTIVE OFFICER, MALAYSIA AIRLINES BERHAD



#### MEMBER

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DATO' SRI KHAIRUL DZAIMEE DAUD

#### DIRECTOR GENERAL, IMMIGRATION DEPARTMENT OF MALAYSIA

#### MEMBER

MOHD ZAMRI MAT ZAIN

DEPUTY SECRETARY GENERAL (TOURISM), MINISTRY OF TOURISM, ARTS AND CULTURE MALAYSIA

#### MEMBER

AWANG HABIBURLLAH AWANG ISMAIL

GROUP MANAGING DIRECTOR, HMN NADHIR SDN BHD







#### MEMBER

#### IBRAHIM ABDULLAH

SECTION HEAD, TAX DIVISION (INTERNATIONAL I), MINISTRY OF FINANCE MALAYSIA

#### MEMBER

#### DATO' ANTHONY @ FIRDAUZ BUJANG

GROUP CHIEF EXECUTIVE OFFICER, PETRA ENERGY GROUP

#### MEMBER

#### HII CHANG KEE

PERMANENT SECRETARY, MINISTRY OF TOURISM, CREATIVE INDUSTRY AND PERFORMING ARTS SARAWAK



# MANAGEMENT TEAM



- 1. Dato' Hj. Zainuddin Abdul Wahab Director General
- 2. Datuk Musa Hj. Yusof Deputy Director General - Promotion
- Iskandar Mirza Mohd Yusof Senior Director Domestic & Events (Acting Deputy Director General (Planning))
- Dato' Dr. Ammar Abd Ghapar Senior Director, International Promotion (Americas, Europe and Oceania)
- Manoharan Periasamy
   Senior Director,
   International Promotion (Asia and Africa)



- Noran Ujang @ Mat Ali Director International Promotion (Asean)
- 7. Syed Yahya Syed Othman Director Strategic Planning
- 8. Shahrin Mokhtar Director Advertising & Digital
- 9. Abdul Rau'f Abu Hassan Director Package Development

- 10. Datin Rafidah Idris Director Corporate Communications
- **17. Mohd Roslan Abdullah** Director Production
- **12. Mohamed Amin Yahya** Director Human Resource
- **13.** Hjh. Azleen Hj. Mat Zip Director Finance
- **14. Hj. Saidi Bundan** Director Administration
- **15.** Roslan Sulaiman Acting Director Information Technology

# BOARD OF DIRECTORS MEETINGS

	NO.	DATE	MEETING	ATTENDANCE	NUMBER OF WORKING PAPERS APPROVED	NUMBER OF INFORMATION PAPERS CERTIFIED AND NOTED
1	1/2021	18/02/2021	143 <sup>rd</sup> time Location: Putrajaya (Virtual)	11/12	3	4
	2/2021	08/04/2021	144 <sup>th</sup> time Location: Putrajaya (Hybrid)	12/13	4	4
	3/2021	29/07/2021	145 <sup>th</sup> time Location: Putrajaya (Hybrid)	12/13	1	6
	4/2021	09/09/2021	146 <sup>th</sup> time Location: Putrajaya (Hybrid)	9/13	1	6
	5/2021	14/10/2021	147 <sup>th</sup> time Location: Putrajaya (Hybrid)	13/13	1	2
	6/2021	25/11/2021	148 <sup>th</sup> time Location: Sabah (Hybrid)	12/13	-	4



Under the Malaysia Tourism Promotion Board Act 1992 (Act 481), Tourism Malaysia's functions and powers are as follows:

- To carry on all activities relating to tourism which are commercial or industrial in nature and activities of research and training, the carrying on whereof appears to it to be requisite, advantageous or convenient for or in connection with the performance of its functions;
- 2. To co-operate with or act as agent of, or otherwise act in association with or on behalf of any agency or organisation, international or otherwise;
- 3. To secure local and overseas publicity for the promotion of Malaysia as a tourist destination;
- 4. To promote and coordinate the carrying on of such activities which are connected or related to its functions by any government department, or governmental or non-governmental agency or organisation;
- 5. To conduct research, surveys and investigations which are requisite, advantageous or convenient for or in connection with the performance of its functions;
- 6. To require any government department or governmental or non-governmental agency or organisation to submit information, programme and reports in respect of its tourism promotion and marketing activities;
- 7. To enter into such negotiations and arrangements as the Board considers necessary for the performance of its functions;
- 8. To assist in the development of tourism enterprises in Malaysia, and in the provision or improvement of tourist facilities and attractions in Malaysia;
- 9. To give assistance to any governmental or non-governmental agency or organisation appearing to the Board to have facilities for the carrying on of such activities, including, with the approval of the Minister, financial assistance by the taking up of share or loan capital or by loan or otherwise;
- 10. To dispose of capital assets and to use the proceeds from such disposal as the Board deems fit;
- 11. To appoint such agents as it may deem fit for the purpose of performing its functions;
- 12. To impose fees or any other charges it deems fit for giving effect to any of its functions or powers;
- 13. To do such other things as it deems fit to enable it to carry out its functions and powers effectively; and
- 14. To exercise all powers and perform all duties which, under or by virtue of any other written law, may be vested or delegated to it.

# GLOBAL NETWORK



# **30 OVERSEAS OFFICES**

1974

•	Singapore	1971
•	Jingapore	1.271

- Bangkok 1974
- Sydney 1974
- Los Angeles 1974
- Tokyo
- London 1974
- Frankfurt 1976
- Hong Kong 1978
- Taipei 1989
- Paris 1989
- Seoul 1991
- Osaka 1994

<ul> <li>New Delhi</li> </ul>

- Jeddah
- Dubai
- Chennai
- Beijing
- Shanghai
- Mumbai
- Jakarta
- Medan
- Moscow
- Guangzhou
- Bandar Seri Begawan 2003

2000

2000

2000

2001

2001

2001

2001

2001

2001

2001

2003

2004

2008

2013

2014

- Manila
- The Hague
- Auckland 2011
- Istanbul
- Almaty
- Ho Chi Minh 2017

# 6 MARKETING REPRESENTATIVES

<ul> <li>Vientiane</li> </ul>	2003
• Tehran	2003
• Dhaka	2003
• Phnom Penh	2004
• Dublin	2007
• Vancouver	2013





# 13 TOURIST INFORMATION CENTRES (TICS)

- MATIC
- KL Sentral
- Sultan Abdul Samad Building
- KL International Airport
- KLIA2
- Jalan Kota Melaka
- Sultan Iskandar Building, Johor
- JB Sentral
- Labuan
- Kuah Jetty, Langkawi
- Langkawi International Airport
- Penang International Airport
- Bukit Kayu Hitam, Kedah

# **6 REGIONAL OFFICES**

- Northern Region Pulau Pinang
   Central Region Kuala Lumpur
   Southern Region Johor
- Eastern Region Pahang
- TIC Supervisory Office Sabah
- TIC Supervisory Office Sarawak

# PERFORMANCE REPORT



# DIRECTOR GENERAL'S REPORT

"Although the Malaysian tourism industry was faced with the constraints of the country's border closure at the time, positive growth was recorded in the fourth quarter of 2021 with the relaxation of inter-state travel granted by the authorities, in addition to international tourists who were fully vaccinated being permitted to enter Langkawi. Faced with this challenge, Tourism Malaysia actively adopted the digitisation of tourism and increased online marketing activities to boost domestic tourism. We were also prepared to revive the international tourism sector and increase travel confidence, driven by the success of the national vaccination programme to rise again in the context of industry recovery."

# DATO' HJ. ZAINUDDIN ABDUL WAHAB

#### PANDEMIC CRISIS ACTION PLAN



undamentally, the work of Tourism Malaysia throughout 2021 was based on the Tourism Recovery Plan drawn up by the Ministry of Tourism, Arts and Culture Malaysia (MOTAC). Tourism Malaysia's short-term planning was founded on

this plan along with the National Tourism Policy (NTP) 2020-2030.

The industry recovery strategy was designed to achieve an effective recovery plan, balancing economic interests and public health. The strategies outlined were as follows:

- i. Rejuvenate domestic tourism;
- ii. Restore public confidence in travel;
- iii. Adapt the digitalisation of tourism by prioritising cashless payments, online bookings and contactless transactions using secure and seamless technology applications;
- iv. Promote the development of sustainable tourism by reorganising environmental conservation and preservation efforts;
- v. Explore the potential of re-opening international tourism activities by focusing on the nature, rural and cultural tourism segments including the travel bubble plan;
- vi. Strengthen public-private cooperation;
- vii. Reskill and upskill industry workforce;
- viii. Facilitate the regulation and management of the tourism industry.

## ADAPTING TO DIGITALISATION, BOOSTING DOMESTIC TOURISM

Essentially, the three pillars prioritised under the Tourism Recovery Plan for the planning of the Economic Stimulus Package (ESP) 1.0 programmes were restoring confidence to travel, invigorating domestic tourism and maximising existing resources.

Under the pillar of restoring confidence to travel, the collaboration established with 10 media parties was aimed at publishing articles on tourism promotion activities across the print, electronic and digital media platforms including blogs, advertising and video production.

Under the thrust of invigorating domestic tourism and maximising existing resources, a total of 26 collaborations were implemented involving voucher/discount/ rebate redemption programmes for Malaysians including the promotion of selected special interest products to revive the tourism sector.

Overall, the ESP 1.0 programme which ended on 31 December 2021 saw Tourism Malaysia establish collaborations with tourism associations, airlines, theme parks and shopping centres to offer more creative and attractive packages through digital platforms, in addition to incentives and promotions in the form of rebates, e-vouchers and cash back via e-wallet as well as price discounts.

An example was the special interest tourism campaign, Rediscover Fun – A Theme Park Family Affair 1.0, which aimed to increase visitor attendance at theme parks, where a total of 33,377 vouchers were redeemed by the Malaysian public with a total ticket sales value of RM1.35 million.

Meanwhile, through the launch of the jomhomestay.my portal, a total of 255 accommodation packages worth RM499,952 were sold, while the Jom Dive 1.0 campaign sold 1,000 packages with a sales value of RM1.13 million.

In the meantime, the Shop & Be Rewarded 1.0 campaign which offered multiple savings at shopping centres also saw the redemption of e-vouchers amounting to RM218,867 with a sales value of RM8,602,378.64 during the nine days of the campaign period from 26 March to 4 April 2021.

Under ESP 1.0, Tourism Malaysia also partnered with airlines such as Malaysia Airlines, Firefly, Malindo Air and AirAsia from November 2020 to December 2021. The campaign offered discount vouchers from RM30 to RM100 for domestic flight tickets. Through the Malaysia Airlines campaign, a total of 6,382 voucher redemptions worth RM638,200 were recorded while Malindo Air and Firefly recorded 1,485 voucher redemptions worth RM74,250 and 1,199 vouchers worth RM35,970 respectively. The joint campaign with AirAsia successfully reached the target of 24,000 voucher redemptions with a total value of RM1,200,000.

All in all, these efforts to invigorate the domestic tourism sector positively impacted and increased demand in the accommodation segment. Accordingly, the accommodation discounts offered through collaborations with the Malaysian Association of Hotels (MAH), for example, were also extended until December 2021 to give the public the opportunity to enjoy the packages provided.

To support industry players, special package offers and attractive discounts were also promoted for free on the Deals & Packages platform on the Tourism Malaysia website, malaysia.travel. At least a total of 974 packages and e-vouchers were uploaded on the website, involving the participation of 560 registered travel agencies and industry players.

In addition, Tourism Malaysia also launched the Civil Servants and Government Retirees Holiday Packages which offered discounts on ticket prices and accommodation packages of up to 30%. Originally, the packages were launched on 3 September 2020 through a collaboration between Tourism Malaysia, the Malaysia Tourism Promotion Board Union and the Congress of Unions of Employees in the Public and Civil Services (CUEPACS), which focused on tourism products around the Klang Valley before being expanded to the state of Sabah in April 2021.

Since its launch on 3 September 2020 until its national launch on 31 October 2021, these special packages managed to generate a sales value of RM510,000 despite the challenges of the Movement Control Order (MCO). A total of 461 packages were developed involving tourism products from all over Malaysia with package prices as low as RM120 per person comprising nature, island, adventure, theme park, historical tourism, golf packages and city sightseeing tours – all of which were also available on the malaysia.travel website.

# **INCREASING DIGITAL TOURISM MARKETING EFFORTS**

In an effort to improve digital tourism marketing, Tourism Malaysia collaborated with GoPro Malaysia on the Dream Malaysia campaign to produce five videos of Malaysia's hidden tourism gems. All the videos were posted on GoPro's social media platform which has a reach of over 1 million followers.

In addition, Tourism Malaysia also collaborated with YouTuber, Fikri Zamri, to film a video over five days to promote Langkawi in conjunction with the opening of interstate travel beginning 11 October 2021. The video produced was posted on his YouTube channel which has 147 thousand subscribers. Another YouTuber from Japan, Motoaki Hara who resides in Malaysia, also worked with Tourism Malaysia to promote rarelyvisited tourist destinations around Ipoh and Kuala Kangsar.

In terms of involvement with the industry, a total of five Net-Work Sesh Getting You Up2date sessions were held virtually involving Sunway City Kuala Lumpur, Hilton Group, Genting Skyworlds Theme Park as well as two local tour guides - Shaukani Abbas and Jane Rai. In addition, Tourism Malaysia also took part in programmes under the Pacific Asia Travel Association (PATA).

Tourism promotion activities through social media platforms were also amplified, subsequently generating 33.77 million reach, 56.61 million impressions and 3.53 million engagements throughout the year 2021. The number of followers on the Tourism Malaysia social media platform also increased as follows:



TM SOCIAL MEDIA FOLLOWERS	2020	2021	INCREASE
Facebook	3.32 million	3.33 million	0.3%
Instagram	134.2k	156.7k	16.8%
Twitter	425.1k	426.8k	0.4%

### INCREASING TRAVEL CONFIDENCE THROUGH THE SUCCESS OF THE NATIONAL VACCINATION PROGRAMME

In order to assure tourists that domestic destinations were safe to visit, Tourism Malaysia supported the government's desire to achieve the target of 80% of the country's population to be vaccinated under the National COVID-19 Immunisation Programme (PICK) through collaboration with the COVID-19 Immunisation Special Task Force (CITF).

Tourism Malaysia also intensified the Missing Travel? Let's Vaccinate First! promotional campaign to encourage more locals to register for vaccination and to speed up the process of giving vaccinations to front-line workers in the tourism, arts and culture sectors.

In addition to adapting to new norms, compliance with standard operating procedures (SOP), safety, hygiene and health were also emphasised. Through public-private collaboration initiatives, for example, the Clean & Safe Malaysia campaign with the Malaysian Association of Hotels (MAH) was implemented in addition to the signing of a memorandum of understanding for the Travel Safe Alliance Certification involving the Malaysian Association of Tour and Travel Agents (MATTA), MAH, the Malaysian Association of Convention & Exhibition Organisers & Suppliers (MACEOS) and Malaysia Aviation Group (MAG) in manifesting Malaysia as a safe destination.



Besides that, Tourism Malaysia also released videos on social media about the importance of safety and compliance with SOP such as It's All Here in the English language and 'Lindung Diri, Lindung Semua' for the local market.

Malaysia's success in recording a full vaccination rate of over 95% among the adult population catalysed the authorisation of inter-state movement starting on 11 October 2021 thus helping to revive the domestic tourism sector which is a contributor to the country's economic recovery.

The achievement of the Domestic Travel Bubble pilot project on 16 September 2021 was followed by the government allowing Malaysians to go abroad to perform Umrah beginning 18 October 2021 in addition to the introduction of the Langkawi International Travel Bubble pilot project from 15 November 2021.

Malaysia's initial step in reopening its borders to allow the entry of international tourists was important in helping all industry players recover.

This step is seen as important because the opening of the domestic tourism sector alone was not sufficient in the recovery of the tourism industry since Malaysia's 4 to 5-star hotels, inbound travel agencies, tourism products, tour guides and various related business sectors rely on international tourism as their main source of tourism revenue.



## COVID-19 FREE DESTINATION PROGRAMME

The three-phase planning of the COVID-19 Free Destination programme by MOTAC was in line with the Fourth Phase of the National Recovery Plan which allowed fully vaccinated individuals to participate in domestic tourism activities. This development was subject to the low number of COVID-19 cases, the public health system being at a safe level, and the vaccination programme having reached the level of herd immunity.

For the first phase, Langkawi was selected as a pilot destination before it was expanded to popular resort islands such as Pulau Redang, Pulau Perhentian, Pulau Pangkor and Pulau Tioman as well as highland resorts such as Cameron Highlands and Genting Highlands including various other attractions such as Kuching, Johor, Melaka, Penang and Sabah. Langkawi Island was chosen as a pilot destination because of its network of domestic and international flights including variety of accommodation facilities to meet the needs of every tourist segment. In addition, the resort island is a controlled environment that could facilitate the monitoring of tourist arrivals including capacity limits.

Meanwhile, Kuching was chosen due to its location as a popular tourist destination among local and international tourists besides being recognised in the UNESCO Creative Cities Network (UCCN) under the category of gastronomy.

All in all, the Tourism and Culture Recovery Plan developed by MOTAC emphasised several core strategies including revitalising tourism, art and culture; digitisation of tourism, art and culture; strengthening governance and improving communication.



However, Tourism Malaysia, being the tourism marketing agency under MOTAC, only focused on the first two strategies outlined. In addition to encouraging the organisation of business events to revive the meetings, incentives, conferences and exhibitions (MICE) sector, efforts to increase digitisation were focused on the development of mobile applications, particularly to promote tourism products and destinations.

This includes making it easier for tourists to access digital brochures published by Tourism Malaysia and expanding the availability of information about tourist destinations anytime and anywhere. For example, there are five types of Tourism Malaysia brochures that can be accessed through the Android and iOS platforms, namely Malaysia Travel Guide, Islands & Beaches, Adventures with Nature, Kuala Lumpur and Langkawi.

# SUCCESS OF THE LANGKAWI TRAVEL BUBBLE

In carrying out the recovery efforts of the tourism industry, Tourism Malaysia was optimistic about the success of the reopening of Langkawi as a pilot project under the Domestic Travel Bubble which successfully achieved a revenue of RM200 million as announced by YAB Prime Minister.

Overall, until 31 December 2021, the Langkawi Domestic Travel Bubble and Langkawi International Travel Bubble pilot projects recorded the arrival of more than 720,000 domestic and international tourists with tourism income reaching RM750 million since its implementation. This achievement exceeded 110% of the target number of tourist arrivals as well as the tourism revenue. The Ministry initially targeted about 200,000 fully vaccinated tourists to visit Langkawi from 16 September to December 2021. Domestic visitors from all states were allowed to visit Langkawi, with those under the age of 18 required to be accompanied by a fully vaccinated parent or guardian. In addition, travel agencies were allowed to operate after almost two years of struggle during the COVID-19 pandemic.

The tourism operators in Langkawi showed a high commitment to making the MySAFE Langkawi campaign a success in an effort to strengthen the confidence of tourists and ensure the safety of workers. It involved aspects of risk control, cleanliness and sanitation including preventive measures and compliance with the COVID-19 SOPs.

With regards to the Langkawi International Travel Bubble, until 22 December 2021, a total of 1,089 international tourist arrivals were recorded, including tourists from the United Kingdom, the United States, Australia, China, Germany, Indonesia and Thailand.

(1) 下准"学问:这是主动地和

With the average tourist being more concerned about health and safety, Malaysia was considered an attractive tourist destination since more than 95% of the adult population and 76.1% of the entire national population were fully vaccinated.

In fact, beginning 15 November 2021, no quarantine was imposed on international tourists who stayed at least three days in Langkawi and they were also allowed to go to any destination in Malaysia after seven days.

At the Tourism Malaysia level, a Langkawi Travel Bubble Task Force Helpdesk team stationed at the main entrance of the Kuala Lumpur International Airport (KLIA) was established to help monitor the implementation of this pilot project and ensure compliance with the SOP upon tourist arrival. The team included research officers and also those from the International Promotion Division whose schedule at KLIA began as early as 7 am until 10 pm every day.

Meanwhile, a domestic tourism survey conducted by Tourism Malaysia in Langkawi from 30 September to 6 October 2021, in conjunction with the re-opening of Langkawi to domestic tourists, found that the majority

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the same manager back where we wanted and a supplier because and

of respondents had high confidence to travel with caution following the existence of sufficient SOP enforcement to deal with the COVID-19 pandemic.

## THE OPENING OF THE MALAYSIA-SINGAPORE AIR/LAND VACCINATED TRAVEL LANE

The Malaysia-Singapore Vaccinated Travel Lane (VTL) by air which began from 29 November 2021 recorded a total of 37,783 international visitors up until 31 December 2021. Tourism Malaysia helped to spread information about the SOPs as well as matters related to VTL to build confidence in the market. Meanwhile, the Land VTL recorded 22,003 visitors to Malaysia as of 18 December 2021.

Although there was an increase in tourism activities, the recovery of the industry was still slow due to the emergence of the Omicron variant of COVID-19 which forced the government to impose prevention and control measures by updating the SOPs for entry into Malaysia.

In fact, the governments of Malaysia and Singapore agreed to temporarily suspend the

sale of flight and bus tickets for VTL, starting from 23 December 2021 to 20 January 2022, after Singapore identified an Omicron cluster of COVID-19 that may be caused by local transmission.

In addition, COVID-19 cases were also reported among flood victims impacted by the natural disaster at the end of 2021. The unusual flooding that occurred in the states of Selangor, Pahang, Negeri Sembilan as well as several other states had claimed the lives of 48 people.

## STUDY OF AVERAGE HOTEL OCCUPANCY RATE

According to a study conducted by Tourism Malaysia, almost all states (except the state of Pahang) recorded an increase in the Average Occupancy Rate (AOR) in the fourth quarter of 2021 compared to the same period in 2020. The states and federal territories that recorded an average occupancy rate exceeding the national rate were Terengganu (67.6%), Penang (51.9%), Kelantan (51.2%), Sarawak (49.8%), Negeri Sembilan (48.6%), Perak (48.2%), Kedah (47.6%), Penang (51.9%), Putrajaya (44.9%) and Selangor (42.5%).



Overall, throughout January to December 2021, the number of hotel guests in Malaysia recorded a significant decrease of 43.3% to 20,060,819 people compared to 35,405,021 in the same period in 2020 due to the Movement Control Order (MCO) and the closure of the country's borders since 18 March 2020 which was still in effect to curb the spread of the COVID-19 epidemic.

From that figure, the number of domestic overnight stays for the period of January - December 2021 decreased by 35.3% to 19,872,079 people compared to 30,703,994 in 2020 while the number of international overnight stays fell by 96.0% to 188,740 compared to 4,701,027 people recorded in 2020.

A total of 15,569,089 hotel guests stayed in Peninsular Malaysia while the rest stayed in Sabah, Sarawak and the Federal Territory of Labuan. The five states that recorded the highest number of hotel stays throughout 2021 were Sarawak (3,084,190), Kuala Lumpur (2,311,490), Johor (1,953,273), Pahang (1,919,483) and Selangor (1,739,027).

For the state of Sarawak, the highest number of hotel stays was contributed by the locality of Kuching with a record of 970,444 people throughout the period from January to December 2021. This was largely contributed by the quarantine hotels that were gazetted by the Sarawak state government and became one of the factors contributing to the increase in the average occupancy rate and the number of hotel guests for the state.

However, the lifting of inter-state travel restrictions along with the implementation of the Langkawi International Travel Bubble and the Malaysia-Singapore Land/Air VTL led to a significant increase in the number of domestic and international hotel stays for the fourth quarter of 2021 compared to the third quarter of 2021.

A comparison of the number of hotel stays on Langkawi Island and Malaysia as a whole for the third and fourth quarter of 2021 is as follows:

	July - September 2021			October - December 2021			
	Domestic	International	Total	Domestic	International	Total	% Change
Langkawi	50,136	109	50,245	481,063	4,049	485,112	865.5
Malaysia	2,991,525	44,592	3,036,117	11,483,721	88,755	11,572,476	281.2



#### SUPPORT FOR TOURISM INDUSTRY PLAYERS

On 6 September 2021, Tourism Malaysia took the initiative to deliver food baskets to 300 tourism operators on Tioman Island in an effort to help those who depended on the tourism sector for their livelihood. It was a continued effort of the assistance that had been earlier given to tourism operators on Langkawi Island and Pangkor Island.

At the federal government level, several economic stimulus packages such as PRIHATIN, PENJANA, PERMAI, PEMERKASA and PEMERKASA Plus were introduced to help industry players who were affected. Among other things, it involved extending the exemption of tourism tax and service tax on accommodation to include tour operator companies; making an exemption of the entertainment duty on entry fees for entertainment venues such as theme parks; expanding the scope of individual income tax special relief up to RM1,000 to include the purchase of travel packages through licensed travel agents; granting a oneoff special assistance grant of RM3,000 to licensed travel agencies; distributing a oneoff cash assistance of RM600 to registered homestay operators as well as a special 10% discount on electricity bills to hotel operators, theme parks, local airline offices, shopping malls, convention centres and travel and tourism agencies.

Apart from that, a one-off financial assistance of RM500 was also given to tour guides and tour bus drivers as well as a wage subsidy of RM600 for workers earning less than RM4,000. To improve the skills of industry workers, continuous reskilling and upskilling programmes were emphasised to increase the capacity and credibility of the tourism profession in the new norm, especially in terms of adaptating to digital literacy.

# PARTICIPATION IN INTERNATIONAL TOURISM PROMOTIONS

At the international level, Tourism Malaysia once again participated in the world's largest tourism trade exhibition, the Internationale Tourismus-Borse Berlin or ITB Berlin NOW 2021 which was held virtually for the first time for four days from 9 to 12 March 2021. This eighth participation by Tourism Malaysia was attended by 30 local tourism industry players consisting of 10 tour operators, 10 hotels and resorts, seven state tourism bodies and three tourism associations.

YB Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture officiated the opening of the Malaysia Chapter by broadcasting live from Kuching, Sarawak. Promotional activities this time focused on the theme of sustainability and ecotourism in addition to introducing the Malaysia Truly Asia Café Corner for the first time to promote special interest products such as scuba diving for people with disabilities, birdwatching activities and medical tourism. Overall, Malaysia's participation at ITB Berlin NOW 2021 managed to achieve a sales value of RM9,924,000.00.

Meanwhile, Malaysia's participation in the World Travel Market (WTM) London at ExCel London, United Kingdom from 1 to 3 November 2021 followed by a virtual event on 8 to 9 November 2021 and attended by 13 local industry players was targeted at several key and potential secondary markets. Through participation in WTM, a total of 39 business appointments were made with a sales value of RM779,000.

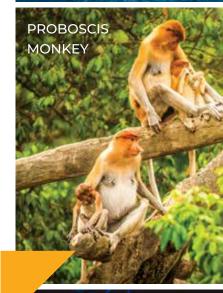
In the West Asia market, Tourism Malaysia acted as the lead agency for MOTAC's participation in Expo 2020 Dubai for the 13th week with the theme of product development based on ecotourism and the sustainability. The Expo 2020 Dubai: Ecotourism Week programme, which ran from 26 December to 31 December 2021 in the United Arab Emirates (UAE), was inaugurated by YB Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture. A total of 63,996 visitors visited Expo 2020 Dubai throughout the 13th week and the programme managed to gain publicity and media coverage worth RM9,523,584.

In the South Asia and East Asia markets, Tourism Malaysia participated in the South Asia Travel & Tourism Exchange (SATTE) 2021 in New Delhi, India, and the China ASEAN Expo (CAEXPO) 2021 in Nanning, Guangxi, China. In fact, all 30 Tourism Malaysia overseas offices including six marketing representatives around the world actively carried out both physical and virtual promotional activities in their respective markets.

At the headquarters level, Malaysia participated in the AVIAREPS Southeast Asia 3D Virtual Roadshow from 20 to 21 January 2021. It was held for the first time in Southeast Asia, and involved 16 local industry



TIOMAN ISLAND, PAHANG





players consisting of destination management companies (DMC), hotels and theme parks. The programme featured a business matching session involving 500 potential buyers in the Southeast Asian region with a total of 33 participating sellers. Both buyers and sellers interacted using their respective avatars as if they were in a real tourism expo.

In addition, Tourism Malaysia also organised a virtual Malaysia Truly Asia AEROMEET 2021 on 16 to 18 November 2021 by successfully bringing together 102 Malaysian tourism industry players with industry partners from the Americas, Europe and Oceania markets. The estimated business value generated through the organisation of this business-tobusiness (B2B) session reached a total of RM16,978,000.



## **MOVING FORWARD**

In making the NTP 2020-2030 transformation agenda a success, concerted efforts were focused on increasing national revenue, encouraging cooperation and investment, empowering local communities as well as strengthening the resilience and sustainability of the national tourism industry. Focus was given to developing sustainable tourism and attracting quality or high-yield tourists who cared about the environment, culture and heritage.

In addition, the government intends to make Malaysia a Top of The Mind Ecotourism Destination of the World in line with Malaysia's commitment towards Agenda 2030 as per the 17 Sustainable Development Goals (SDG) under the United Nations (UN). Resource sustainability is seen to be able to drive new economic growth through ecotourism while also creating job opportunities.

At the ASEAN level, the ASEAN tourism ministers agreed that the Post-COVID-19 Recovery Plan for ASEAN tourism should focus on the safe reopening of the tourism sector in the region based on the following five cores:

- i. Support tourism operations towards recovery and adaptation as and when needed;
- ii. Ensure the recovery of safe and smooth intra-ASEAN and international travel;
- iii. Ensure that the recovery programme is supported by sustainability and comprehensive (holistic) principles;
- iv. The need to increase reinvestment in tourism services to drive competitiveness; and
- v. Preparedness to endure any crisis and ensure longterm resilience.

Coupled with the positive development of the Langkawi International Travel Bubble and the Malaysia-Singapore Air/Land VTL, the country's borders are expected to be fully opened to international tourists beginning 2022.

# 2022 PROSPECTS

Global tourism experts at World Tourism Organization (UNWTO) predict that there will be a changing trend in travel and tourism for 2022 where tourists will prioritise domestic tourism, travels that are close to their place of residence, open or flexible activities, tourism products based on ecotourism and rural tourism.

Travel data and analytics company, ForwardKeys, through the publication of Travel Outlook 2022, expects there to be four main trends in global travel for 2022. Among them are domestic travel remaining strong and becoming a priority, travel recovery for MICE business purposes, reactivation of regional travel with the opening of the Asia Pacific region, as well as the existence of continuous demand for travel (pent-up demand).

In line with these findings, efforts to promote tourism at the domestic level will continue by focusing on the VFR (Visit Friends & Relatives) target group to contribute to the tourism sector supply chain such as accommodation, food and beverage (F&B), shopping activities and others.

In addition to targeting the corporate market to stimulate the MICE sub-sector, the messaging of Malaysia as a safe destination will also be carried out through the publication of advertorials targeting the expatriate community in Malaysia. Moreover, tourism promotion through special interest segments such as gastronomy with the involvement of the Malaysia Tourism, Arts and Culture Ambassadors will also be carried out.

Tourism Malaysia will also strengthen the provision of assistance from the Tourism Promotion Fund (GAMELAN) and the Tourism, Arts and Culture Support Grant (GSPSB) as well as increase the provision of domestic tourism rebates and vouchers to the public. The Tourism Promotion Fund Malaysia (GAMELAN) is given for the promotion and marketing activities of the tourism sector locally and abroad to increase the number of tourist arrivals to Malaysia and revitalise the domestic tourism sector.

Meanwhile, the provision of the Tourism, Arts and Culture Support Grant (GSPSB) aims to invigorate and reactivate the tourism, arts and culture sector and ensure its competitiveness through the provision of support and incentive assistance to the private sector, non-governmental organisations (NGOs) and industry players for the promotion of Malaysia as a safe tourist destination to visit.

At the international level, efforts to promote Malaysia abroad will continue in line with the key functions of Tourism Malaysia. In fact, all overseas offices have been instructed to enhance the promotion of Malaysia through strategic collaboration with airlines, media and tourism industry players abroad.

Tourism promotion through B2B and business-to-consumer (B2C) marketing activities as well as global marketing campaigns will be enhanced through partnerships with relevant agencies and online activities.



The sharing of tourism promotion information on various social media platforms such as Facebook, Instagram, Twitter and YouTube will also be expanded to increase Malaysia's visibility and ensure the country is remembered as a preferred tourist destination in the region. In fact, user engagement on social media will also be enhanced through the TikTok platform to attract the interest of Gen Z.

Overall, Tourism Malaysia has mobilised all the necessary initiatives to promote Malaysia as a preferred tourist destination in the region. All planned efforts aim to restore the country's tourism industry in line with MOTAC's tagline, Coming Back Stronger.

The next step is to launch the Tourism Malaysia Strategic and Marketing Plan 2022-2026 to face any market uncertainty as well as dynamic tourism marketing challenges.

Faced with the redevelopment of the tourism industry affected by the COVID-19 pandemic, Tourism Malaysia strives to contribute to the nation's socioeconomic development to achieve a better future.

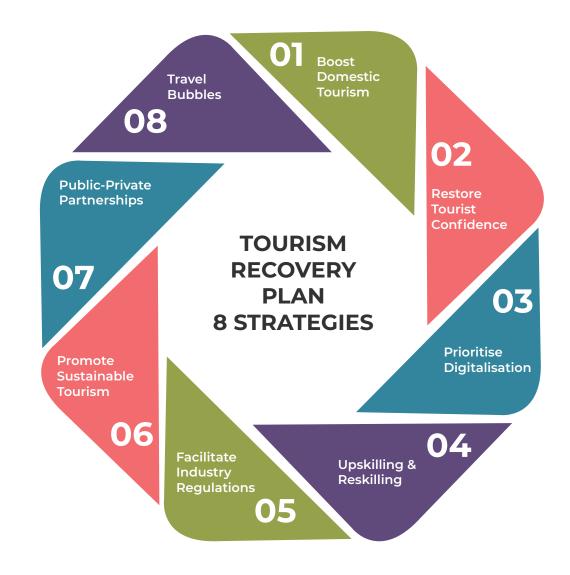
As the theme of World Tourism Day 2021 is Tourism for Inclusive Growth which emphasises the importance of the tourism sector as a link to all levels of society in improving socioeconomic development and employment opportunities, let us together ensure that efforts to sustain the country's tourism sector are not only subject to the conservation of nature, but include a role in generating income for the local community without marginalising any party.

MULU NATIONAL PARK, SARAWAK

# TOURISM INDUSTRY FRAMEWORK



# **7 STRATEGIES** 01 Re-energise the tourism industry 02 **Restore tourist confidence** 03 Increase the quality of products and services Enhance the sustainability of 04 tourism products Strengthen the Malaysia branding 05 and strategic marketing 06 Institute governance reforms 07 Intensify domestic tourism



# **6 CORE STRATEGIES**

National Tourism Policy 2020-2030



**TS 1:** Transform Governance



TS 2 : Catalyse Economic Development



TS 4 : Enrich The Tourist Experience and Satisfaction



TS 5 : Promote Sustainable Tourism Development



**TS 6 :** Upskill Human Capital

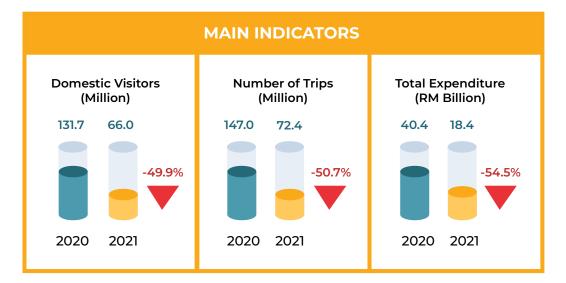


**TS 3** : Integrate Tourism Digitalisation

# INDUSTRY PERFORMANCE



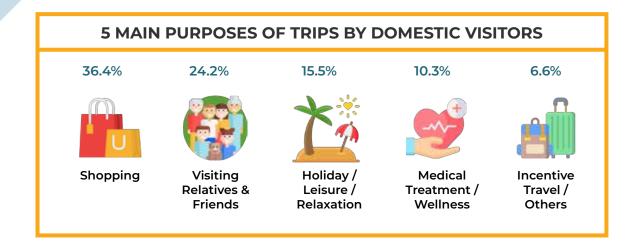
# DOMESTIC TOURISM PERFORMANCE



Based on the Domestic Tourism Survey (DTS) 2021 released by the Department of Statistics Malaysia, the number of domestic visitor arrivals showed a decrease of 49.9% to 66 million visitors compared to 131.7 million visitors in 2020. The number of domestic visitors also decreased by 72.4% when compared to the year 2019, the year before the COVID-19 pandemic.

The decrease in domestic visitor arrivals thus affected domestic tourism expenditure which plummeted by 54.5% to RM18.4 billion compared to RM40.4 billion in 2020. This figure is the lowest ever recorded since the DTS was conducted in 2008. The DTS is an official report which provides statistics on visitor arrivals, tourism expenditure, travel patterns and social profiles and demographics of domestic visitors. Overall, border restrictions, standard operating procedures (SOPs) and ongoing movement restrictions including the emergence of new variants such as Omicron and Delta continued to impact domestic tourism in 2021. Furthermore, the flood disaster that occurred at the end of 2021 in most areas in Peninsular Malaysia had affected domestic travel. The number of domestic trips recorded a decrease of 50.7% with 72.4 million trips in 2020.

In 2021, shopping activities recorded the highest percentage of total tourism expenditure with a contribution of 50.3% (compared to 52.6% recorded in 2020) followed by food and beverages (15.1%) and automotive fuel purchases (11.1%).



Shopping activities remained the main purpose of travel made by domestic visitors since 2020, accounting for 36.4% of the total main purposes of travel in 2021. This is followed by travel for the purpose of visiting relatives and friends (24.2%) and holiday or leisure/relaxation (15.5%).

The percentage of domestic trips with the purpose of visiting relatives and friends was much lower in 2021 (24.2%) than in 2019 before the pandemic (42.3%). This was due to travel restrictions between districts and states that were in effect at the time. However, compared to 2020, there was an upward trend for domestic visitor travel for the purpose of medical treatment (10.3%) and entertainment/attending special events/sports (5.4%).

According to the DTS 2021, domestic visitors with a household income of between RM5,001 and RM10,000 showed a significant increase by recording the highest contribution to domestic tourism by as much

5 TOP STATES

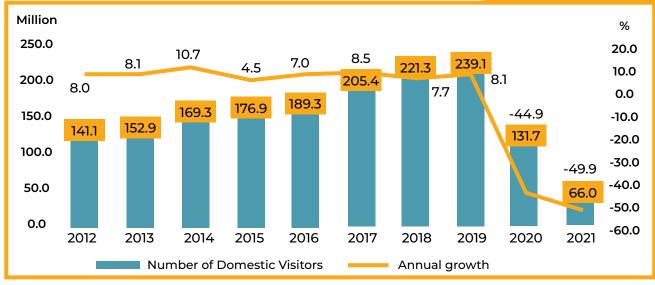
of Domestic Visitors (Million)



#### **EXPENDITURE COMPONENTS**

of Domestic Visitors (Million)

Shopping	<b>50.3</b> %
Food & Beverage	15.1%
Purchase of Automotive Fuel	11.1%
Accommodation	<b>5.9</b> %
Expenditure by Visited Households	<b>5.2</b> %
Transportation	<b>4.8</b> %
Expenditure Before The Trip/ Package/Entrance Fees/Tickets	<b>4.7</b> %
Other Activities	<b>2.9</b> %

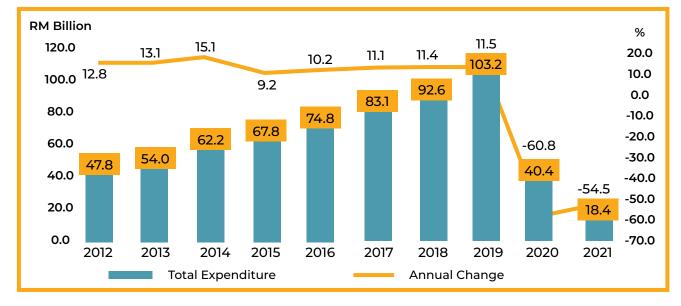


Malaysia's Domestic Visitor Arrivals (2012-2021)

as 30.4% compared to before the pandemic in 2019 (23.3%). This was driven by the closure of the country's border, which prevented Malaysians from travelling abroad. However, domestic tourism trips by households with income between RM1,001 and RM3,000 recorded a decrease of 6.4% to 29.3% when compared to 2019.

Selangor was the state most visited by domestic visitors in 2021 with 10.2 million visitors followed by the Federal Territory of Kuala Lumpur (9.1 million), Sarawak (6.5 million), Negeri Sembilan (5.5 million) and Penang (5.1 million).

Land transport was the main choice of domestic visitors in 2021 recording 98.6% followed by air transport (1.1%) and water transport (0.3%).



#### Malaysia's Domestic Tourism Expenditure (2012-2021)

# INTERNATIONAL TOURISM PERFORMANCE

### INTERNATIONAL TOURISM PERFORMANCE IN MALAYSIA 2021/2020



In 2021, the COVID-19 pandemic still affected the country, resulting in the performance of international tourism to decline sharply by as much as 96.9%, with 134,728 international tourists arrivals compared to 4,332,722 in 2020. Tourism revenue for 2021 also declined by 98.1% to RM238.73 million compared to RM12.69 billion in 2020. Per capita expenditure by tourists was also no exception with a 39.5% decrease to RM1,771.96 compared to RM2,928.40 in 2020.

With the closure of the country's borders in effect since March 2020, international tourist arrivals showed a flat trend until the third quarter of 2021. However, the implementation of the Langkawi International Travel Bubble (LITB) and the Vaccinated Travel Lane (VTL) gave some relief to industry tourism players, contributing to tourist arrivals in the fourth quarter of 2021.

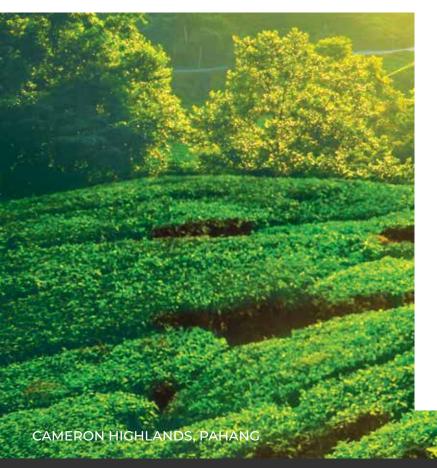
The majority of tourist arrivals recorded entered the country's borders by air, at 51.5%, followed by land (47.4%) and sea (1.1%) (See Table 1).

MODE OF TRANSPORTATION	TOURIST ARRIVALS 2021	TOURIST ARRIVALS 2020	DECLINE OF TOURIST ARRIVALS (%)	2021 SHARE (%)	2020 SHARE (%)
Air	69,349	1,648,260	-95.8	51.5	38.0
Land	63,825	2,317,639	-97.2	47.4	53.5
Sea	1,554	313,161	-99.5	1.1	7.2
Rail	0	53,662	-100.0	0.0	1.3

#### Tourist Arrivals According to Mode of Transportation for 2021 & 2020

**NOTE:** The arrival of international tourists during the border closure involves the essential travel category with the condition of obtaining the special approval from the Director General of the Immigration Department of Malaysia (JIM), while for November to December, it involves VTL and LITB data

**Source:** TM in collaboration with the Immigration Department of Malaysia (JIM)

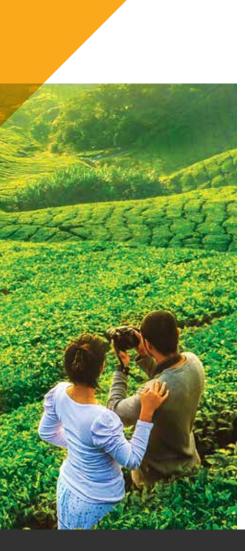


The top ten markets that recorded the highest international tourist arrivals to Malaysia throughout 2021 were Thailand (59,607), Singapore (16,308), Indonesia (11,025), China (7,701), India (3,916), Japan (3,114), South Korea (3,028), United Kingdom (2,676), the Philippines (2,317) and Pakistan (2,043).

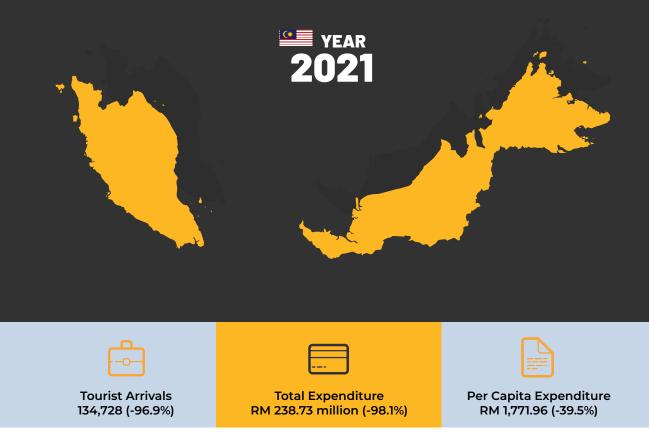
According to the World Tourism Organization (UNWTO) Tourism Data Dashboard, tourist arrivals to Asia Pacific countries recorded a 94% decrease compared to the pre-pandemic year of 2019. Most destinations in ASEAN countries only recorded the arrivals for essential travel due to border closures for international travel. As for the country's tourism performance, the ASEAN market remained the biggest contributor by recording 68% of international tourist arrivals to Malaysia. The three main contributing countries were Thailand, Singapore and Indonesia. However, the number of tourist arrivals from ASEAN decreased by 96.9% to 91,665 people compared to 2,949,363 recorded in 2020.

Meanwhile, the medium-haul market recorded 17.2% of international tourist arrivals to Malaysia in 2021 with 23,172 people compared to 870,314 in 2020. This 97.3% decrease not only witnessed the decline in international tourist arrivals from East Asian markets (Japan, Korea, China and Taiwan) but also involved South Asian markets including Bangladesh, Nepal and India. This situation was also driven by the

NO.	COUNTRY	JANUARY - DECEMBER			
	OF ORIGIN	2021	2020	GROWTH (%)	
1	Thailand	59,607	394,413	(84.9)	
2	Singapore	16,308	1,545,255	(98.9)	
3	Indonesia	11,025	711,723	(98.5)	
4	China	7,701	405,149	(98.1)	
5	India	3,916	155,883	(97.5)	
6	Japan	3,114	74,383	(95.8)	
7	South Korea	3,028	119,750	(97.5)	
8	United Kingdom	2,676	63,868	(95.8)	
9	The Philippines	2,317	66,051	(96.5)	
10	Pakistan	2,043	17,777	(88.5)	



## FACTS & FIGURES OVERVIEW TOURIST RECEIPTS & ARRIVALS TO MALAYSIA

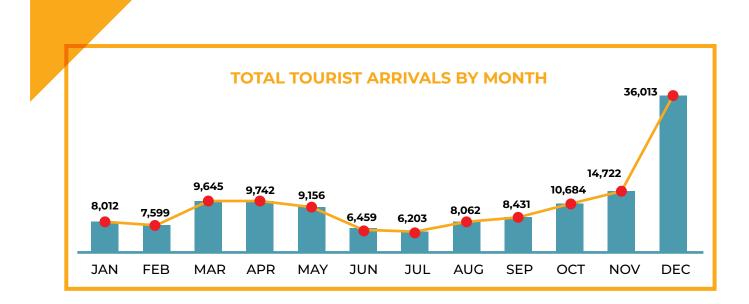


implementation of travel restrictions on travelers from South Asian countries involving all categories of pass holders from India starting 28 April 2021, as well as from Pakistan, Bangladesh, Nepal and Sri Lanka starting 8 May 2021, to curb the spread of the COVID-19 variant. However, this travel restriction was lifted on 20 September 2021.

In addition, the long-haul market recorded a 14.7% share of international tourist arrivals to Malaysia, which was an increase of 2.9% compared to 2020. This increase was due to the relaxation of international travel restrictions by countries in Europe. However, overall, international tourist arrivals to Malaysia in 2021 from long-haul markets recorded a 96.1% decrease with 19,807 people compared to 512,484 in 2020.

Malaysia recorded an influx of 265,137 excursionists compared to 1,768,656 in 2020 with the main contributors involving short-haul markets such as Thailand (97.5%), Brunei Darussalam, Indonesia, the Philippines and Singapore.

Most of these cross-border activities involved the movement of Thai citizens in Bukit Kayu Hitam and Padang Besar carrying out essential services by using social visit passes.



# **TOURIST ARRIVALS & RECEIPTS TO MALAYSIA BY YEAR**

YEAR	TOURIST ARRIVALS	TOURIST RECEIPTS (RM)
2021	0.13 million	0.24 billion
2020	4.33 million	12.7 billion
2019	26.10 million	86.1 billion
2018	25.83 million	84.1 billion
2017	25.95 million	82.1 billion
2016	26.76 million	82.1 billion
2015	25.72 million	69.1 billion
2014	27.44 million	72.0 billion
2013	25.72 million	65.4 billion
2012	25.03 million	60.6 billion
2011	24.71 million	58.3 billion
2010	24.58 million	56.5 billion
2009	23.65 million	53.4 billion
2008	22.05 million	49.6 billion

# TOURISM PROMOTIONS





# DOMESTIC TOURISM PROMOTIONS

# TOURISM RECOVERY PLAN UNDER THE ECONOMIC STIMULUS PACKAGE 1.0



# COLLABORATIONS WITH TOURISM ASSOCIATIONS ON THE SHOPEE E-COMMERCE PLATFORM

Tourism Malaysia collaborated with five local tourism associations involving a total allocation of RM2,600,000. The initiative was aimed at helping local travel agents under MATTA, MICA, MITTA, MITA and BUMITRA to actively promote local tourism destinations. The first series of the campaign ran from 1 March to 31 May 2021 for the travel period until 31 August 2021.



The second campaign in the series took place from 8 November to 31 December 2021 with a total allocation of RM1,625,000. This time, the collaboration also involved another tourism association, MCTA.

The mechanism used in the second campaign remained the same and recorded sales of RM3,374,521 involving a total of 16,250 packages provided by registered agents.





# COLLABORATIONS WITH AIRLINE COMPANIES

Tourism Malaysia collaborated with four major airlines in the country namely Malaysia Airlines Berhad, Firefly Sdn Bhd, AirAsia Berhad and Malindo Airways from November 2020 until December 2021.

The campaign saw discount vouchers being given through the purchase of tickets online from the official airline website. The discounts offered varied by airline to ensure more Malaysians would benefit from the programme.

AIRLINE COMPANY	ALLOCATION	DISCOUNT OFFERED
Malaysia Airlines Berhad	RM700,000	RM100
Firefly Sdn Bhd	RM200,000	RM30
AirAsia Berhad	RM1,200,000	RM50
Malindo Airways	RM300,000	RM50

The total amount of vouchers claimed and redeemed in this collaborative programme are as follows:

#### **Vouchers Claimed**

NO.	DETAILS	QUANTITY	VALUE (RM)	%
1.	Claimable vouchers	7,000	700,000.00	
2.	Total claimed	7,000	700,000.00	100
3.	Balance	0	0.00	

#### **Vouchers Redeemed**

NO.	DETAILS	QUANTITY	VALUE (RM)	%
1.	Redeemable vouchers	7,000	700,000.00	
2.	Total redeemed	6,382	638,200.00	91.2
3.	Balance	618	61,800.00	

malaysi

#### **Vouchers Claimed**

NO.	DETAILS	QUANTITY	VALUE (RM)	%
1.	Claimable vouchers	6,666	200,000.00	
2.	Total claimed	6,666	199,980.00	100
3.	Balance	0	20.00	

# Vouchers Redeemed

NO.	DETAILS	QUANTITY	VALUE (RM)	%
1.	Redeemable vouchers	6,666	200,000.00	
2.	Total redeemed	1,199	35,970.00	18
3.	Balance	5,467	164,030.00	

**Vouchers Claimed** 

NO.	DETAILS	QUANTITY	VALUE (RM)	%
1.	Claimable vouchers	6,000	300,000.00	
2.	Total claimed	4,701	235,050.00	78.4
3.	Balance	1,299	64,950.00	

#### **Vouchers Redeemed**

NO.	DETAILS	QUANTITY	VALUE (RM)	%
1.	Redeemable vouchers	6,000	300,000.00	
2.	Total redeemed	1,485	74,250.00	24.8
3.	Balance	4,515	225,750.00	

#### **Vouchers Claimed**

NO.	DETAILS	QUANTITY	VALUE (RM)	%
1.	Claimable vouchers	24,000	1,200,000.00	
2.	Total claimed	24,000	1,200,000.00	100
3.	Balance	0	0.00	

# Vouchers Redeemed

NO.	DETAILS	QUANTITY	VALUE (RM)	%
1.	Redeemable vouchers	24,000	1,200,000.00	
2.	Total redeemed	24,000	1,200,000.00	100
3.	Balance	0	0.00	



Sirefly



### COLLABORATIONS WITH LAND TRANSPORT COMPANIES

Tourism Malaysia partnered with Prasarana Malaysia Berhad to make the My30 Plus 30 campaign a success from 21 December 2020 to 31 March 2021 with a total allocation of RM250,000.

The campaign offered the purchase of a My30 Plus 30 pass with an additional onemonth pass for free. Overall, the campaign recorded sales of RM240,240. A total of 8,008 vouchers were redeemed which is 96% of the total vouchers allocated.





In addition, Tourism Malaysia also established a strategic partnership with Keretapi Tanah Melayu Berhad (KTMB) from November to December 2021 with an allocation of RM500,000. The campaign was implemented through the provision of RM10 discount vouchers for every ticket purchased online on KTMB's official website.

Overall, the campaign recorded sales of RM428,390. A total of 42,839 vouchers were redeemed which is 85.7% of the total vouchers allocated.

# COLLABORATIONS WITH HOTEL ASSOCIATIONS



Tourism Malaysia established a partnership with the Malaysian Association of Hotels (MAH) by using Shopee as a platform for booking accommodation packages and distributing rebate vouchers. The campaign ran from 31 December 2020 to 31 December 2021.

A discount voucher worth RM50 was given to users who bought a 3-day 2-night accommodation package for 1-, 2- and 3-star hotels, while a discount voucher worth RM100 was given to users who bought a 3-day 2-night accommodation package for 4- and 5-star hotels.

In order to give equal benefits to all participating hotels, MAH decided that each hotel would only be allowed to sell 100 rooms on a "first come, first served basis".

In addition, shopping vouchers worth RM20 were given to the first 12,500 customers who purchased the 3-day 2-night accommodation package during the Cuti-Cuti Malaysia campaign with Shopee. The discount voucher aimed to encourage users to continue using the Shopee platform to shop.



Details of the vouchers redeemed are as follows:

Vouchers worth RM100: 4- to 5-Star Hotels					
NO.	DETAILS	QUANTITY	VALUE (RM)	%	
1.	Redeemable vouchers	21,000	2,100,000.00		
2.	Total redeemed	13,767	1,376,700.00	65.56	
3.	Balance	7,233	723,300.00		
4.	Total sales of rooms		4,640,659.00		

#### Vouchers worth RM50: 1- to 3-Star Hotels

NO.	DETAILS	QUANTITY	VALUE (RM)	%
1.	Redeemable vouchers	28,000	1,400,000.00	
2.	Total redeemed	3,098	154,900.00	11.06
3.	Balance	24,902	1,245,100.00	
4.	Total sales of rooms		578,788.00	

#### Shopping vouchers worth RM20 (Until 8 Nov 2021)

NO.	DETAILS	QUANTITY	VALUE (RM)	%
1.	Redeemable vouchers	12,500	250,000.00	
2.	Total redeemed	12,500	250,000.00	100
3.	Balance	0	0.00	



Referring to the table above, a total of 29,365 vouchers were redeemed which is estimated to amount to RM1,781,600.

In the meantime, Tourism Malaysia also partnered with the Malaysia Budget and Business Hotel Association (MyBHA) to make the Let's Stay campaign successful on the Gkash platform from 31 December 2020 to 30 June 2021.

The collaboration programme with a total allocation of RM1,250,000 involved 270 MyBHA members and aimed to help association members actively promote their hotels.

The campaign offered a cashback of RM20 and was only open to Malaysian citizens with a valid identification card number. Redemption was for room bookings at budget hotels registered under MyBHA.

Overall, a total of 776 vouchers were redeemed, which is 1.3% of the total vouchers allocated while hotel room bookings reached a total value of RM85,723.81.

The prolonged Movement Control Order (MCO) reduced consumer confidence in making reservations. In fact, even the campaign publicity could not be carried out. As such, the campaign was stopped so as not to contradict the instructions of the National Security Council which did not allow tourism activities to be carried out.

# LAUNCH OF CIVIL SERVANTS AND GOVERNMENT RETIREES HOLIDAY PACKAGES



Tourism Malaysia launched the Civil Servant and Government Retirees Holiday Packages (PCPAPK) to boost domestic tourism and thus help the recovery of the country's tourism industry.

It was launched by YB Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture in Kota Bharu on 31 October 2021. A total of 449 tourism packages were developed with attractive discount offers for civil servants and government retirees.

The packages were promoted on the Tourism Malaysia website https://www.malaysia.travel/deals and purchases were made directly through the respective travel agency / hotel / resort / tourism product.

In total, a total of 1,489 tourism packages were successfully sold in 2021 with a sales value of RM546,216.60.



# JOM CUTI-CUTI MALAYSIA ROADSHOW

Tourism Malaysia organised the Jom Cuti-Cuti Malaysia Roadshow to increase the number of voucher redemptions involving special offers from hotel associations and airlines under the Economic Stimulus Package 1.0.

The roadshow, which was attended by 18 industry players, was held at three locations, namely AEON Mall Bukit Raja Klang, AEON Mall Taman Maluri Cheras and AEON Mall AU2, Setiawangsa. The tourism exhibition and sales lasted for three days in all three locations starting from 10.00 am to 10.00 pm.

Lucky visitors who made a purchase worth RM100 or more had the chance to win two Hop On Hop Off (HOHO) bus tickets. Overall, the recorded sales revenue reached RM248,991 with a total investment of RM130,000.



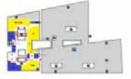


# JOM CUTI-CUTI MALAYSIA ROADSHOW (#JCCMroadshow)



#### AEON MALL BUKIT RAJA

- · 26-28 December 2021
- 10 participants
- 1 batik demonstrator
- Cultural performances
- Launch ceremony



### AEON MALL TAMAN MALURI

- 3-5 December 2021
- 15 participants
- 1 batik demonstrator
- Cultural performances

#### AEON MALL AU2

- 10-12 December 2021
- 15 participants
- 1 batik demonstrator
- Cultural performances (including the Production Division event to celebrate the launch of the Tourism Malaysia photography competition)



## VIRTUAL TOURISM EXPO 2021 (VTE 2021)

Tourism Malaysia participated in the Virtual Tourism Expo 2021 (VTE 2021) exhibition held virtually from 27 to 30 August 2021. The exhibition was organised by the Digital Travel Technology Association of Malaysia (DiTTAM) in an interactive 3D format and covered 12 virtual halls with participation of 131 exhibitors and 106 exhibition booths.

In the exhibition, Tourism Malaysia reserved a virtual exhibition hall to accommodate 10 exhibitors consisting of tourism associations, homestay associations, golf clubs and tour operators.

This exhibition recorded a total of 9,654 visitors with 87,487 page views on the vte2021.malaysiaexpo.net website throughout the event. Tourism Malaysia's sales value during the four days of the tourism exhibition was RM31,020.



WORKING VISIT TO PANGKOR ISLAND UNDER THE COVID-19 FREE DESTINATION PROGRAMME INITIATIVE

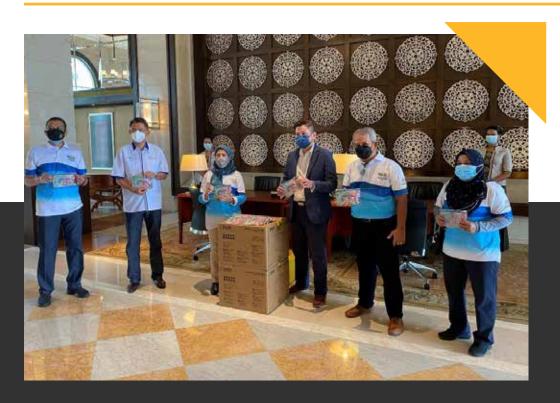


Tourism Malaysia conducted a working visit to Pangkor Island on 24 to 25 July 2021 to review tourism products that had the potential to be highlighted and promoted as soon as Pangkor Island reopened to tourists under the COVID-19 Free Destination Programme. The visit was also to observe the residents' level of readiness towards receiving the COVID-19 vaccine.

Attended by YB Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture, the visit was also a sign of the ministry's support to encourage the vaccination process on the island towards achieving herd immunity target.

Organised at the Pangkor Island Vaccination Centre, i.e. the Pangkor Island Maternity and Child Health Clinic, the programme was also attended by 47 officers under the ministry consisting of the Secretary General, Deputy Secretary General, Director General of Tourism Malaysia as well as officials from related agencies.

# WORKING VISIT IN CONJUNCTION WITH THE RE-OPENING OF LANGKAWI ISLAND AS A PILOT TOURISM DESTINATION UNDER THE TOURISM RECOVERY PLAN



Tourism Malaysia held a working visit to Langkawi Island from 15 to 16 September 2021 to welcome the arrival of domestic tourists by air and sea in conjunction with the re-opening of the island as a Pilot Tourism Destination under the Tourism Recovery Plan.

The visit was also attended by YB Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture to review the readiness of tourism products and hotels on Langkawi Island to accept tourists again after not operating for a long time.

In addition to monitoring the level of compliance with standard operating procedures (SOP), issues and problems faced by tourism industry operators on Langkawi Island were also identified.



### **KUALA LUMPUR MATTA FAIR 2021**



Tourism Malaysia participated in the Kuala Lumpur MATTA Fair 2021 from 20 to 21 November 2021 by taking up three exhibition spaces with an area of 270 square metres to accommodate 30 exhibitors consisting of travel agencies (20), product operators (8) and hotels (2) participating under the umbrella of Tourism Malaysia.

The event was held at the World Trade Centre, Kuala Lumpur, and Tourism Malaysia also organised tourism quizzes and meet-and-greet sessions with famous local celebrities such as Fahrin Ahmad and Izzue Islam to attract visitors.

Overall, the total sales revenue of tourism packages by exhibitors under Tourism Malaysia was RM1,294,766.05 involving the sale of 165 tourism packages. In addition to physical sales, exhibitors also achieved online sales of RM861,500 during the two days of the exhibition through the sale of six tour packages as a group.



# **BIRDING TRIP AT ROMPIN STATE PARK**



Tourism Malaysia brought 20 participants consisting of members of MATTA Pahang Chapter as well as special interest tourism associations and agencies related to birdwatching and media partners for a Birding Trip at Rompin State Park, Pahang on 25 to 26 October 2021.

The programme aimed to help travel agents to develop tourism packages centred around birdwatching activities and thus restore and reinvigorate domestic tourism.

Overall, the development and sale of birdwatching packages by travel agencies involved in this programme amounted to RM160,000, taking into account the average price of a package was from RM350 per person for a 3-day, 2-night package for a period of three months after the programme ended.



# LAN BERAMBEH MAKAI BA' SARAWAK

Tourism Malaysia organised a trip to promote the popular and unique gastronomy heritage of the various ethnicities in Sarawak in line with Kuching City's recognition as a UNESCO Creative City in Gastronomy.

A total of 11 new media representatives consisting of content creators and social media influencers attended the programme which took place from 8 to 12 December 2021.

Among the restaurants visited were Café-Café at The Original Carwash which served Sarawak fusion dishes, Lepau Restaurant with traditional Orang Ulu and Dayak food, Kantin at The Granary, a hipster cafe, and Top Spot which is known as a seafood paradise in Kuching. The participants were also brought to taste Gula Apong ice cream at IG Gula Apong.

The group also visited Brooke Gallery, Ranee Museum, Kuching Old Bazaar, Satok Suspension Bridge, Chelum Sarawak Chocolate Gallery, Sarawak Cultural Village as well as Sunset City Cycling Tour activities and watched Putri Santubong's musical performance.





# JELAJAH JOHOR CUTI-CUTI MALAYSIA BMX UNGKAL 1.0

Tourism Malaysia also promoted BMX extreme bicycle racing in an effort to enhance sports and special interest tourism as well as to unearth the talents of many young athletes, especially from the state of Johor.

In the event that took place from 12 to 20 November 2021, six professional Ungkal BMX riders toured 10 districts in the state of Johor and were greeted by representatives of the local authority at each check point they visited. There were also fun ride activities organised by the bicycle clubs in each district.

The programme was officiated by Mr. Mohd Ezzuddin Sanusi, Chairman of the Pontian Municipal Council at the Pontian Mini Stadium. Social media posts regarding the programme's activities recorded a reach of 200,000 throughout the programme.







# JOM BALIK KAMPUNG JOHOR 1.0 CUTI-CUTI MALAYSIA 2021 HOMESTAY JOHOR

Tourism Malaysia stepped up homestay promotion in the state of Johor in an effort to help homestay operators who were affected by the COVID-19 pandemic. A total of four media representatives including bloggers were taken to visit seven homestays from 18 to 25 December 2021 around Tangkak, Segamat, Simpang Renggam, Kota Tinggi, Pontian and Johor Bahru.

Among the homestays visited were Homestay Parit Bugis, Homestay Smilian Felda Tenang, Homestay Muafakat D'Harmoni, Kg. Dato' Ibrahim Majid, Homestay Kg. Temenin, Homestay Kg. Lukut, Homestay Mukim Serkat, Tanjung Piai and Homestay Kg. Sinaran Baru.





# MANSAU-ANSAU TRAVELOGUE PROGRAMME AND KAMI BAH NI BERSAMA RTM SABAH PROGRAMME

Tourism Malaysia initiated the production of 13 episodes of a new television programme called Mansau Ansau in collaboration with Radio Television Malaysia (RTM) Sabah to highlight the activities, traditions and attractions of the people in the state of Sabah, especially in Sandakan, Penampang, Kuala Penyu, Lahad Datu, Kota Marudu, Kudat and Tuaran.

Among other things, the programme highlighted new and rarely explored locations as well as delved into the challenges faced by Sabah tourism operators due to the COVID-19 pandemic.

The programme, which ran from January to December 2021, also produced four episodes of the Aktif Bah programme and four talkshow episodes. The total value of media publicity achieved was estimated to be worth RM124,500.







# MY DESTINATION SABAH AND LABUAN SALES MISSION TO PENANG 2021

Tourism Malaysia organised a sales mission programme by bringing together a delegation of sellers from Sabah and Labuan, including travel agencies, hotels, government and private agencies, with potential buyers in Penang in an effort to revive the domestic tourism industry while increasing the level of confidence of tourists from Peninsular Malaysia to visit Sabah.

Held on 2 December 2021, the business-tobusiness (B2B) session held at A St Giles Hotel, The Wembley Penang also saw an overall sales impact of RM1,071,810.

# SEMINAR AND WORKSHOP WITH NORTHERN REGION TOURISM INDUSTRY PLAYERS

Tourism Malaysia organised a seminar and workshop with tourism industry players in the states of Perak, Penang, Kedah and Perlis from 15 to 16 November 2021 to revive the domestic tourism industry affected by the spread of the COVID-19 pandemic.

Held at Hotel Casuarina, Ipoh, the programme was a platform for industry players to share the latest products and promotions in their respective states and discuss the direction of domestic tourism especially in the Northern Region.

A total of 150 participants consisting of travel agencies, tourism product operators, homestays and hotels participated in this programme which also received the cooperation of the state governments of Perak, Perlis, Penang and Kedah. At the workshop session, a total of 50 integrated packages were successfully developed by the tourism agencies involved.





# ASEAN TOURISM AWARDS @ ASEAN CLEAN TOURIST CITY STANDARD (ACTCS) 2020-2024

Tourism Malaysia officials became one of the panel members in the assessment session on the Kuala Terengganu City Council and Kuching North City Hall for the nomination of the ASEAN Tourism Awards @ ASEAN Clean Tourist City Standard (ACTCS) 2020-2024 from 28 to 29 July 2021. Both assessment sessions were held online through the Zoom application and chaired by YB Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture.

Among other things, the programme aimed to ensure that tourism industry players met ASEAN tourism standards in line with the delivery of high-quality and excellent services to tourists.

The recipients of the ASEAN Tourism Awards @ASEAN Clean Tourist City Standard (ACTCS) 2020-2024 at the ASEAN level were Penang City Council, Muar Municipal Council and Langkawi Tourism City Municipal Council.

## ARCHEOTOURISM PACKAGE DEVELOPMENT

A group of officials from Tourism Malaysia attended a product tour as well as a discussion on the development of archeotourism packages with representatives from the Pusat Penyelidikan Arkeologi Global (PPAG), Universiti Sains Malaysia (USM) Penang, Ancient Kedah Heritage, Sungai Petani Municipal Council and MATTA Penang Chapter from 1 to 3 December 2021 at the Kuala Muda District Tourism Interpretation Centre, Kedah.

A total of nine archeotourism packages were planned to be developed based on the research sites actively conducted by USM. Currently, there were only three packages that had been developed by PPAG, namely the USM Archaeological Tour, Sungai Batu Complex, Kedah and Lenggong Valley (2 days 1 night) in Perak.

The programme aimed to identify and evaluate archeotourism products that had the potential to be promoted for the domestic and international markets, and improve the tour itinerary by identifying and including supporting products that could provide added value to tourists.



Visit to Kompleks Arkeologi Sungai Batu, Kedah



Discussion with representatives from Pusat Penyelidikan Arkeologi Global, Universiti Sains Malaysia (USM)



Digital Marketing Workshop for Homestay and Kampungstay Operators in Kedah and Perlis held on 27 April 2021

## DIGITAL MARKETING WORKSHOP FOR HOMESTAY AND KAMPUNGSTAY OPERATORS

Tourism Malaysia organised this programme to establish close relationships with key industry players and identify the number of homestays and kampungstays that were still active throughout the COVID-19 pandemic.

The programme aimed to provide exposure on digital marketing and promotion methods as well as promote the travel packages online on the jomhomestay.my website.

A total of 57 homestay operators from Kedah, Perlis, Penang, Perak, Sarawak, Johor and Melaka attended this workshop which was held from April to December 2021.

# NATURE AND ADVENTURE SEGMENT PACKAGE DEVELOPMENT



Brochures of Adventure and Nature Destination Packages that have been produced



Tourism Malaysia organised a programme to oversee new tourism package development for the nature and adventure segment involving cycling activities in Terengganu and Selangor and cave exploration activities (ecotourism) in Perak.

The programme, held from October to December 2021, involved travel agencies and tour operators including hoteliers.

The results of the programme were translated into the publication of brochures of special packages of adventure and nature destinations that also took into account Community Based Tourism (CBT) activities in line with the Sustainable Development Goals (SDG) outlined by the United Nations.



Campaign publicity by YB Minister of Tourism, Arts and Culture in Buletin Utama TV3



Voucher redemption activities at family entertainment centres

### **REDISCOVER FUN – A THEME PARK FAMILY AFFAIR**

Tourism Malaysia in collaboration with the Malaysian Association of Theme Parks and Family Attractions (MATFA) organised the Rediscover Fun - A Theme Park Family Affair Campaign which aimed to increase visitor attendance through voucher redemption activities under the Economic Stimulus Package 1.0.

A total of 27 theme parks and family entertainment centres participated in the initiative to offer up to 50 percent discount on entrance tickets as well as the redemption of RM10 worth of cash e-vouchers based on "first come, first serve" terms. It was among the initiatives under the Tourism Recovery Plan.

A total of 33,377 e-vouchers were redeemed throughout the campaign from 10 October to 26 December 2021 with a total ticket sales value of RM1,359,657.

## MISS SHOPHIA VIRTUAL HUNT 2021

Tourism Malaysia organised the Miss SHOPhia Virtual Travel Hunt 2021 competition via Zoom on 18 December 2021 in an effort to promote shopping activities in the new norm. Miss SHOPhiaisa Malaysian shopping icon introduced by the Malaysian Shopping Secretariat under Tourism Malaysia.

A total of 111 participants consisting of members of the public and media from ASEAN countries such as Malaysia, Indonesia, Laos, the Philippines, Brunei and Thailand participated in this competition which aimed to promote Malaysia as the top-of-mind tourist destination in the region by focusing on street shopping, gastronomy and the latest tourist attractions in the country.





Screenshot of the Miss SHOPhia Virtual Hunt 2021 participants





The networking programme participants and their visits to the golf courses

# NETWORKING SESSION AND GOLF PRODUCT VISIT

Tourism Malaysia organised a discussion session on golf tourism and visited tourism products around nine golf clubs in Kedah, Penang and Perak to encourage the development of Stay & Play golf packages, especially those with accommodation facilities.

A tourism audit session was also conducted to assess any service shortcomings as well as the level of readiness to accept the arrival of international tourists when the country's borders were opened later.

The networking session took place from 4 to 7 October 2021 and 14 to 18 November 2021. The golf segment is targeted to attract up to 65,000 domestic tourists and 21,000 international tourists.

#### SCUBA DIVING DIGITALISATION AND DATA COLLECTION WORKSHOP

Tourism Malaysia collaborated with the Malaysian Scuba Diving Association (MSDA) to organise a Scuba Diving Digitalisation and Data Collection Workshop in Kota Kinabalu and Semporna in Sabah from 14 to 18 December 2021.

The programme aimed to help the scuba diving industry digitalise their services through the Mydive. my platform developed by MSDA in addition to the collection of scuba diving data to create a strategic plan to further develop this segment.

The programme was attended by 52 participants and received encouraging participation from scuba diving operators who were affected by the COVID-19 pandemic.



Tourism Malaysia booth at MIDE 2021



Teh Tarik 5.0 Forum at MIDE 2021 represented by Encik Ahmad Johanif Mohd Ali from Package Development Division



Photo session with scuba diving operators who participated in the workshop at Promenade Hotel Kota Kinabalu Sabah



Product update to the islands around Tunku Abdul Rahman Park Marine Park to see the facilities provided to visitors

#### MALAYSIA INTERNATIONAL DIVE EXHIBITION (MIDE) 2021

Tourism Malaysia participated in the Malaysia International Dive Exhibition (MIDE) 2021 which took place from 3 to 5 December 2021 at the Putra World Trade Centre, Kuala Lumpur.

Officiated by YBhg. Dato' Haji Zainuddin Abdul Wahab, Director General of Tourism Malaysia together with Puan Jenny Lee, President of MSDA, the programme aimed to encourage Malaysians to vacation within the country while exploring the beauty of the deep sea. It was also a one-stop centre for scuba diving enthusiasts to get special prices on package deals and scuba diving products.

The exhibition, attended by 7,106 visitors, managed to bring a return of 664% from the sales of group tour packages.

#### CHAIRMAN GOLF NETWORKING DAY

Tourism Malaysia organised the Chairman Golf Networking Day programme on 11 April 2021 at Sungai Long Golf & Country Club in an effort to establish a discussion and networking session involving the Chairman of Tourism Malaysia, YBhg. Dato' Seri Ramlan Ibrahim with industry players.

The programme was attended by 70 industry players, 13 media personnel and 17 officials from Tourism Malaysia.



Chairman Golf Networking Day





Launching of Shop & Be Rewarded Campaign at Melaka

#### SHOP & BE REWARDED CAMPAIGN

Tourism Malaysia collaborated with the Persatuan Pengurusan Kompleks (PPK) to organise the Shop & Be Rewarded Campaign from 26 March to 4 April 2021 in an effort to encourage people to shop within the country during the Conditional Movement Control Order (CMCO) through the redemption of e-vouchers under the Economic Stimulus Package 1.0.

The programme which was officiated by YB Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture at Mahkota Parade, Melaka, was attended by 1,450 shops in 31 participating shopping centres nationwide.

A total of 43,735 users redeemed e-vouchers to get shopping offers at special rates throughout the campaign period.

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### DOMESTIC ADVERTISING CAMPAIGN WITH ASTRO

Tourism Malaysia partnered with Astro in a successful domestic advertising campaign through the production of the Staycation programme -#TheUrbanEscapade, involving the promotion of attractive tourist destinations in six states namely Johor, Penang, Melaka, Perak, Sabah and Sarawak.

In addition, the advertising campaign also involved promoting tourism on digital platforms including Astro TV, Astro Radio and social media. The Astro TV and Astro Radio channels involved were Astro Awani, Astro Ria, Hua He Dai, TVB Jade, Vaanavil, Hello HD, ERA FM, SINAR FM, MY FM and RAAGA FM.

The advertising campaign took place from 11 October 2021 to 10 February 2022, generating a media publicity value of RM4,535,384.



9:00 am / 17 Dec 2021 - TweetDeck







#### DOMESTIC ADVERTISING CAMPAIGN WITH TV ALHIJRAH

Tourism Malaysia partnered with TV Alhijrah to promote domestic packages under the Cuti-Cuti Malaysia campaign through video capsules and 30-second television commercials.

In addition, several programmes on TV Alhijrah such as the Assalamualaikum Program, Mihrab Minbar, Dokumentari Kembara Domestik and Meh Singgah Dulu also promoted domestic tourism.

The advertising campaign took place from 15 November 2021 to 31 March 2022, generating a media publicity value of RM4,618,130.

#### COLLABORATION WITH RADIO TELEVISYEN MALAYSIA (RTM)

Tourism Malaysia partnered with Radio Television Malaysia (RTM) to increase the promotion of domestic tourism campaigns under the Economic Stimulus Package (PRE) 1.0.

Through this campaign, various domestic tourism packages offered in collaboration with industry players were announced via three RTM television channels, namely TV1 (Selamat Pagi Malaysia Programme), TV2 and OKEY TV as well as 14 RTM radio channels such as Radio Klasik, Nasional FM, Traxx FM, Ai FM, Minnal FM, KL FM, Kelantan FM, Kedah FM, Perak FM, Pahang FM, Johor FM, Melaka FM, Sabah FM and Sarawak FM.

The advertising campaign took place from 1 July to 31 December 2021, generating a media publicity value of RM2,870,039.



## Lebih 100,000 kunjungi program

Penganjur terima sambutan luar blasa sejak Khamis lalu

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#### DOMESTIC ADVERTISING CAMPAIGN WITH MEDIA PRIMA OMNIA

Tourism Malaysia partnered with Media Prima Omnia (MPO), the largest media and entertainment company in Malaysia with a record of 24 million viewers a day, to promote domestic tourism.

The advertising campaign included the promotion of domestic tourism packages involving 225 spots on several electronic media channels such as TV3, Hot FM and Buletin FM in addition to digital media (Facebook Oh Bulan and Web Banner) as well as print media (Berita Harian, Harian Metro and New Straits Times).

This advertising campaign which lasted for three months from 15 November 2021 to 14 February 2022 generated a media publicity value of RM684,546.

#### DOMESTIC TOURISM CAMPAIGN WITH SARAWAK MEDIA GROUP



Tourism Malaysia partnered with Sarawak Media Group to promote domestic tourism through TV Sarawak involving two-minute video capsules, 30-second television advertisements and various interview slots.

The advertising campaign which ran from 1 October 2021 to 31 December 2021 generated a media publicity value of RM1,249,400.

#### BERNAMA O

Jem bercuti ala kampungi Pelbagai lokasi Kampungstay dan Homestay yang menarik di seluruh Malaysia menanti andai Dapatkan diokaun sebanyak 50% untuk setiap pembelian pakej melalui laman web jorrhomestay any. Promosi sah dari 15 November sehingga 31 Disember 2021 Kempen ini dibawakan khas oleh MOTAC, Toulism Malaysia serta Persatuan Kampungstay & Homestay Malaysia

#### DOMESTIC ADVERTISING CAMPAIGN WITH BERNAMA TV

Tourism Malaysia partnered with Bernama TV to promote domestic tourism packages on the television channels Astro 502, njoi 502, Unifi TV and IPTV as well as digital platforms and social media.

The three-month advertising campaign that ran from 15 November 2021 to 14 February 2022 generated a media publicity value of RM280,500.





#### DOMESTIC ADVERTISING CAMPAIGN WITH RADIO BFM 89.9

Tourism Malaysia established a partnership with Radio BFM 89.9 - The Business Station to intensify domestic tourism promotion activities among listeners involving professionals and corporates.

The campaign was carried out through radio channels, podcasts and social media in line with BFM's approach which focuses on business news and current issues in addition to discourse related to entrepreneurship, lifestyle, health, fashion, art, sports and music.

The campaign, which ran from 30 October to 29 November 2021, also involved capsule interviews that focused on tourism destinations in Perak, Sabah, Sarawak and homestays.





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#### DOMESTIC ADVERTISING CAMPAIGN WITH STAR MEDIA GROUP

Tourism Malaysia partnered with Star Media Group to promote domestic tourism packages offered by industry players including airlines.

The campaign was carried out through the publication of advertisements in the printed version of The Star newspaper, The Star Online digital platform, Suria FM and 988 FM radio stations and social media.

The campaign which ran from 11 October 2021 to 10 January 2022 generated a media publicity value of RM1,513,600.

#### DOMESTIC ADVERTISING CAMPAIGN WITH THE BORNEO POST

Tourism Malaysia established a partnership with The Borneo Post to expand domestic tourism promotion activities to the Sabah and Sarawak markets.

Among the advertising promotions published for the first time in the The Borneo Post newspaper and its digital platform included the announcement of the Malaysia International Dive Exhibition (MIDE) 2021, Tourism Selangor Global Convention 2021, MyHomestay, Tourism Malaysia Photo Challenge as well as the promotion of tourism packages by the Malaysia Inbound Chinese Association (MICA).

The advertising campaign which ran from 1 October to 31 December 2021 generated a media return of RM460,502.16.





## DOMESTIC ADVERTISING CAMPAIGN WITH SINAR HARIAN

Tourism Malaysia partnered with Sinar Harian to increase promotional activities for tourism packages as well as voucher redemption offered under the Economic Stimulus Package (PRE) 1.0.

The advertising campaign was carried out through the Sinar Harian print newspaper as well as on digital platforms and social media. The campaign which ran from 10 October 2021 to 31 March 2022 generated a media publicity return of RM377,529.60.

## DOMESTIC ADVERTISING CAMPAIGN WITH NANYANG SIANG PAU

Tourism Malaysia partnered with the Chinese-language newspaper Nanyang Siang Pau to promote domestic tourism packages offered by industry players.

The advertising campaign was carried out through print advertisements in the Nanyang Siang Pau newspaper, and its digital platforms and social media to intensify tourism promotion efforts targeted at the Chinese community in the country.

The three-month campaign which ran from 1 October to 31 December 2021 generated a media publicity value of RM317,364.





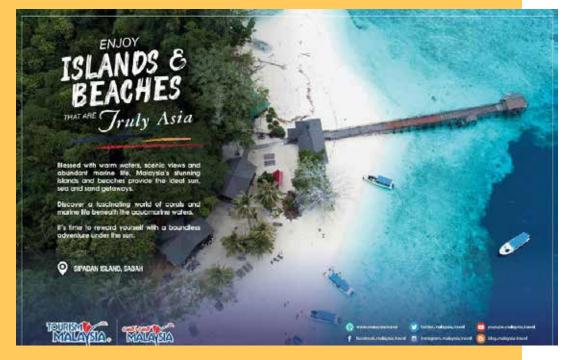
#### DOMESTIC ADVERTISING CAMPAIGN WITH MAKKAL OSSAI

Tourism Malaysia partnered with the Tamil-language newspaper Makkal Ossai in an effort to promote domestic tourism packages offered by industry players.

The advertising campaign was carried out through print advertisements in the newspaper, digital platforms and Makkal Ossai's social media to intensify tourism promotion efforts targeted at the Indian community in the country.

The three-month campaign that ran from 1 October to 31 December 2021 generated a media publicity value of RM179,600.

#### ADVERTISING CAMPAIGN WITH GAYA TRAVEL



Tourism Malaysia established a partnership with Gaya Travel magazine to promote Malaysia and the Cuti-Cuti Malaysia campaign to the domestic travel market via two editions of the magazine.

The advertising collaboration was also targeted at the international travel segment through the publication of Gaya Travel e-magazine published on issuu.com with 1,066,469 impressions. The advertising campaign ran from 30 April to 31 December 2021.



#### DOMESTIC ADVERTISING CAMPAIGN WITH SANTAI TRAVEL

Tourism Malaysia partnered with Santai Travel Magazine to promote Malaysia within the domestic tourist market through the Cuti-Cuti Malaysia campaign involving three advertising slots in May, July and September 2021.

The collaboration saw the publication of advertorials in the magazine, as well as the posting of promotional videos/event coverage/news and advertising on Santai Travel's social media including Facebook, Instagram and Twitter. A total of 60,000 unique visitors and viewership were recorded in this advertising campaign on digital platform and social media.

#### ADVERTISING CAMPAIGN WITH KLIA TV

Tourism Malaysia established a partnership with KLIA TV to increase the visibility of the country's attractive tourist destinations among local and international travelers.

The advertising campaign was displayed on two large screens and 383 high-definition television units at Kuala Lumpur International Airport (KLIA) and KLIA2.

This six-month campaign from 1 October 2021 to 31 March 2022 generated a media publicity value of RM200,000.





#### DOMESTIC ADVERTISING CAMPAIGN WITH FREE MALAYSIA TODAY

Nancy Shukri's

Sarawak Must-Do's

Gunung Mulu

National Park

Nancy Shukri's

Sarawak Must-Do's The Tourism, Arts and Culture Minister shares the state's top picks for local and internations

A Unesco heritage site that has long been viewed as one of the eountry's most breathfalding attractions.

The Tourism, Arts and Culture Minister shares the state's top picks for local and international travellers.

Tourism Malaysia partnered with Free Malaysia Today (FMT) to promote domestic tourism to Malaysians by taking advantage of FMT's positioning as a news portal that delivered current news in Malay and English.

The advertising campaign was carried out through the FMT website, mobile app, YouTube, Facebook, Instagram, Twitter and LinkedIn.

The campaign which lasted for three months from 11 October 2021 to 10 January 2022 generated a media publicity value of RM77,000.





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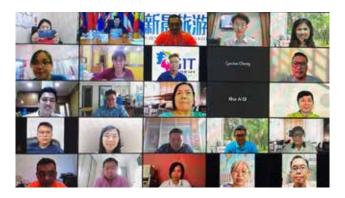
Sarawak Cultural

A biding museum sparning 6.8 bestares, this "mini-Samuak" does visitors a glimpse into the lives of reral communities and the state e allocation

Village

## INTERNATIONAL PROMOTIONS

#### ASIA AND AFRICA MARKET



#### CHINA

Tourism Malaysia Beijing collaborated with ASEAN-China Centre to organise the Chinese Tour Guide Training and Tourism Capacity Building programme virtually from 21 to 22 December 2021 with the support of China Association of Tourism Services, Beijing Union University and CYTS International Travel.

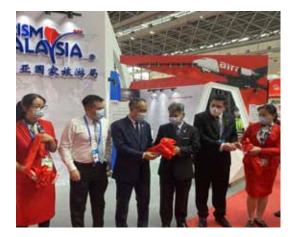
The programme was aimed at delivering the latest information on tourist trends from the Chinese market as well as connecting Malaysian industry players with those in China.

It was attended by 65 tour guides from Malaysia who were informed about the latest developments in the tourism market in China as well as Chinese cultural traditions such as the art of tea drinking which has similarities with the Chinese in Malaysia.

Meanwhile, Tourism Malaysia Guangzhou participated in China ASEAN Expo (CAEXPO) 2021 in Nanning, Guangxi, China from 10 to 13 September 2021. At this annual event, Tourism Malaysia chose the theme of ecotourism to show a Mulu Cave tourism video with the use of Autonomous Sensory Meridian Response sensations.

The Malaysian Ambassador to China, YM Raja Dato' Nushirwan Zainal Abidin officiated the Malaysia Pavilion. A virtual business to business (B2B) seminar was also held to promote Malaysia's latest tourism packages to industry partners in Guanxi.

A total of 70 representatives of the tourism industry from Malaysia participated in CAEXPO 2021 consisting of tourism operators, product owners, hotels, homestays as well as the state governments of Sarawak, Melaka, Penang, Sabah, Selangor and the Langkawi Development Authority (LADA). A total of 4,000 people visited the Malaysia Pavilion in the exhibition hall.



The official opening of the Tourism Malaysia exhibition booth led by TYT YM Raja Dato' Nurshirwan Zainal Abidin, Ambassador of Malaysia to China.



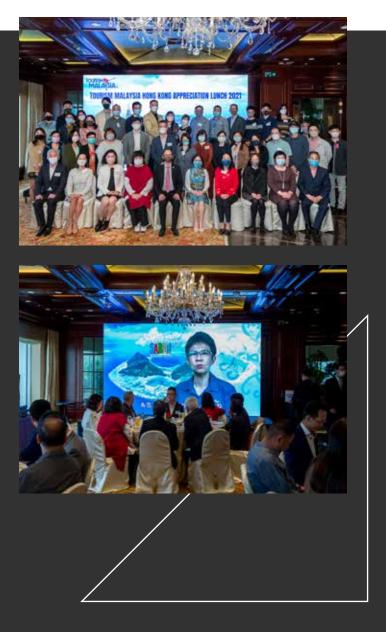
Tourism Malaysia Shanghai organised a webinar session to share information related to the Langkawi International Travel Bubble to local tourism operators in China. A total of 72 industry players in China participated in the webinar programme which was officiated by Tourism Malaysia's Senior Director of International Promotion (Asia and Africa), Mr. Manoharan Periasamy.

#### HONG KONG

Tourism Malaysia Hong Kong organised a Tourism Malaysia Appreciation Lunch on 16 December 2021 at Island Shangri-Ia Hong Kong in appreciation of tourism industry players in Hong Kong who had worked together to promote Malaysia.

A total of 50 Hong Kong tourism industry players attended the event and listened to a briefing on the Langkawi International Travel Bubble programme delivered by the Director of Tourism Malaysia Hong Kong, Mrs. Tan Mei Leng.

Besides broadcasting a recording of the appreciation speech by the Director General of Tourism Malaysia, the ceremony also saw representatives from the Sabah Tourism Board, Sarawak Tourism Board and Penang Global Tourism sharing information and videos virtually. Also present were the Consul General of Malaysia in Hong Kong, Mr. Yap Wei Sin and representatives from Malaysia Airlines.





#### **KOREA**

Tourism Malaysia Seoul participated in the 2021 ASEAN Market programme which took place at the ASEAN Culture House, Busan, South Korea from 3 to 5 September 2021. The programme aimed to introduce the country and the culture of ASEAN countries to the people of South Korea through the exhibition and sale of handicraft products.

Tourism Malaysia Seoul distributed Malaysia tourism brochures to more than 1,000 visitors who visited the Tourism Malaysia fair. The 2021 ASEAN Market programme attracted approximately 3,500 visitors.

In addition, on 30 July 2021, a total of 96 passengers were taken aboard the Jin Air Flight to Nowhere airplane at Incheon International Airport in Seoul to enjoy the experience of "sightseeing" in Kota Kinabalu (sightseeing flight) during the pandemic. Sabah was selected as one of the international destinations to be highlighted after Hong Kong, Osaka and Okinawa.

#### JAPAN

Tourism Malaysia Tokyo and Osaka coordinated Malaysia's participation in the Japan Association of Travel Agents (JATA) Online Travel Mart 2021 which took place virtually from 25 to 26 November 2021. A total of seven representatives from the Malaysian tourism industry participated in the business-to-business (B2B) session which involved 323 sellers and 532 buyers from all over the world.

The seven organisations were Sabah Tourism Board, Sarawak Tourism Board, Penang Global Tourism, Tourism Selangor, LADA, Desaru Coast and Taraas Resort & Spa Redang.

The programme became a platform for stakeholders to meet with travel agencies to update information on the tourism products offered and strengthen the network of cooperation between the two parties.



In addition, the Langkawi International Travel Bubble webinar session was also held on 8 December 2021 for 66 participants consisting of travel agencies, airline company representatives, tourism associations and media in Japan, particularly from Tokyo, Nagoya, Osaka and Fukuoka. The webinar was divided into three slots involving a briefing on the COVID-19 situation, the vaccination programme and standard operating procedures (SOP) in Malaysia in addition to a live broadcast of the situation at Pantai Chenang, Langkawi which was presented by HIS Travel Malaysia and a briefing by representatives of Casa del Mar Resort & Spa Langkawi.





#### INDIA

Tourism Malaysia New Delhi continued its campaign to promote Malaysia in India through its participation in the South Asia Travel & Tourism Exchange (SATTE) 2021 which took place as a hybrid event at the India Expo Mart, Greater Noida, New Delhi from 24 to 26 March 2021.

The Malaysia Pavilion showcased a total of 15 industry players consisting of seven travel agencies, five hotels, two product owners and one state government.

Malaysia's participation in SATTE 2021 not only aimed to ensure that Malaysia remained a favourite tourist destination among Indians, but also to help the country's tourism industry players to be active while waiting for the country's borders to reopen. Overall, the value of media publicity achieved through participation in this tourism exhibition was RM39,887.64.

#### UNITED ARAB EMIRATES (UAE)

Tourism Malaysia Dubai coordinated Malaysia's participation in the Arabian Travel Market 2021, which is the largest annual international travel and tourism exhibition in the UAE and the Gulf Cooperation Council (GCC) region.

Taking place from 16 to 19 May 2021 physically and 24 to 26 May 2021 virtually, Malaysia's participation in the exhibition, which brought together tourism industry players from the West Asian region and the rest of the world, yielded a return of USD1,176,617.00 with a media publicity value of USD459,617.

Meanwhile, Malaysia's participation in Expo 2020 Dubai from 26 to 31 December 2021 was led by YB Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture. Tourism Malaysia acted as the lead agency for the participation of the Ministry of Tourism, Arts and Culture (MOTAC) in the 13th week of the expo, which embraced the theme of ecotourism. The theme emphasised the development of tourism products with sustainable nature conservation efforts in line with the National Tourism Policy (DPN) 2020-2030. Overall, the Ecotourism Week at



Expo 2020 Dubai generated a media publicity value of RM9,523,584.

Tourism Malaysia also promoted Malaysia at the Gulf Travel Show 2.0 and 3.0 held virtually from 31 March to 1 April 2021 and 12 to 14 October 2021 respectively. A total of 1,594 visitors attended the exhibitions, returning a media publicity value of USD30,000.

In addition, Tourism Malaysia Dubai successfully organised the Malaysia Specialist Certified Programme (MSCP) involving the participation of 143 travel agencies in the GCC market to train them more deeply on the





development of tourism in Malaysia in addition to introducing new destinations outside of Kuala Lumpur.

The programme received the support of Sabah Tourism Board, Sarawak Tourism Board, Tourism Selangor, Penang Global Tourism, Tourism Melaka, LADA, hoteliers and Malaysian travel agencies. The six-series programme was held virtually and successfully achieved a media publicity value of USD16,000.

#### **SAUDI ARABIA**

Tourism Malaysia Jeddah sponsored a cycling and hill climbing programme in Taif from 5 to 6 November 2021 together with 90 members of Jeddah Cyclist consisting of professionals working in Jeddah.

Two buses were specially hired with the Tourism Malaysia logo to take participants from Jeddah to Taif; in addition, dinner was also sponsored. The membership of Jeddah Cyclist consists of 600 people and the club expressed their desire to visit Malaysia after the country's borders were reopened.

In addition, Tourism Malaysia Jeddah also participated in the ASEAN Festival at Lulu Hypermarket in Riyadh from 2 to 9 August 2021 which was also attended by all ambassadors from ASEAN countries including H.E. Dato' Abd Razak Abdul Wahab, Malaysian Ambassador to Saudi Arabia.

During that period, a meeting with 20 representatives of airlines and travel agencies in Saudi Arabia took place in several cities including Dhahran (Al Khobar) and Buraydah (Al Qassim).



#### SOUTHEAST ASIA MARKET

#### BRUNEI

Tourism Malaysia Brunei actively carried out tourism promotion activities, especially on social media such as Facebook and Instagram to ensure that Malaysia remained fresh in the memories of the citizens of Brunei Darussalam even though the border gates of the two countries had not yet re-opened. Various webinar activities were also conducted in collaboration with Sabah Tourism Board, Sarawak Tourism Board, Labuan Corporation, Malaysia Healthcare Travel Council (MHTC), Sunway Lagoon & Hotels and Desaru Coast throughout February to October 2021. Among the participants were travel agencies, airlines, media, bloggers and social media influencers.





On 17 July 2021, Tourism Malaysia Brunei organised a Baba Nyonya-themed river cruise promotion in collaboration with Straits Central Agencies, Brunei River Cruise and Kowira Café & Catering at the Queen Elizabeth II Jetty. The programme was officiated by the Deputy High Commissioner of Malaysia in Brunei Darussalam, Mrs. Nadia Azura Mohd Nudri.

The programme aimed to introduce and promote Baba Nyonya culture and food on the Brunei River cruise ship which could hold up to 120 participants for two cruise sessions. Overall, the media publicity value reached RM23,569.74.

#### CAMBODIA

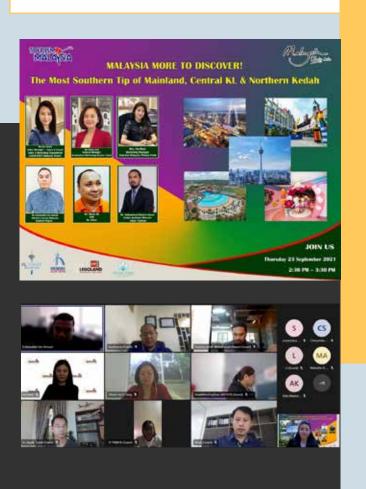
Tourism Malaysia Phnom Penh implemented various promotional activities to ensure that Malaysia remained a destination of choice among Cambodians. A total of five webinars were organised to deliver the latest information on Malaysian tourism products. In addition, live interview sessions with singers and social media influencers were also conducted through the Facebook page as well as promotional activities together with the Malaysian Embassy in Phnom Penh.

Among the promotional programmes that were organised included Malaysia Food Fair, Sea Festival 2021 and Let's Go Malaysia Travel Fair. However, a programme with R.T.R. Tours & Travel had to be canceled due to the COVID-19 pandemic following the Cambodian government's position to not allow any activities to be carried out on a large scale involving the public.

However, Tourism Malaysia Phnom Penh continued its promotional activities by organising more than 11 programmes online on social media platforms with the involvement of Cambodian tourism agencies and Malaysian tourism industry players. The number of Tourism Malaysia Cambodia Facebook followers has reached 64,200 people.







#### VIETNAM

Tourism Malaysia Ho Chi Minh City organised a number of tourism promotion activities in the Vietnam market such as participation in cultural exhibitions in conjunction with the Nguyen Hue Flower Street Festival 2021 from February 9 to 16, 2021 at Nguyen Hue Square, District 1, Ho Chi Minh City. The festival attended by approximately 76,000 visitors also received media coverage such as on 1HTV and 1 Media Online.

However, after the Vietnamese government implemented movement restrictions from June 2021, tourism promotion activities were more focused online. Among the programmes carried out involved a collaboration with Tourism Melaka and the Malaysia Convention and Exhibition Bureau (MyCEB). In addition, a Malaysian Cultural Experience Seminar was held online on 16 September 2021 involving 130 university students in Ho Chi Minh City in collaboration with the Malaysian Consulate and Malaysia Airlines to provide exposure to the unique culture and interesting tourist destinations in Malaysia.

Tourism Malaysia also participated in a tourism exhibition in conjunction with the Export Acceleration Mission (EAM) Programme organised by the Malaysia External Trade Development Corporation (MATRADE) at the Sheraton Hotel, Ho Chi Minh City from 23 to 24 November 2021 to ensure that Malaysia remained a preferred tourist destination in this region.

#### **INDONESIA**

Tourism Malaysia Jakarta implemented two hybrid seminars that focused on the meeting, incentive, conference and exhibition (MICE) segment and the millennial generation to provide accurate and up-to-date information related to Malaysia.

The Group, Incentive & MICE Seminar 2021 event held in Jakarta, Surabaya, Semarang, Pontianak and Makassar in June, July, October, November and December 2021 successfully attracted 350 attendees with an estimated media publicity value of RM50,000.

To ensure that millennials were always aware of the current scenario in Malaysia, Tourism Malaysia Jakarta organised the Millennial Sports & Adventure Hybrid Seminar 2021 in August, October and December in Bandung, Yogyakarta and Surabaya. The programme successfully recorded the attendance of 200 people with a media publicity value of RM35,000.

In the fourth quarter of 2021, promotional efforts were further enhanced with the organisation of the Tourism Malaysia Agent & Media Gathering programme in conjunction with the Miss SHOPHia Virtual Hunt 2021 event on 18 December 2021. The event was attended by a total of 64 participants in a hybrid manner involving participants from Jakarta, Surabaya, Makassar, Kalimantan and Batam. It received media publicity worth RM25,000.

In addition, three editions of Tourism Malaysia Virtual Travel Mart involving business-to-business (B2B) sessions were implemented by connecting industry players in Malaysia with Indonesian travel agents in Yogjakarta, Jakarta and Surabaya from October to December 2021. The programme received over 26 media coverage with an overall publicity value estimated at RM150,000.



The dissemination of information related to the current scenario in Malaysia as well as the efforts to introduce new tourism destinations were also carried out continuously by Tourism Malaysia Jakarta on digital platforms as well as social media accounts on Instagram @ mampirkemalaysia\_tmjkt (14.7k followers) and the Facebook account Mampir ke Malaysia ID (6.8k followers).

On 15 December 2021, Tourism Malaysia Jakarta received the National Organisation of the Year award at the 12th Indonesia Travel & Tourism Awards (ITTA) 2021-2022 held in Jakarta.





Meanwhile, Tourism Malaysia Medan conducted 10 webinar activities including business-tobusiness (B2B) sessions, the Public Diplomacy Cycling programme and the Rindu Malaysia podcast series. These online, offline and hybrid events were organised in Medan, Aceh and Padang. Throughout 2021, Tourism Malaysia Medan successfully achieved 315 coverage in the mass media with an estimated publicity value of RM2,413,619.

Through the Rindu Malaysia podcast series, Dream Now Travel Later for example, the activity was conducted via Zoom using the information technology expertise of Politeknik Wilmar Bisnis Indonesia Medan. In this series, Tourism Malaysia Medan discussed various issues including providing the latest information on tourism products in Johor Bahru, Penang, Selangor, Perlis, Perak, Sarawak and Langkawi. Discussions also revolved around collaboration with MHTC, One Aero and Mahkota Medical Center to facilitate the entry of tourists through the health tourism segment in addition to discussions related to educational tourism.



Meanwhile, Gowes 2 Negara programme was a new innovation that gave exposure to the cycling activities in Malaysia which had become a healthy lifestyle for the people around Medan.

It received support from the Consulate General of Malaysia Medan, North Sumatra Air Force, National Heart Institute (IJN) Kuala Lumpur in Medan, Prodia Medical Laboratory Medan and Politeknik Wilmar Bisnis Medan.

On 23 September 2021, Tourism Malaysia Medan was recognised as the Leading Foreign Tourism Office at the Lake Toba Tourism Awards 2021 which was held for the first time in Medan to recognise the active contributions of industry players in Indonesia, especially on the island of Sumatra.

#### LAOS

Tourism Malaysia Vientiane carried out numerous online tourism promotion activities as the COVID-19 pandemic caused the Lao government to disallow any physical activities to be carried out from April to November 2021.

However, in order to ensure that Malaysia remained one of the preferred holiday destinations for the Lao people, Tourism Malaysia Vientiane collaborated with the Malaysian embassy in Laos, Lao National TV and Four Seasons Restaurant to successfully conduct cooking demonstrations and thus promote Malaysian tourism through live broadcasts on television as well as on Facebook. In addition, Tourism Malaysia Vientiane also promoted Malaysian food and tourism at the Lao Food Festival 2021 on 23 February 2021 through a collaboration with the Malaysian Embassy in Laos.

Virtual meetings with local tour operators were also held to update them of the latest tour products. Discussions, webinars and briefings were also held from time to time with travel agencies and airlines regarding promotional programmes to Malaysia for the Laos market when the Malaysian border is reopened to foreign tourists.

Tourism Malaysia Vientiane also participated in a business-to-business (B2B) session conducted by the Malaysian Inbound Tourism Association (MITA) with industry players in Pahang, Negeri Sembilan and Langkawi in addition to collaborating with local universities through the organisation of the ASEAN Virtual Quiz.



Partnership with Lao National TV and the Malaysian Embassy in Lao for the cooking demonstration (16 March 2021)

#### SINGAPORE

Tourism Malaysia Singapore organised six webinar sessions in collaboration with local tourism agencies and a familiarisation trip after an agreement was reached to implement the Vaccinated Travel Lane (VTL) programme between Malaysia and Singapore.

Singapore and Malaysia officially announced the opening of VTL (air) from 29 November 2021. Immediately after the announcement, Tourism Malaysia Singapore organised a webinar session with 78 Singaporean travel agencies to provide a more in-depth briefing on VTL standard operating procedures (SOPs) and anticipate the challenges.





Meanwhile, the Malaysia Awaits You hybrid seminar held in Phuket and through Zoom was attended by 126 industry stakeholders from Thailand to listen to

Sky Mirror Tour & Travel. A prize-giving ceremony for a video competition (via Facebook) and a Malay language learning programme were also held. Overall, Tourism Malaysia Bangkok collaborated

tourism product briefings delivered by tourism

representatives from Malaysia consisting of

Panorama Langkawi, Resorts World Langkawi and

with 24 media representatives who published more than 100 articles about Malaysia thus bringing a media publicity value of RM350,000. In addition, the Facebook Live programme (cooking show) was also broadcast three times on Nation Channel Thailand TV and its Facebook and YouTube platforms.

Tourism promotions were also carried out through the Tourism Malaysia Bangkok Facebook account with 71,430 followers.

#### THAILAND

Among

the

as 266 other organisations.

Tourism comprehensive marketing and promotion activities to ensure that Malaysia remained in the memory and attention of Thai people. A total of 12 seminars/ webinars, 11 sales calls, one tourism exhibition and more than 21 activities through Facebook and interview sessions were held online and offline including hybrid.

programmes

participation in the Thailand International Travel

Fair #27 from 23 to 26 December 2021 in Bangkok.

The tourism exhibition organised by Thai Outbound

Tour Operators (TTAA) was the first to be held after the COVID-19 pandemic involving the public and

private sectors. Four countries participated, namely Malaysia, Japan, Taiwan and the Philippines, as well

was

Malaysia's

Malaysia Bangkok implemented



In addition, MITA in collaboration with Tourism Malaysia Singapore successfully held three business-to-business (B2B) sessions online involving 100 representatives of Singaporean and Malaysian industry players.

Recognising the importance of the special interest segment, Tourism Malaysia Singapore collaborated with MHTC to introduce Malaysia health tourism to 10 travel agencies from Singapore ahead of the re-opening of the border between the two countries.

Tourism Malaysia Singapore also sent two marketing officers to participate in a familiarisation programme to Kuala Lumpur and Genting Highlands utilising the VTL process. It was to update them of the latest information related to tourism products in addition to assessing the readiness of these two tourist destinations to receive tourists from Singapore. In addition, the dissemination of information and promotion of tourism products in Malaysia was carried out consistently through social media platforms, especially Instagram (@tmsingapore) and Facebook (TM Singapore Office).

#### THE PHILIPPINES

Tourism Malaysia Manila participated in the biggest annual tourism event in the Philippines, the PTAA Travel Tour Expo from 5 to 7 November 2021 at the Megatrade Hall, SM Megamall in Metro Manila. This expo was a platform to promote interesting tourism products available in Malaysia.

After the Philippines government allowed physical activities to be held in public places, the Seminar for Agents was held on 24 November 2021 at Citadines Bay City Manila. The seminar focused on the promotion of the reopening of Langkawi under the Langkawi International Travel Bubble (LITB) initiative and included information updates in terms of travel documentation requirements as well as health and safety protocols.

Prior to that, the Malaysia Week was organised online from 20 to 26 September 2021 with the launching ceremony taking place at Berjaya Hotel, Makati, Manila. The week-long programme highlighted Malaysian tourism products from various segments and garnered over 77,000 views on Facebook Live. Held in conjunction with the celebration of National Day and Malaysia Day, the event was also attended by the Malaysian Ambassador to the Philippines, H.E. Norman Muhamad.

In addition to Instagram, Tourism Malaysia Manila also promoted Malaysia through social media on the TaraNaSaMalaysia Facebook account which has 230,808 followers.





#### **NEW ZEALAND**

The tourism industry in New Zealand was essentially in hibernation with 70% of its travelrelated workforce having moved on to other sectors. To support independent travel agent brokers who were still active, Tourism Malaysia Auckland in collaboration with Malaysia Airlines provided an e-learning platform with modules on destinations and tourism activities to enable the agents to obtain information about Malaysia at their own pace.

A series of webinars were also conducted in collaboration with Malaysia Airlines and Malaysian industry partners namely Penang Global Tourism, Sarawak Tourism Board, Sabah Tourism Board, Sunway Resorts and Buddyzmalaysia. Each webinar focused on a Malaysian holiday destination or tourism product and was attended by approximately 100 travel agents from all over New Zealand.



November 16, 2021 - November 16, 2021 - Langkawi opens its door and welcomes international tourists to explore all its riches starting 15 November 2021. What do you miss about Langkawi?

#MalaysiaTiul... See more

Tourism Malaysia

Coving Langkawil



Welcome to Langkawi. Malaysia, where you will find beaches, duty-free items, and food galore! The vibe at some of the restaurants in Langkawi are best experienc... See more

As a country with no community transmission in the first half of 2021, New Zealanders enjoyed concerts, shows and sporting events and generally had no restrictions on daily life. Tourism Malaysia Auckland took this opportunity to participate in the Retirement Lifestyle Travel Expo exhibition to interact directly with consumers in Auckland and distribute brochures and provide information on Malaysian tourism destinations.

Tourism Malaysia Auckland also held a Hari Raya Aidil Fitri celebration as well as networking with travel agents, media and airlines in addition to showcasing Malaysian food. A collaboration with social media influencer Mr. Lincoln Tan, a multimedia journalist at New Zealand's Herald, was also established to promote Malaysian cuisine at Malaysian restaurants around Auckland.

The collaboration paved the way for the hosting of cooking classes and demonstrations as well as larger events in late 2021. However, in August 2021, New Zealand implemented travel restrictions due to community-detected Delta virus COVID-19.

#### AUSTRALIA

Tourism Malaysia Sydney carried out various tourism promotion programmes including establishing a collaboration with Masters of Malaysian Cuisines (MOMC) in promoting the gastronomy segment. The second series of the Street Food Journey virtual adventure was broadcast live on MOMC's YouTube page and featured celebrities and social media influencers such as The Jetlag Warriors and Mark O'Dea.

In addition, Tourism Malaysia Sydney was active in conducting public relations activities on Travmedia. com, promoting scuba diving activities in Scuba Diver Magazine, organising publicity campaigns with Traveltalk Magazine and Travel Weekly and organising Malaysia Country Seminars in collaboration with the Country Women's Association of NSW & Queensland.





#### **AMERICAS MARKET**





Tourism Malaysia Los Angeles and Vancouver organised a #MalaysiaAwaitsYou webinar targeting the travel writing community in America and Canada to update them with information on Malaysia's tourism attractions. Other programmes included participation in the United States Tour Operators Association (USTOA) Bucket List Travel Bracket Sweepstakes from 11 to 13 March 2021 with scuba diving and snorkeling vacation offers in Malaysia.



In addition to organising a webinar with TPI Travel and Gala Holidays to promote tourism packages to Malaysia, collaborations were also established with the Malaysia Canada Business Council (MCBC) and the Pacific Asia Travel Association (PATA) New York Chapter to promote Malaysia Truly Asia AEROMEET 2021, a business-to-business (B2B) platform for Malaysian and American tourism industry players.

#### **EUROPEAN MARKET**



Digital promotions were also activated on the Travelzoo portal with a Buy One Get One Offer with a 50% Discount involving Malaysian travel packages from Sayang Holidays and Yampu Tours. The promotion was also offered on Travelpulse and GTT Weekly trade portals.

Tourism Malaysia Los Angeles also actively communicated the latest developments in Malaysia to 200 Mexican travel agents, particularly in Monterrey City, and participated in the Seatrade Global Conference in Miami to promote Malaysian cruise tourism. Meanwhile, participation in the Atlanta Travel & Adventure Show was also implemented involving the presence of approximately 3,000 visitors.

From 17 to 18 November 2021, Tourism Malaysia Los Angeles also participated in the DEMA Show, which is the largest trade event in the world for scuba diving, marine sports and travel.

#### RUSSIA

Tourism Malaysia Moscow participated in the Moscow International Travel & Tourism Exhibition (MITT) 2021 from 16 to 18 March 2021 at the Crocus Expo Centre, Moscow, Russia. Its participation in the largest tourism exhibition in the Russian market and the Commonwealth of Independent States (CIS) was an early effort to encourage tourism operators in the market to resume marketing tourism packages to Malaysia.

In addition, MITT 2021 was also a platform to promote the Langkawi International Travel Bubble in preparation for the reopening of the country's borders. Malaysia's participation was accompanied by four travel agencies; a total of eight meetings with Russian tour operators were arranged through business-to-business (B2B) sessions.

The opening of the Malaysia Pavilion was officiated by the Malaysian Ambassador to Russia, H.E. Dato' Bala Chandran Tharman. A total of 3,000 visitors visited the Tourism Malaysia booth, while two mini seminars were also organised. Malaysia's participation in MITT 2021 garnered media coverage in Berita Harian and New Straits Times with an estimated publicity value of RM35,900. In addition, publicity on social media achieved 14,151 reach and 3,834 engagements through posts on Facebook with an increase of 47 new followers throughout the duration of the programme.

#### UNITED KINGDOM

Tourism Malaysia London coordinated Malaysia's participation in World Travel Market (WTM) which took place from 1 to 3 November 2021 at ExCel London and 8 to 9 November 2021 virtually.

The participation this time was accompanied by 13 industry players from Malaysia consisting of Berjaya Hotel & Resort, Malaysia Airlines, Tourism Pahang, Panorama Destination Malaysia, Malai Adventures Sdn Bhd, Love Holiday Sdn Bhd, Asian Overland Services Tours, Mega Water Sports Sdn Bhd, Sabah Tourism Board, Tourism Melaka, The St Regis Langkawi and The Westin Langkawi Resort & Spa,





Bubu Resort, Perhentian Island Terengganu and Riyaz Hotels & Resorts.

Malaysia's participation for the 40th time in 2021 carried a strong message to promote Malaysia as a safe tourist destination after the pandemic. A total of 6,000 buyers pre-registered to participate in the event. Malaysia's participation in WTM London 2021 recorded 39 appointments with a sales value of RM779,000.

#### ITALY

Malaysia's tourism promotion activities in Italy received media coverage through the popular television programme, Kilimangiaro on the public television channel Radiotelevisione Italiana (Rai) 3. It was broadcast every Sunday from 24 January to 1 August 2021. Among the tourism products showcased in the six-minute documentary were the National Park and Penang.

The promotional programme, coordinated by Tourism Malaysia Paris, aimed to increase Malaysia's visibility in the Italian market and was watched by 1.8 million viewers with an estimated media publicity value of RM425,000.

In addition, Malaysia's tourism promotions also received media support from Dove and Telenova as

well as travel bloggers such as Andrea Petroni and Una Donna Al Contrario. A promotional campaign for the honeymoon segment was carried out digitally on www.matrimonio.com in November 2021 and was highlighted at the Milano Sposi Honeymoon Exhibition from 7 to 10 October 2021 to target high-spending tourists.

From 9 to 14 May 2021, Tourism Malaysia Paris participated in the Borsa Internazionale Del Turismo (BIT) trade fair virtually. In addition to the business-to-business (B2B) session, Malaysia's participation was joined by a total of 15 industry players. In total, through this participation, a total of 25 business meetings were arranged along with 11 media interviews which brought a media publicity value of RM72,500.







MARTEDÌ 27 APRILE alle 18 in diretta con Mattia e Guido @CHARMENOFF

#### GERMANY

Tourism Malaysia Frankfurt is responsible for overseeing the markets of Germany, Poland, Switzerland, the Czech Republic, Austria, Hungary and Slovakia, which together have a population of 165 million people. Throughout 2021, online tourism promotion activities were increased through several audio podcasts. The office also participated in a total of five virtual exhibitions in the form of businessto-business (B2B) and business-toconsumer (B2C) events and organised nine webinars and five roadshows involving PATA Roadshow in four cities in Germany (Cologne, Osnabrück, Oldenburg, Hamburg), PATA Asia Pacific Event and Travel Mart Berlin, National Day Reception in Warsaw, Poland, as well as Durian Festival in Berlin and Frankfurt.

In addition, Tourism Malaysia Frankfurt launched a B2B e-learning platform for trade partners from Poland and Hungary. It also brought together European industry players with Malaysian tourism industry players during Malaysia Truly Asia -Aeromeet 2021. All public relations activities throughout the year 2021 conducted under Tourism Malaysia Frankfurt achieved a media publicity value of RM29,260,640.

Tourism Malaysia Frankfurt was also active in updating the latest information including travel regulations set under the Langkawi International Travel Bubble to industry partners. Among the virtual tourism exhibitions it participated in were the world's largest tourism exhibitions - ITB Berlin Now 2021, Swiss Fair Land in Sicht, Holiday Fair Vienna and FVW Counter Days.

#### THE NETHERLANDS

Tourism Malaysia The Hague continued to promote Malaysia by maximising existing resources to restore tourist confidence and maintain Malaysia's visibility in the Benelux market. The first quarter of 2021 was more focused on meeting with the local industry including from Malaysia and planning promotional strategies with tourism industry partners consisting of tour operators, travel agents, airlines and the media. The main goal was to strengthen the industry network as well as increase awareness of Malaysia as a destination of choice for travelers.

For the second half of 2021, Tourism Malaysia The Hague focused on virtual conferences since many physical exhibitions were postponed and replaced with online events. Tourism Malaysia The Hague participated in Vakantiebeurs Online 2021 from 3 to 5 June 2021; it was the largest holiday exhibition in the Netherlands. The office also implemented an e-learning programme





#### TURKEY

Tourism Malaysia Istanbul participated in the Uzakrota Online Global Summit 2021 from 2 to 3 December 2021, a platform for tourism industry practitioners to interact and establish business relationships, especially in the tourism industry in Turkey. Apart from business-to-business (B2B) sessions, exhibitors and visitors had the opportunity to get the latest information on the tourism industry through seminars/forums held over two days.

Several industry players from Malaysia also participated in this event including Penang Global Tourism, Sabah Tourism Board, Sarawak Tourism Board, Banyan Tree Kuala Lumpur, Berjaya Hotels & Resorts, St. Regis & The Westin, Sunway Resort, Malai Adventure, Panorama Destinations and Menara Kuala Lumpur.

Uzakrota Global Summit attracted 21,000 registered visitors from all over the world and a total of 10,000 visitors attended the webinar session at the Tourism Malaysia Hall. Overall, the value of media publicity achieved through participation in this event was RM121,568.80.

involving travel agents, organised a digital Dutch Travel Congress which was held for the first time in Dutch, and held several series of virtual travel product update programmes for Benelux tour operators.

In addition, the announcement of the opening of the Langkawi Interntional Travel Bubble to tourism industry players such as airlines, travel agencies and the media was carried out through a series of briefings in the Netherlands on 23 November 2021 and in Belgium on 25 November 2021. The latest standard operating procedure (SOP) update was also shared with airlines and travel agencies in addition to continuous promotion on social media with the Malaysian Embassy in the Netherlands.

#### NORDIC, BALTIC AND BENELUX MARKET



Marketing representatives of Tourism Malaysia in the Nordic, Baltic and Benelux markets organised a total of five webinars to highlight the interesting tourist destinations in Malaysia in preparation for the reopening of the country's borders.

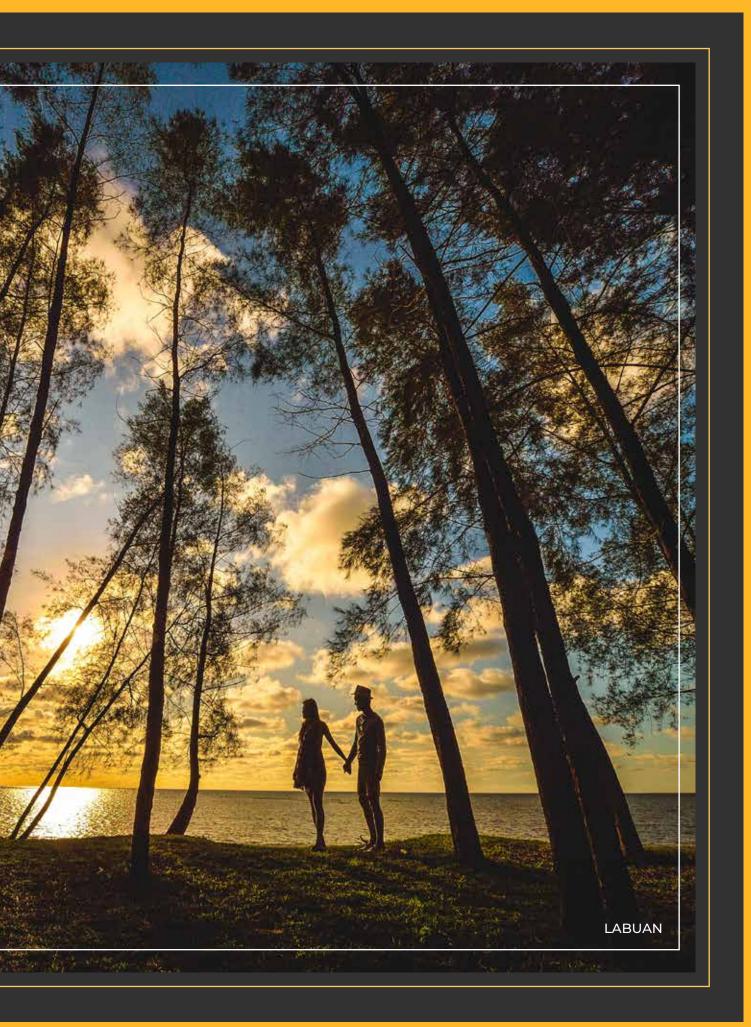
The programmes were organised via the Webinar Jam application from 9 September to 30 November with the participation of a total of 163 participants involving travel agencies from the Nordic market.

Among the Malaysian industry players who presented their tourism products were Sarawak Tourism Board, Penang Global Tourism, Sabah Tourism Board, LADA, Four Seasons Hotel Langkawi, Rawa Island Resort, ECHO Resorts and Japamala Resort Tioman.



## COMMUNICATIONS, MEDIA AND INDUSTRY RELATIONS

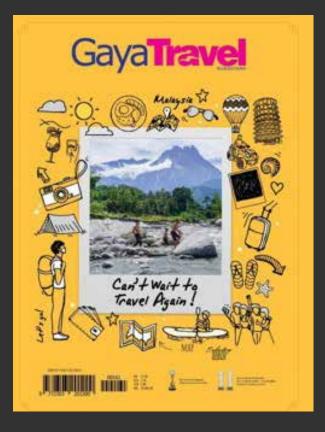


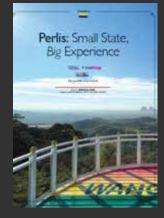


#### COOPERATION WITH TOURISM MEDIA AGENCIES

Under the Tourism Recovery Plan, Tourism Malaysia partnered with several local tourism media agencies as part of the Economic Stimulus Package (PRE) 1.0 to boost domestic tourism. The local tourism media agencies involved were Gaya Travel, Kaki Travel, Rileklah, Locco, Backpackerz and Borneo Talk.

The collaboration saw the publication of articles and social media postings on their respective platforms.







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Theme: Off-The-Beaten Track – Eco, culture, gastronomy and nature

#### Media platform

Magazine: Gaya Travel Magazine Facebook: Gaya Travel Magazine Instagram: gayatravel Twitter: gayatravel

#### Outcome

- 8 pages of tourism articles in Gaya Travel
   Magazine Vol. 16.1 (April)
- 2 Facebook postings
- 2 Instagram postings
- 2 Twitter threads
- Advertising Value Equivalency (AVE): RM43,500
- Magazine distribution: 10,000
- Social media reach: 139,551
- Publicity value: RM130,500



Theme: Tourism grant

#### Media platform

Website: https://verst.com.my/backpackerz/ Facebook: backpackerzmag

#### Outcome

- 6 articles uploaded
- 25 Facebook postings
- 11 Display Ads (Leaderboard, Pop Up and GDN Banner)
- Advertising Value Equivalency (AVE): RM31,800
- Social media reach: 947,297
- Publicity value: RM95,400



Theme: Safe, Secluded Sanctuaries in Malaysia

# BorneoTalk



#### Media platform

Magazine: Borneo Talk Website: Borneo Talk Facebook: Borneo Talk Instagram: Borneo Talk

#### Outcome

- 3 pages of tourism articles in the Borneo Talk Magazine Vol. 60 (April -June 2021)
- · 2 articles uploaded
- 2 Facebook postings
- 2 Instagram postings
- 3 Display Ads (Interactive Template and GDN Banner)
- 3 newsletter postings
- Advertising Value Equivalency (AVE): RM24,000
- Magazine distribution: 30,000
- Social media reach: 83,035
- Publicity value: RM72,000

# Riléklah

Theme: Hidden Gems

#### Media platform

Website: https://rileklah.com/ Facebook: https://www.facebook.com/officialrileklah Instagram: https://www.instagram.com/Officialrileklah/

#### Outcome

- 9 articles uploaded
- 9 Facebook postings
- 3 Display Ads (MREC Banner)
- Advertising Value Equivalency (AVE): RM136,740
- Social media reach: 3,674,145
- Publicity value: RM410,220





### LOCCO posted a video to playlist My 5 Senses - A Travel Documentary — in Kuala Lumpur, Malaysia. March 21 · Ø

Semarakkan deria pengembaraan anda bersama kami dalam ≢my5senses travelogue. Membawa anda mengimbau sejarah, mempelajari budaya dan adat resam, menikmati makanan tradisi serta meneroka keindahan flora & fauna Sarawak. Bumi Kenyalang.

#### PmySseniais Pouticutimalaysia Tourism Malaysia Tourism Malaysia Sarawak



LOCCO COMMY LOCCO Malaysia – Dont Just Travel, Travel Loccoly COCO Malaysia – Dont Just Travel, Travel Loccoly Amerityst Wings, Systimaz Bujang and 30 others 20 Comments 29 Shar



Theme: Local community #my5senses Sarawak

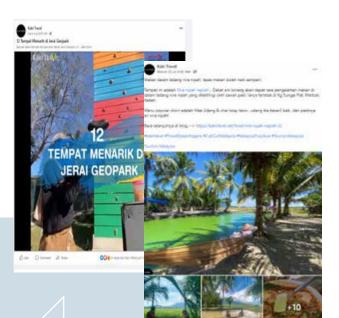
#### Media platform

YouTube: LOCCO MALAYSIA Facebook: LOCCO Instagram: LOCCO.MY Twitter: LOCCO\_MY Tiktok: LOCCO.MY

#### Outcome

- 2 YouTube videos
- 3 Facebook postings
- 15 Instagram postings
- 3 Twitter postings
- 8 TikTok videos
- Advertising Value Equivalency (AVE): RM26,700
- Social media reach: 296,109
- Publicity value: RM80,100





Theme: Rural tourism - Key products, gastronomy dan accommodation

#### Media platform

Website: https://www.kakitravel.net/ Facebook: https://www.facebook.com/kakitravel.net Instagram: https://www.instagram.com/kakitravelnet

#### Outcome

- 8 articles uploaded
- 8 Facebook postings
- 6 Facebook videos
- 8 Instagram postings
- Advertising Value Equivalency (AVE): RM34,700
- Social media reach: 3,302,562
- Publicity value: RM104,100

#### **CROSS PLATFORM PORTAL AND** SOCIAL MEDIA PROMOTION

In addition, under the Cross Platform Portal and Social Media Promotion category, a collaboration was also established with the Siakap Keli portal to promote cultural, heritage, ecotourism and gastronomy tourism through articles and postings on Facebook and Instagram.



Theme: Culture, heritage, ecotourism and gastronomy

#### Media platform

Website: https://siakapkeli.my/ Facebook: thesiakapkeli Instagram: siakapkeli

Siakap Keli 2, 2021 at 11:00 AM - @ Dah habis PKP nanti boleh la pergi. Mesti anak anak suka 😃 #cuticutimalaysia #malaysiatrulyasia

Irstaysafe IrKitaJagaKita #drear



...

7 Tempat Wajib Bawa Anak Ja Ilmu Lepas PKP Tamat Di KL



#### Outcome

- 2 articles uploaded
- 4 Facebook postings
- 6 Instagram postings
- Advertising Value Equivalency (AVE): RM45,617.00
- Social media reach: 3,088,235
- Publicity value: RM136,851

#### **EKSPRESI MEDIA LANGKAWI**

Tourism Malaysia brought a total of 12 media practitioners consisting of print media, electronic media and new media to participate in the Ekspresi Media Langkawi programme held from 11 to 14 October 2021.

The programme, a pilot project of the tourism bubble, aimed to publicise the readiness of Langkawi as a tourism destination in receiving the arrival of domestic tourists from 16 September 2021.

The programme achieved a social media reach of 1,100,702,309 with an estimated media publicity value amounting to RM245,840,440.91.







#### LABUAN GEOPARK MEDIA FAM TRIP

Tourism Malaysia brought a total of 12 new media practitioners consisting of bloggers, YouTubers and social media influencers on the Labuan Geopark Media Fam Trip which took place from 1 to 6 October 2021 in the Federal Territory of Labuan.

The programme organised by the Labuan Tourism Information Center (TIC) was one of the initiatives to stimulate and fuel domestic tourism in addition to promoting the latest geotourism destination after the recognition of Labuan as one of the National Geopark sites.

A total of 2,036,370 social media reach was achieved with an estimated media publicity value amounting to RM18,836.23.

## **EKSPRESI MEDIA - SOUTHERN HIDDEN GEMS**

Tourism Malaysia brought a total of 17 media practitioners consisting of print media, electronic media and new media on the Ekspresi Media -Southern Hidden Gems programme from 23 to 26 November 2021.

The sixth edition of the Ekspresi Media programme exposed participants to the experiential tourism products around the Muar, Batu Pahat and Segamat districts by focusing on the culture, heritage, food, homestay and agrotourism segments.

The total social media reach received was 18,389,918 with an estimated media publicity value of RM65,827,617.72.









## RAYA GETAWAY WITH TOURISM MALAYSIA

Tourism Malaysia brought a total of seven media practitioners including bloggers, YouTubers and social media influencers to join the Raya Getaway with Tourism Malaysia tour from 2 to 4 May 2021 to visit several interesting tourist locations in Kuala Lumpur.

The visit aimed to highlight the tourism experience of celebrating Ramadan and Syawal in the new norm, abiding by the standard operating procedures (SOP) as practised among local tourism industry operators.

The total reach achieved on social media was estimated to be 116,488 through postings on various platforms such as Facebook (13), Instagram (11), blogs (10), TikTok (2) and online portals (2).

#### **TELEVISION INTERVIEWS**

YBrs. Mr. Zulkifly Md Said was interviewed on the 60 Minit Bersama Ketua Pengarah Tourism Malaysia programme on TV Alhijrah on 5 January 2021 to discuss the topic of Hope for the Tourism Industry. The interview programme garnered approximately 500,000 views with an estimated media publicity value of RM450,000.

Meanwhile, on 17 December 2021, the Minister of Tourism, Arts and Culture, YB Dato' Sri Hajah Nancy Shukri was invited by TVS for an interview on Reinvigorating the Tourism, Arts and Culture Sector. The interview garnered approximately 50,000 views with an estimated media publicity value of RM114,000.





#### **TEGUH KITA**, MENANG BERSAMA **GELEMBUNG PELANCONGAN** LANGKAWI BERSAMA YB DATO' SRI HAJAH NANCY SHUKRI 2021 Solara Pro Midage TEGUH KITA, MENANG BERSAMA VIRTUAL TOURISM EXPO (VTE 2021) () Freeview rem ZULKFLY ND SAID 'JOM NGINAP' ROHIZAM MD YUSOF MALONA IN. 18 0 605 2421 DATIO DR AMBAAR AND GHUPAR OFferen CENTE C NUT. Filler ...... ---ISNIN, 11 JANUARI 2021 C SFineniew tvi MALAYSIA PERAK, FM 21 Disember 2021 11:30pagi Tajuk: Entopia Penang 2. 34 65

## INTERVIEWS ON RADIO TELEVISYEN MALAYSIA (RTM)

A total of 14 interview slots on RTM TV1's Selamat Pagi Malaysia programme were carried out with a record 800,000 views and a total media publicity value of RM420,000.

Among the topics featured were publicity announcements for Jom Cuti-Cuti Malaysia campaign (7 January 2021), Jom Nginap (11 January 2021), the Shop and Be Rewarded campaign (26 March 2021), Jom Dive! campaign (14 April 2021), Rural Tourism and Community Based Tourism (22 Nov 2021) and A Journey Awaits in Sarawak (31 Dec 2021).

Meanwhile, a total of 74 interview slots were carried out on the RTM radio station network such as Perak FM, Sabah FM, Kelantan FM, Kedah FM, Pahang FM, Johor FM with an estimated total media publicity value of RM1,480,000.

#### NEWSPAPER INTERVIEWS

Tourism Malaysia received numerous media coverage through interviews involving local and international media. Among the articles featuring Tourism Malaysia include:

- Giat Promosi Pelancongan Domestik in Harian Metro, 5 February 2021 with a media publicity value of RM129,000
- Kapsul Masa Kwai Chai Hong in Kosmo!, 11 January 2021 with a media publicity value of RM93,000
- Government in Talks to Form Travel Bubbles with China, Langkawi – Indonesia in The Edge, 1 to 7 March 2021 with a media publicity value of RM45,000
- Aviation Interview with Dato' Zainuddin Abdul Wahab in Airlink December Issue 2021 with a media publicity value of RM42,000







# MALAYSIAN JOURNALISM AWARDS 2021

Tourism Malaysia lent its support to the 40th Malaysian Journalism Awards 2021 organised by the Malaysian Press Institute (MPI) on 30 November 2021 in Kuala Lumpur. The ceremony honoured the national media by recognising the best journalistic works throughout 2021 through the Malaysian Journalism Prize.

It is hoped that Tourism Malaysia's contribution would further strengthen the existing relationship betweenTourism Malaysia and media practitioners as well as corporate and private bodies.

#### EXPERIENCE MALAYSIA E-NEWSLETTER

Tourism Malaysia published a total of 12 editions of the Experience Malaysia E-Newsletter which was sent to readers on a monthly basis throughout 2021. It is published with information on the latest developments of COVID-19 as well as articles related to tourism products and destinations. As of 31 December 2021, the total number of readers of the Experience Malaysia E-Newsletter stood at 21,299 subscribers from within and outside the country including Tourism Malaysia staff.

In addition, Tourism Malaysia also issued several advertorials in local newspapers and magazines such as New Straits Times, Sinar Harian, Borneo Talk, and Calibre which was distributed to 80,000 Public Mutual members.





OLIDAY RETURNS AS A YEAR-LONG AMPAIGN WITH NEW 'MALAYSIA IS A ABADISP' THEME

Starting 20 August 2021, the Malaysia behaved Charles Association (MCA) together with Tourism Malaysia are conducting a 52-week long campaign. Foldsty 20, until 19 August 2022 Industry players are given the platform to promote Malaysia's unique destinations and attractions every Friday, hom 8 pm. to 9 pm. through MLCA's Facebook Live. Mages-





DURISM MALAYSIA PROMOTE OMESTIC PACKAGES AND PRODUCT T VIRTUAL TOURISM EXPO 2021

Organised by the Digital Taivel Technology Association of Malaysia (DiTMA), the threeday event, VTE 2021, has offered seamless business-to-consumer (B2C) business-to-consumer (B2C) business-todaractive discourse with an extended validity period. Tourism Malaysia also provided a declared virtual booth for Langisau, athead of its reopening as a safe destination for tourism. Magesch



#### TOURISM MALAYSIA SOCIAL MEDIA

Tourism Malaysia established a strategic partnership with GoPro Malaysia through the production of five tourism videos under the Dream Malaysia campaign to introduce the hidden gems in Malaysia and boost domestic tourism.

Themed Experiential Adventure and showcasing Malaysian lifestyle and culture, the videos produced were posted on the Tourism Malaysia social media platform and the GoPro Southeast Asia social media network which has a total of 4.5 million followers. In fact, a Dream Malaysia video production competition was also conducted from 13 to 28 March 2021 and received more than 150 entries.

In addition, from 11 to 15 October 2021, Tourism Malaysia collaborated with YouTuber, Fikri Zamri, for the production of a promotional video related to Langkawi tourism products in conjunction with the authorisation of interstate activities throughout the country. The video produced was posted on Tourism Malaysia's YouTube channel and also his YouTube channel which had 147,000 subscribers.





Tourism Malaysia also collaborated with Motoaki Hara, a YouTuber from Japan who currently resides in Malaysia, to promote Ipoh and Kuala Kangsar from 11 to 16 November 2021. The promotional video produced will be posted on Aki From Japan's YouTube channel which has 115,000 subscribers and the Tourism Malaysia YouTube channel in January 2022.

In order to maintain the momentum of online tourism promotion, the Social Media Unit filmed several videos of touristic spots such as Jerantut, Kuala Lumpur, Selangor, Ipoh and Penang from March to October 2021. A series of online competitions were also organised to increase engagement with followers on social media; these included My Precious Malaysia, Viral Travel Crossword, Raya Gaya Anda, Best TravelGram Photo Contest and TM Rewind 2021 Contest.

Various types of information related to tourism were also shared on social media, including campaign and event promotion announcements.









MALAYSIA. 

# PATA BEYOND: TRAVEL RECOVERY SOLUTIONS 2021 (VIRTUAL)

Tourism Malaysia participated in PATA Beyond: Travel Recovery Solutions 2021 virtually from 8 to 11 February 2021. The programme brought together international tourism industry players specialising in offering digital tourism solutions during the COVID-19 pandemic.

A total of 578 delegates from 65 countries participated in this programme. There were also 39 exhibitors from 13 countries around the world.



zoom



# PATA BOARD MEETING APRIL 28, 2021 10 AM + 12:30 PM (GMT+7)

## PATA ANNUAL SUMMIT 2021 (VIRTUAL)

Tourism Malaysia participated in the PATA Annual Summit from 27 to 29 April 2021 virtually, which was attended by 3,321 participants from 91 countries. Themed Reflect, Reconnect, Revive, this annual programme saw YBhg. Datuk Musa Yusof, Deputy Director General (Promotion) of Tourism Malaysia taking part as one of the panelists in the PATA Youth Symposium 2021.

The PATA Board Meeting and the 70th Annual General Meeting also took place on 28 April 2021 and 29 April 2021, respectively. The recording of the PATA Annual Summit 2021 webinar can be viewed on the PATA TV YouTube channel.

# PATA ADVENTURE TRAVEL CONFERENCE & MART (ATCM) 2021

Tourism Malaysia participated in the PATA Adventure Travel Conference & Mart (ATCM) 2021 from 26 to 27 May 2021 which took place as a hybrid event. Malaysia's participation consisted of four state tourism bodies and six tourism industry players.

Each participant had the opportunity to showcase their respective tourism products on the virtual platform provided and attend business meeting sessions with international buyers. ATCM 2021 was attended by 60 buyers from 21 countries, 67 sellers from 12 countries and trade delegates.

Live @ The Haven

7 APRIL 202

PATA COLLEG

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10.30AM



PATA

2021



# PATA MALAYSIA CHAPTER INTERNATIONAL TOURISM VIRTUAL NETWORK: RANGE OVER PERAK 2021

Tourism Malaysia organised the PATA Malaysia Chapter International Tourism Virtual Network (ITVN): Range Over Perak on 7 April 2021 via a webinar attended by approximately 200 virtual and hybrid delegates with the presence of 35 participants from Tourism Perak.

YBhg. Datuk Musa Yusof, Deputy Director General (Promotion) of Tourism Malaysia, who was also the Chairman of PATA Malaysia Chapter (PMC) was selected to be one of the panelists for the programme.

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PATA COLLEGE

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### PATA TRAVEL MART 2021 (VIRTUAL)

Tourism Malaysia participated in PATA Travel Mart 2021 which took place virtually from 2 to 5 September 2021. The event was held in conjunction with the organisation of the Sichuan International Travel Expo held as a hybrid event in China. A total of 500 delegates from 69 countries participated in the tourism expo which also brought together 242 sellers from 30 countries and 163 buyers from 29 countries.

The Malaysian delegation, which was also accompanied by 14 local tourism industry players, participated in the exhibition as well as a businessto-business (B2B) session with international tourism industry players.





# PATA WELLNESS AND LUXURY TRAVEL CONFERENCE & MART 2021

Tourism Malaysia participated in the PATA Wellness and Luxury Travel Conference & Mart 2021 from 20 to 22 October 2022 which brought together international tourism industry players especially in the healthcare and luxury tourism segments.

This virtual participation provided exposure to the latest developments and new segments promoted by PATA with the involvement of 231 delegates from 38 countries.







# PATA DESTINATION MARKETING FORUM 2021

Malaysia's participation in the PATA Destination Marketing Forum 2021 which took place from 24 to 26 November 2021 was an opportunity to showcase Kuching, Sarawak as the host of this forum.

The programme brought together international tourism industry players with a total of 142 delegates from 25 countries. Various activities including tourism quizzes and trivia were held throughout the programme.

# TOURISM MALAYSIA NETWORKING PROGRAMME AND TOURISM PRODUCT AUDITS

Tourism Malaysia organised a Tourism Malaysia networking programme and tourism product audits to ensure the continuous good relations with industry players. The programme aimed to provide Tourism Malaysia officers with the exposure and knowledge about the latest and existing tourism products in each destination visited.

A total of three visits were held involving the Double Tree by Hilton Hotel, Putrajaya Lakeside on 7 October 2021, Kuala Selangor (20 to 21 October 2021) and Genting Highlands (17 to 18 November 2021) with the participation of a total of 58 Tourism Malaysia officers.

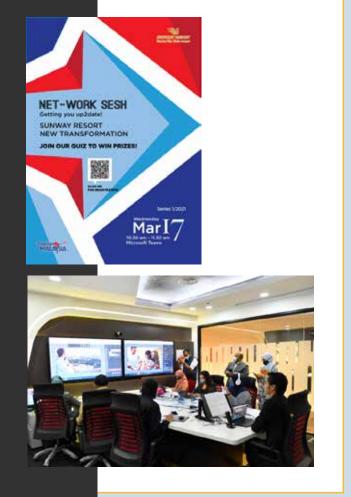




# NET-WORK SESH: GETTING YOU UP2DATE

Tourism Malaysia organised webinar sessions, Net-Work Sesh: Getting You Up2date, to establish good relations between industry players and officers from Tourism Malaysia in addition to introducing the latest tourism products.

A total of five Net-Work Sesh webinar sessions were held virtually involving Sunway City Kuala Lumpur on 17 March 2021, followed by Hilton Group (21 April 2021), Virtual Tour of Old Kuala Lumpur: East-West Connection (15 September 2021), Virtual Discovery of Melaka UNESCO Heritage Site (26 October 2021) and Genting Skyworlds Theme Park (11 November 2021).







# BRIEFING TO RESEARCH DIVISION OFFICERS, PRIME MINISTER'S OFFICE (PMO) AND INDUSTRY PLAYERS

Tourism Malaysia received a visit from 15 research officers from the Prime Minister's Office (PMO) on 5 April 2021. The visit was to inform PMO officers who will be stationed abroad about the function of Tourism Malaysia as a national tourism promotion agency.

In addition, throughout 2021, Tourism Malaysia officers also delivered 87 briefing sessions to industry players involving tour guide courses, Travel & Tours Enhancement Course (TTEC) and Travel & Tours Management Course (TTMC).

#### SEMINAR ON DEKAD BAHASA KEBANGSAAN 2021

Dekad Bahasa Kebangsaan is MOTAC's annual programme to revitalise linguistic activities and celebrate the Malay language as the national language. Accordingly, on 28 October 2021, Tourism Malaysia organised the Seminar Bahasa Jiwa Bangsa in conjunction with the celebration of the Dekad Bahasa Kebangsaan 2021.

The seminar entitled Erti Bahasa Jiwa Bangsa dalam Pembinaan dan Peneguhan Jati Diri was attended by 53 participants and delivered by YBhg. Prof. Datuk Seri Dr. Awang Sariyan, Director of Institut Alam dan Tamadun Melayu (ATMA), Universiti Kebangsaan Malaysia (UKM).





# INDUSTRY DEVELOPMENT



### TOURISM, ARTS AND CULTURE SUPPORT GRANT (GSPSB)

The Ministry of Tourism, Arts and Culture Malaysia (MOTAC) through Tourism Malaysia continued the awarding of the Tourism, Arts and Culture Support Grant (GSPSB) which was suspended in 2020 following the enforcement of the Movement Control Order (MCO) starting 18 March 2020. It was a measure to restore the industry affected by the spread of the COVID-19 pandemic. GSPSB is a one-off allocation under the purview of MOTAC with a current allocation of RM24 million out of a total allocation worth RM30 million in 2020. This grant was reactivated on 9 April 2021 to provide support and incentive assistance to the private sector, associations/ non-profit organisations government (NGOs) as well as industry players to ensure that the tourism, arts and culture sectors continue to be competitive in addition to promoting Malaysia as a safe destination to visit.

#### **GSPSB PERFORMANCE 2021**

Beginning from 9 April until October 2021, the GSPSB secretariat received a total of 206 applications that included tourism, arts and culture programmes/events to be organised physically and online.

The GSPSB 2021 application summary is as follows:

NO.	ІТЕМ	NUMBER OF APPLICATIONS
01.	Approved programmes/events (finalised by MOTAC Secretary General)	50
02.	Applications that were not eligible (rejected)	128
03.	Withdrawal/cancellation by applicant	28
	TOTAL	206

For the 50 programmes/events that were approved in 2021, the total commitment allocated was RM5,751,000.00.

However, out of the 50 programmes/events approved, only 29 were successfully implemented in 2021 due to several factors including not getting the approval of the National Security Council (MKN) or the Ministry of Health Malaysia (KKM).

Therefore, for the organisation of these 29 programmes/events, the total commitment in 2021 was RM3,636,000.00 with the remaining allocation amounting to RM20,364,000.00.

## MALAYSIA TOURISM PROMOTION FUND (GAMELAN) 2021

The Ministry of Tourism, Arts and Culture Malaysia (MOTAC) through Tourism Malaysia continued to provide the Malaysian Tourism Promotion Fund (GAMELAN) to finance the local and international participation of industry players in the promotion and marketing campaign of the tourism sector to increase the number of tourist arrivals to Malaysia and boost the domestic tourism sector.

GAMELAN which was introduced on 9 July 2019 with an allocation of RM5 million was postponed in 2020 due to the implementation of the Movement Control Order (MCO) starting 18 March 2020.

GAMELAN is a one-off allocation under the purview of MOTAC with a current allocation of RM3,086,180 in 2020 for the use of participation in the promotion and marketing campaign of the tourism sector throughout 2021.

#### **GAMELAN PERFORMANCE 2021**

The grant was reactivated on 4 March 2021, and until November 2021, the GAMELAN secretariat received a total of 286 applications for participation in various promotional and marketing campaigns/programmes of the tourism sector either physically or online.

The summary of the GAMELAN 2021 application is as follows:

NO.	ITEM	NUMBER OF APPLICATIONS
01.	Approved applications	243
02.	Applications that were not eligible (rejected)	43
	TOTAL	286

For the 243 applications that were approved in 2021, the total commitment was RM1,169,458.81 with a remaining allocation of 1,916,722.02.



### MALAYSIA TOURISM AND CULTURE AMBASSADORS

The Malaysia Tourism and Culture Ambassador Programme is one of the initiatives of the Ministry of Tourism, Arts and Culture (MOTAC) through Tourism Malaysia that gets Malaysians as well as influential and well-known residents in the field of tourism and culture to jointly help promote the Malaysian brand through their network of business contacts domestically and abroad.

This programme was first introduced in 2009. In 2021, a total of three personalities were appointed to raise the country's tourism profile at the international level. These individuals were selected from among well-known and outstanding personalities in their respective markets, specifically to help Tourism Malaysia achieve its founding objective of making Malaysia a preferred tourist destination in the region.

The appointment of the Malaysian Tourism Ambassador is on the basis of serving the country and volunteering for the benefit of the national tourism industry. Therefore, no appearance fee, honorarium or allowance is given to the ambassador during the appointment period. The appointment and termination of an ambassador is for a period of one or two years and can be renewed subject to the requirements and approval of the Minister of Tourism, Arts and Culture on the advice of Tourism Malaysia. Dato' Haji Chef Ismail Ahmad MARKET: GASTRONOMY

Datuk Lee Jin Bok MARKET : KOREA



Khabir Khan Mohamad Reaz MARKET: UNITED KINGDOM AND UNITED STATES

# PROMOTIONAL SUPPORT



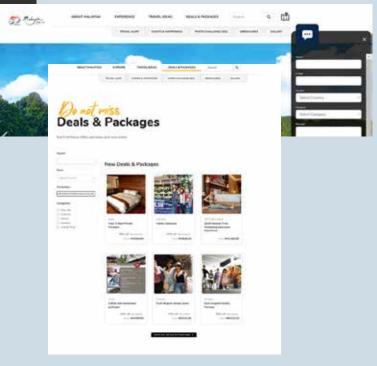
## PROMOTION OF TOURISM PACKAGES ON MALAYSIA.TRAVEL

Tourism Malaysia made improvements to the Deals & Packages platform on the malaysia. travel website to help industry players promote travel packages and attractive offers for free. Product owners as well as travel agencies, hotels, restaurants and spas only needed to register an account before the package promotions were uploaded on https://deals.malaysia.travel after going through a verification process.

A total of 768 tourism industry players including 185 registered travel agencies took advantage of this platform to promote 984 travel packages as well as 841 other offers throughout 2021. The portal was also used as the official platform to promote the Holiday Packages for Civil Servants and Government Pensioners campaign.

Through this platform, industry players were able to see a report on the number of views for each package/offer displayed, while the general public were able to obtain the special offers without any registration required. In fact, the malaysia. travel website was also improved with a live chat service for users.





#### **EVENT MANAGEMENT SYSTEM**

Tourism Malaysia utilised an Event Management System to manage the implementation of activities and events throughout 2021, from email invitations and registration of participants online to the check-in process on the day of the event.

The system is accessible by the organiser anytime and anywhere via a smartphone, enabling them to be updated of the registration status of participants. Organisers may choose to send reminder emails based on the current invitation status. Also equipped is a participant check-in function through a mobile application that facilitates attendance registration to be recorded more systematically.

In addition, the system also offers the convenience of purchasing tickets via online payment. A total of 14 programmes in 2021 were organised using this system.



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## LAUNCH OF INTERACTIVE DIGITAL BROCHURES TOURISM MALAYSIA

Tourism Malaysia launched the Interactive Digital Brochures, a microsite that rebrands the digitalisation of Tourism Malaysia brochures through interactive navigation at ebrochures. malaysia.travel.

Launched on 20 April 2021 by YB Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture, five of the most popular Tourism Malaysia digital brochures were uploaded on the site, namely Malaysia Travel Guide, Kuala Lumpur the Dazzling Capital City, Langkawi the Jewel of Kedah, Islands and Beaches, and Adventures with Nature.

Unlike the publication of e-brochures in pdf format that can only be downloaded and printed, the brand new digital version of the brochures on the site combines various multimedia elements such as text, audio, graphics, animation and video for more effective information delivery.

The site is user-friendly and highly responsive, making it easier for people to access the brochure through mobile devices such as smartphones, tablets or laptops. The content of the digital brochures can also be shared through various other applications such as Facebook, Twitter, WhatsApp and even email. In addition to using Google Analytics and featuring search engine optimization for wider reach, the site is also specially designed with a modern and more stylish display and can be updated immediately.

The launch of the Interactive Digital Brochures is in line with efforts to intensify the digitisation of tourism to reinvigorate the tourism industry as outlined under the National Tourism Policy (DPN) 2020-2030.

#### PUBLICATION OF THE 2021 TOURISM MALAYSIA CALENDAR



The publication of the 2021 Calendar – Dive Into Your Dream – Malaysia 365 Days produced by Tourism Malaysia received recognition from the Pacific Asia Travel Association (PATA) through the PATA Gold Awards 2021 under the Print Marketing Campaign category. The award ceremony took place virtually on 8 September 2021.

With the theme of beautiful nature, the idea of the publication was to inspire consumers to plan their next vacation in a rarely explored destination in the country, far from the hustle and bustle of the city.

The production of the calendar manifests Tourism Malaysia's efforts in adapting the digitisation of tourism by incorporating QR code elements that connect users to article links in addition to the option to download pictures of interesting destinations by month to be used as desktop wallpapers, posters or wall calendars.







#### MEET THE CUSTOMERS DAY

Tourism Malaysia organised a Meet The Customers Day from 11 to 12 December 2021 at the Tourism Malaysia Brochure Distribution Centre in Bangi. The programme attracted the presence of industry players consisting of hotels, travel agencies and tourism product operators including representatives of schools and higher learning institutions. The distribution of Tourism Malaysia collateral materials to visitors was also held as follows:

NO.	SOUVENIR	ESTIMATED BALANCE BEFORE HARI BERTEMU PELANGGAN	QUANTITIES DISTRIBUTED	PERCENTAGE OF ITEMS DISTRIBUTED
01.	Lapel Pin VM2020	54,600	51,000	93%
02.	Non Woven Bag VM2020 (black)	10,620	10,620	100%
03.	Sticky Note VM2020	4,725	4,725	100%
04.	Paper Bag VM2020	36,000	14,700	41%
05.	Button Badge VM2020	6,000	5,500	92%
06.	Media Kit Folder VM2020	6,000	6,000	100%
07.	X-Stand Bunting	3,600	1,350	38%
08.	5 Types of Posters VM2020	2,960	2,960	100%
09.	Hanging Mobile VM2020	6,700	788	12%
10.	Mobile Standee VM2020	2,800	1,400	50%
11.	Flagline VM2020	6,000	5,500	92%

## TOURISM MALAYSIA RESOURCE CENTRE

The Tourism Malaysia Resource Centre gathers a variety of tourism-related information and reference materials that are mostly made available to the general public including students and researchers. Among the documents stored in this resource centre include research studies, survey findings, statistical data and market intelligence. Most publications are the intellectual property of Tourism Malaysia.

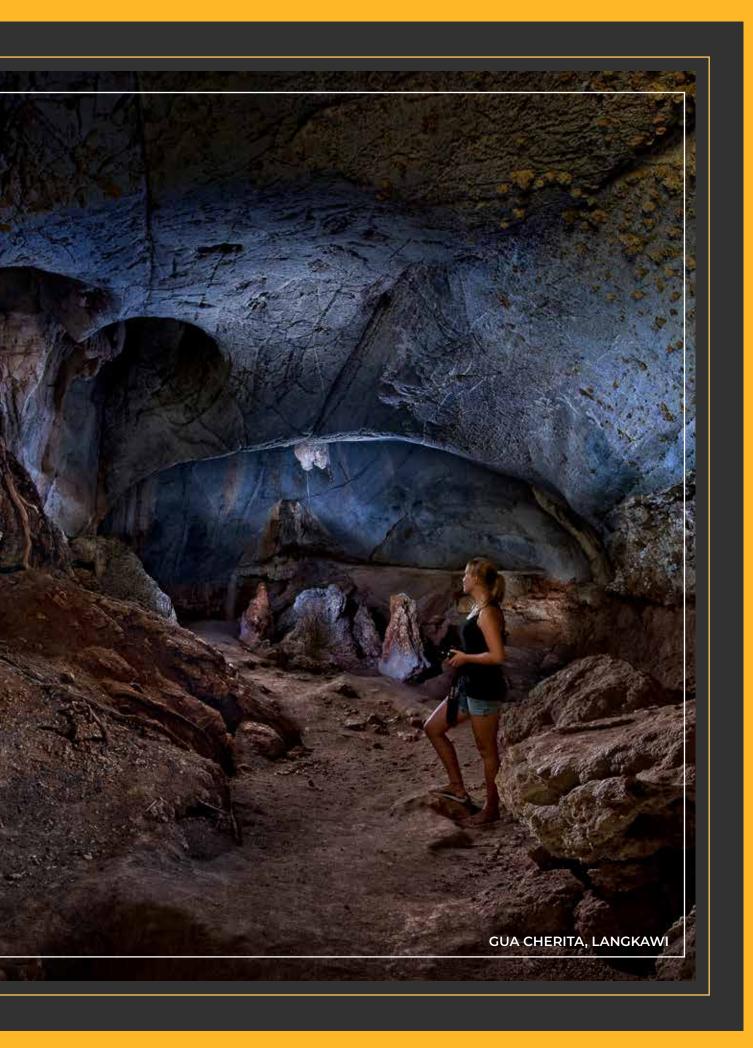
In 2021, the Tourism Malaysia Resource Centre received a total of 129 serial publications in addition to continuing its subscription to online tourism databases including PASSPORT: Travel & Tourism and Fitch Connect.



Besides being equipped with various facilities such as Linguaphone learning sets for the learning of foreign languages, the Tourism Malaysia Resource Centre also uses the Integrated Library Management Utility (ILMU) system, WebOPAC and WebInfoline for the purposes of document cataloguing and digitisation.

# HUMAN RESOURCES AND ADMINISTRATION





# MEMORANDUM OF COOPERATION BETWEEN TOURISM MALAYSIA AND UMT

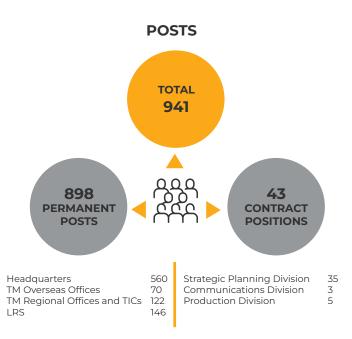
Tourism Malaysia signed a memorandum of cooperation (MoC) with Universiti Malaysia Terengganu (UMT) on 16 November 2021 aimed at developing professional and academic training programmes as well as sharing expertise including joint research studies in tourism-related fields.

With the signing of the MoC, the industry and academic relationship between UMT and Tourism Malaysia can continue to be strengthened through participation in tourism and community activities including volunteerism, education and potential collaboration that can benefit both parties.

The memorandum was signed by UMT Vice Chancellor, Prof. Dr. Mazlan Abdul Ghaffar, and Director General of Tourism Malaysia, Dato' Hj. Zainuddin Abdul Wahab, at the UMT Strategic Communication Centre, Putrajaya, and witnessed by the Dean of the UMT Faculty of Business, Economics and Social Development, Prof. Dr. Mohd Shaladdin Muda and Director of the Tourism Malaysia Administration Division, Mr. Saidi Bundan.







# APPOINTMENTS, RETIREMENTS & PROMOTIONS

In 2021, there were a total of 941 posts at Tourism Malaysia including 560 staff at the headquarters, 122 at the Regional Offices and Tourism Information Centres (TIC) and 70 at the Tourism Malaysia Overseas Office as well as 146 Locally Recruited Staff (LRS).

Six new appointments were made involving permanent officers, three contract officers and 12 MySTEP Personnel. A total of 17 Tourism Malaysia staff retired in 2021. Of that number, seven staff underwent compulsory retirement, five opted for optional retirement and five went for issued pensions. A total of 145 officers and staff of Tourism Malaysia were promoted.

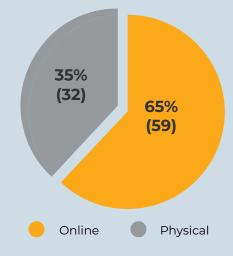
#### HUMAN CAPITAL DEVELOPMENT

The development of quality human capital is the core of integrity and is an important element in achieving the organisation's mission as well as public service in general. Accordingly, the staff of Tourism Malaysia are instilled with the spirit of continuous learning in various fields to improve their efficiency through training, upskilling and the cultivation of noble values.

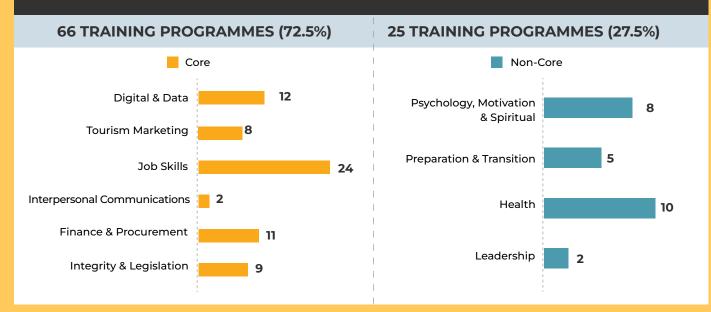
The total number of training hours set by the Ministry of Tourism, Arts and Culture for Tourism Malaysia officers and staff for 2021 is 5 days.

Throughout 2021, a total of 91 programmes were organised involving 59 trainings carried out online while another 32 were held face-to-face. Of these, 66 training programmes involved the core category while another 25 were non-core training programmes as follows:

#### MEDIUMS THE PROGRAMMES WERE IMPLEMENTED (91 PROGRAMMES)



#### **TRAINING PROGRAMME ACHIEVEMENTS (JANUARY TO DECEMBER 2021)**



# EXCELLENT SERVICE AWARD AND TOURISM MALAYSIA MANAGEMENT SPECIAL AWARD PRESENTATION CEREMONY

Tourism Malaysia recognised 64 Excellent Service Award recipients and another 64 Management Special Award recipients for the year 2019 in a simple celebration held over four sessions that complied with the standard operating procedures (SOP).

The ceremony was held on 27 and 28 April 2021 at the Tourism Malaysia Media Room and was attended by Tourism Malaysia's top management.

The purpose of organising the event was to appreciate the contributions and commitment of officers and staff who had served with excellence throughout their service in Tourism Malaysia.







#### **RETIREMENT CEREMONY 2021**

Tourism Malaysia acknowledged 11 staff who underwent compulsory and optional retirement from January to October 2021 through the organisation of three faceto-face ceremonies in accordance to the Malaysian Treasury Circular WP 5.2.

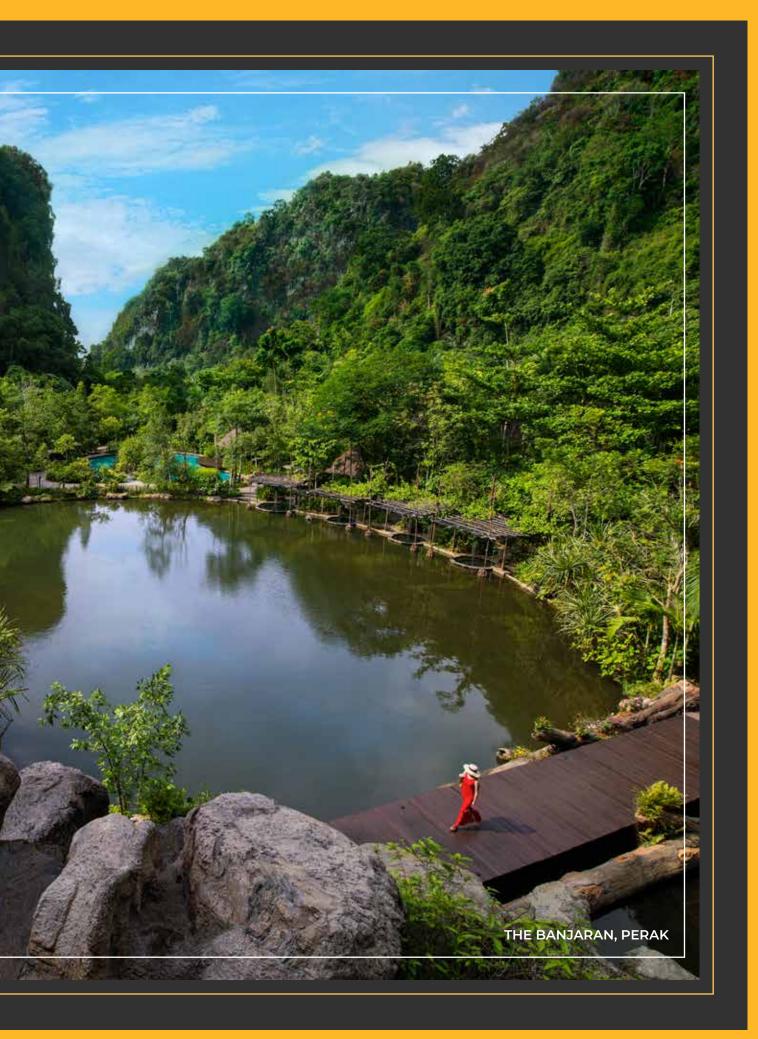
The ceremony was held at the Media Room, Tourism Malaysia and was attended by the top management of Tourism Malaysia.







# STATEMENT OF CORPORATE GOVERNANCE



# STATEMENT OF CORPORATE GOVERNANCE

In accordance with General Circular No. 3 of 1998 (SPA 3/98) (Guidelines on the Role and Responsibilities of Ministries, Boards of Directors and Chief Executives in the Management of Federal Statutory Bodies) para 5.17, the Board's Audit Committee is responsible for the following matters:

- a. Reviewing and approving the Annual Audit Plan to ensure the adequacy of the audit scope and overall coverage of Tourism Malaysia's activities
- b. Reviewing the reports of the Internal Auditors and External Auditors
- c. Performing its role to review the effectiveness and capability of the control system from within
- d. Monitoring corrective actions taken on outstanding audit issues to ensure key risks and control weaknesses are addressed appropriately

As per SPA 3/98, the Audit Committee may consist of three to five members comprising Non-Executive Board Members. In 2021, the composition of the Tourism Malaysia Audit Committee is as follows:

#### Chairman

YBhg. Dato' Anthony Firdauz Bujang

#### Members:

- a) YM Dato' Seri Tengku Dr. Zainal Adlin Tengku Mahamood
- b) Mr. Mohd Zamri Mat Zain
- c) Mr. Ibrahim Abdullah
- d) Mr. Uzaidi Udanis

According to SPA 3/98, the Tourism Malaysia Audit Committee is required to meet four times a year. Although faced with the pandemic situation in 2021, the Tourism Malaysia Audit Committee successfully met six times, namely for the Tourism Malaysia Audit Committee Meetings No. 1 until No. 4 and two Special Meetings of the LPPM Audit Committee as follows:

AUDIT COMMITTEE MEETING	DATE	ATTENDANCE	
No. 1/2021 (Virtual)	16 February 2021	1. YBhg. Dato' Anthony @ Firdauz Bujang 2. YM Dato' Seri Tengku Dr. Zainal Adlin Tengku Mahamood	3. Mr. Mohd Zamri Mat Zain 4. Mr. Ibrahim Abdullah 5. Mr. Uzaidi Udanis
Special Meeting No. 1/2021 (Virtual)	2 April 2021	1. YBhg. Dato' Anthony @ Firdauz Bujang 2. YM Dato' Seri Tengku Dr. Zainal Adlin Tengku Mahamood	3. Mr. Mohd Zamri Mat Zain 4. Mr. Uzaidi Udanis
No. 2/2021 (Virtual)	21 May 2021	1. YBhg. Dato' Anthony @ Firdauz Bujang 2. YM Dato' Seri Tengku Dr. Zainal Adlin Tengku Mahamood	3. Mr. Mohd Zamri Mat Zain 4. Mr. Ibrahim Abdullah 5. Mr. Uzaidi Udanis
Special Meeting No. 2/2021 (Virtual)	12 July 2021	1. YBhg. Dato' Anthony @ Firdauz Bujang 2. Mr. Mohd Zamri Mat Zain	3. Mr. Ibrahim Abdullah 4. Mr. Uzaidi Udanis
No. 3/2021 (Virtual)	21 September 2021	1. YBhg. Dato' Anthony @ Firdauz Bujang 2. YM Dato' Seri Tengku Dr. Zainal Adlin Tengku Mahamood	3. Mr. Ibrahim Abdullah 4. Mr. Uzaidi Udanis
No. 4/2021 (Physical)	22 November 2021	1. YBhg. Dato' Anthony @ Firdauz Bujang 2. YM Dato' Seri Tengku Dr. Zainal Adlin Tengku Mahamood	3. Mr. Mohd Zamri Mat Zain 4. Mr. Ibrahim Abdullah

# STATEMENT OF INTERNAL CONTROL

The Internal Audit Unit performs its duties transparently by providing advisory services to the Tourism Malaysia Management to improve the level of compliance with laws, regulations and procedures in force. In addition, the Internal Audit Unit also takes a systematic and disciplined approach to enhance the effectiveness of risk management, internal control and governance processes.

#### FREEDOM AND OBJECTIVITY

The Head of Internal Audit is responsible for reporting audit activities to the Tourism Malaysia Audit Committee while reporting audit activities administratively to the Director General. The Tourism Malaysia Annual Audit Plan is independent from any influence in determining the scope of the audit, the execution of work, and the reporting of audit results.

#### **SCOPE OF WORK**

In accordance with the General Circular No. 3 of 1998 (SPA 3/98) Item 7, the Internal Audit Unit is responsible for carrying out the duties of Financial Management Audit and Performance Management Audit with the following terms of reference:

a) Reviewing the organisation within a specified period to determine whether the functions of planning, supervision, direction, and control based on management policies, instructions and rules have been implemented effectively in line with the objectives and good management practices

b) Determining the reliability and effectiveness of internal control systems and operational supervision

c) Reviewing the accuracy and validity of financial information and identifying ways to measure, classify and report information

d) Reviewing existing systems to ensure that they are in line with the policies and regulations in force and are complied with by the organisation

e) Evaluating the benefits and effectiveness of the use of available resources, identifying opportunities to increase the use of resources, and suggesting ways to overcome related problems

f) Ensuring the programmes/activities/ projects are managed efficiently, prudently and effectively by conducting performance audits

 g) Involvement as an observer in management committees established to improve Tourism Malaysia's financial management and accountability performance

 Implementation of special investigations upon instruction of the Tourism Malaysia Board of Directors, the Audit Committee and Top Management

i) Discussing issues raised either by the National Audit Department, the Internal Audit Unit of the Ministry of Tourism, Arts and Culture (MOTAC), or private audit firms appointed by the National Audit Department.

### INTERNAL AUDIT UNIT HUMAN RESOURCES

As of 31 December 2021, the Internal Audit Unit has been approved with six posts comprising two Management and Professional posts, three Executive posts, and one Clerical post.

#### **AUDIT PROGRAMMES IN 2021**

The Audit Plan for 2021, approved by the Tourism Malaysia Audit Committee at the Tourism Malaysia Audit Committee Meeting No. 3/2020 on 16 December 2020, took into account the global crisis of COVID-19 pandemic and the security measures that were set by the government. Therefore, the Financial Management Audit (Compliance) of the Tourism Malaysia Overseas Offices could not be carried out following the government's decision to close the country's borders. Performance Audits were also not implemented in 2021 so that focus could be given to the early preparations for the upcoming Federal Statutory Body (BBP) Accountability Index (AI) audit.

In addition, the Internal Audit Unit also received a mandate (144th LPPM Board of Directors Meeting (No. 2/2021) on 8 April 2021 to carry out a special audit on the purchase of a three-storey office lot in Kuala Perlis.

The list of programmes implemented for 2021 are as follows:

OFFICE	TYPE OF AUDIT	IMPLEMENTATION SCHEDULE
Tourism Malaysia Southern Region (Hybrid)	Financial Management	January to March 2021
Tourism Malaysia Northern Region (Hybrid)	Financial Management	June to August 2021
Accountability Index – Movable Assets and Office Vehicle	Special Financial Management (Compliance)	19 April to 30 August 2021
Accountability Index – Receipts	Special Financial Management (Compliance)	September to December 2021
Special audit on the purchase of a three-storey office lot in Kuala Perlis	Ad-hoc	May to June 2021



# EXTERNAL AUDIT PROGRAMMES FOR 2021

No external audits were conducted on Tourism Malaysia by the National Audit Department or MOTAC in 2021.

### TRAINING

In 2021, Tourism Malaysia Audit Committee Members and Internal Audit Unit officers attended several virtual training programmes and seminars organised by the Malaysian Institute of Accountants (MIA) and Public Sector e-Learning (EPSA) as follows:-

a) Malaysian Institute of Accountants (MIA) Town Hall 2021 (26 January 2021)

b) Risk Audit Approach of Financial Audit (RAAFA)(18 February 2021)

c) Audit Committee Conference 2021 (15 to 16 March 2021)

d) Virtual MIA International Accountants Conference 2021 (8 to 10 June 2021)

e) Webinar A Complete Toolkit for Malaysia PublicSector Accounting Standard (MPSAS) (12 to 13 October2021)

f) Webinar MPSAS Insights 2021 Unveiled Intangible Assets (4 to 5 October 2021)

## FUNCTIONS OF THE INTEGRITY UNIT

- i. To ensure good governance is implemented in accordance with the rules set
- ii. To ensure the cultivation, institutionalisation and implementation of integrity in the organisation
- iii. To detect and confirm complaints of criminal misconduct as well as violations of the code of conduct and ethics of the organisation and ensure action is taken
- iv. To receive and act on complaints/information on criminal misconduct and violations of the code of conduct and ethics
- v. To report criminal misconduct to the responsible enforcement agency
- vi. To perform the functions of the Secretariat of the Disciplinary Board, the Anti-Corruption Committee Meeting and the Organisational Anti-Corruption Plan (OACP) Development Committee Meeting.



### INTEGRITY UNIT MAIN PROGRAMMES

### CORRUPTION RISK MANAGEMENT WORKSHOP

The workshop was held virtually on 6, 7, 13 and 14 September 2021 and was attended by 25 Tourism Malaysia officials. The aim of the workshop was to produce a systematic risk management plan that would nurture good governance to reduce the chance of corruption, abuse of power and misappropriation in Tourism Malaysia.

The findings of this workshop also helped to identify the weaknesses of the existing internal control structure and propose a framework to identify the causes of risk and anti-corruption activities in Tourism Malaysia.

In total, 33 risks were identified. This risk assessment and rating was divided into 15 high-level risks, 14 significant-level risks and 4 medium-level risks. Risk categories involved aspects of governance, operations, security, finance, procurement, human resources and administration (refer to Table 1). The list of risks served as a guide towards the preparation of the Tourism Malaysia Organisational Anti-Corruption Plan.

RISK CATEGORY	RISK LEVEL			
	нісн	SIGNIFICANT	MEDIUM	TOTAL
GOVERNANCE	0	4	3	7
OPERATIONS	4	1	1	6
SECURITY	4	2	0	6
FINANCE	3	3	0	6
PROCUREMENT	2	1	0	3
HUMAN RESOURCE	1	2	0	3
ADMINISTRATION	1	1	0	2
TOTAL	15	14	4	33



### ORGANISATIONAL ANTI-CORRUPTION PLAN (OACP) DEVELOPMENT WORKSHOP

The workshop was organised on 13 to 15 December 2021 at Dorsett Hotel Putrajaya and was attended by a total of 19 Tourism Malaysia officials. The organisation of the workshop was in line with the mandatory initiative of the development of Tourism Malaysia's Organisational Anti-Corruption Plan (OACP) and in accordance with the development of the National Anti-Corruption Plan.

The workshop was successful in proposing strategies and action plans to deal with risk, governance, integrity and corruption in Tourism Malaysia. Basically, the proposed OACP Tourism Malaysia framework 2022 to 2026 listed three priority areas and seven strategies as follows:



TOURISM MALAYSIA OACP PRIORITY AREAS	STRATEGY
Tourism Destination Promotion and Tourism Package/ Product Development	<ul> <li>Strengthen the promotion of tourist destinations</li> <li>Improve the quality of tourism packages/products</li> </ul>
Organisational Governance and Human Capital Integrity Management	<ul> <li>Empower governance and human capital</li> <li>Cultivate organisational integrity and good values</li> </ul>
Finance, Procurement and Department Records Management	<ul> <li>i. Improve the effectiveness of financial management</li> <li>ii. Strengthen transparency of procurement processes</li> <li>iii. Strengthen the effectiveness of record security and asset management</li> </ul>

#### DISCIPLINARY AND APPEALS **COMMITTEE MEETINGS 2021**

TYPE OF COMMITTEE	ATTENDANCE OF BOARD MEMBERS
Disciplinary Committee No. 1/2021	1. Mr. Ibrahim Abdullah 2. Mr. Uzaidi Udanis
Disciplinary Committee No. 2/2021	1. YBhg. Dato' Sri Khairul Dzaimee Daud 2. Mr. Riad Asmat
Disciplinary Committee No. 3/2021	1. Mr. Uzaidi Udanis 2. Mr. Riad Asmat
Disciplinary Committee No. 4/2021	<ol> <li>YM Dato' Seri Dr. Tengku Zainal Adlin Tengku Mahamood</li> <li>Mr. Uzaidi Udanis</li> </ol>
Disciplinary Committee No. 5/2021	1. YBhg. Dato' Sri Khairul Dzaimee Daud 2. Mr. Uzaidi Udanis
Disciplinary Committee No. 6/2021	<ol> <li>YM Dato' Seri Dr. Tengku Zainal Adlin Tengku Mahamood</li> <li>Mr. Riad Asmat</li> </ol>
TYPE OF COMMITTEE	ATTENDANCE OF BOARD MEMBERS
Disciplinary Appeals Committee - No. 1/2021	1. Mr. Izham Ismail 2. Mr. Uzaidi Udanis
Disciplinary Appeals Committee - No. 2/2021	1. YBhg. Dato' Sri Khairul Dzaimee Daud 2. Mr. Riad Asmat
Disciplinary Appeals Committee - No. 3/2021	1. Mr. Uzaidi Udanis 2. Mr. Riad Asmat
Disciplinary Appeals Committee - No. 4/2021	1. YBhg. Dato' Sri Khairul Dzaimee Daud 2. Mr. Izham Ismail



# AWARDS & RECOGNITIONS

- Tourism Malaysia's tourism promotion video titled "Amazing" won "The Special Award for Best Camerawork" in the Tourism & Travel Media Awards category at the 21st WorldMediaFestivals based in Hamburg, Germany.
- Tourism Malaysia was named the "World's Leading Country Tourism Board" at the Uzakrota Global Travel Awards organised by the Uzakrota Travel Summit at Madame Tussauds Museum in Istanbul, Turkey.
- Tourism Malaysia won the "Most Exemplary Tourism Authority Award" at the Arabian Travel Awards organised by Durga Das Publications in the United Arab Emirates (UAE).
- Tourism Malaysia was named "National Organisation of the Year" for the second time at the Indonesia Travel & Tourism Awards (ITTA) 2021/22 organised by the ITTA Foundation in Jakarta, Indonesia.
- Tourism Malaysia was recognised as "The Leading Foreign Tourism Office" at the inaugural Lake Toba Tourism Awards 2021 organised by the ITTA Foundation in Medan, Indonesia.
- Tourism Malaysia received the "International Film Location & Golf Tourism Destination" award at the 7th International Tourism Conclave & Travel Awards (ITCTA) in New Delhi, India.
- Tourism Malaysia and Langkawi Development Authority (LADA) each received the PATA Gold Award 2021 in the Print Marketing Campaign category and the Heritage category from the Pacific Asia Travel Association (PATA).

- Kuala Lumpur was listed first in the "Top 10 Cities for Expats" in the Expat City Ranking 2021 issued by Germany-based InterNations.
- Five golf courses in Malaysia were listed in the "Top 100 Golf Courses" at the Asia Award 2021 organised by Golf Travel Magazine held in Wanning City, Hainan, China. They were Tournament Players Club Kuala Lumpur (ranked 21), The Els
- Club Teluk Datai, Langkawi (ranked 51), The Mines Resort & Golf Club, Selangor (ranked 73), Forest City Golf Resort, Johor (ranked 78) and Kota Permai Golf & Country Club, Selangor (ranked 79).

WORLD

INTERMEDI GOLD

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# WORLD MEDIA FESTIVALS

INTERMEDIA GLOBE MAGIC EY SPECIAL AWARD TOURISM & IFAVEL MEDIA

Annual Report 2021

CONTRACTOR DECISION

# TOURISM MALAYSIA REGIONAL OFFICE & TIC

#### HEAD OFFICE

#### MALAYSIA TOURISM PROMOTION BOARD (MINISTRY OF TOURISM, ARTS & CULTURE, MALAYSIA)

Level 9, No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia Tel: 603 8891 8000 · Tourism Hotline: 1 300 88 5050 (within Malaysia only) · Fax: 603 8891 8999 E-mail: enquiries@tourism.gov.my · Website: www.malaysia.travel

#### **REGIONAL OFFICE**

#### **CENTRAL REGION**

(Kuala Lumpur, Selangor, Putrajaya, Negeri Sembilan)

#### Kuala Lumpur

Aras 2, Bangunan Baru MaTIC, 109 Jalan Ampang, 50450 WP Kuala Lumpur Tel: +603-2161 0166 / 0312 / 0328 / 0348 Fax: +603-2161 0049

#### SOUTHERN REGION

(Melaka, Johor)

#### Johor

Suite 13-02, Tingkat 13, Menara JLand, 80000 Johor Bahru, Johor Tel: +607-222 3590/ 3591 Fax: +607-223 5502

#### NORTHERN REGION

(Perak, Penang, Kedah, Perlis)

#### Penang

No.11, Lebuh Pantai, 10300 George Town, Pulau Pinang Tel: +604-261 0058 Fax: +604-262 3688

#### EASTERN REGION

(Pahang, Terengganu, Kelantan)

#### Pahang

Lot 7 & 9, Tingkat Bawah, ICT Hub, Putra Square Jalan Putra Square 4, 25200 Kuantan, Pahang Tel: +609-567 7112/ 115/ 116 Fax: +609-5667114

#### TIC SUPERVISORY OFFICE

#### Sabah

B-7-2 & B-8-2, Block B, KK Times Square Signature Office, Off Coastal Highway, 88100 Kota Kinabalu, Sabah Tel: +6088-248 698 / 211 732/ 447 075 Fax: +6088-241 764

#### Sarawak

Parcel 297-2-1, 2nd Floor, Riverbank Suites, 93100 Kuching, Sarawak Tel: +6082-246 575 / 775 Fax: +6082-246 442

### TOURIST INFORMATION CENTRE (TIC)

#### KEDAH

#### TIC Bukit Kayu Hitam

Tingkat Bawah, Blok F, Kompleks ICQS Bukit Kayu Hitam 06050, Bukit Kayu Hitam, Kedah Tel: +604-922 1076 / 1077

#### **TIC Lapangan Terbang Antarabangsa** Langkawi 07000 Langkawi, Kedah Tel: +604-955 7155

#### **TIC Jetty Kuah Langkawi**

Lot Sb-2s, Satellite Building, Jetty Point Complex, Jeti Kuah, 07000 Langkawi, Kedah Tel: +604-966 0494 Fax: +604-966 0034

#### PENANG

**TIC Lapangan Terbang** Antarabangsa Pulau Pinang 11900 Bayan Lepas, Pulau Pinang Tel: +604-642 6981

**TIC Georgetown** No. 10 Jalan Tun Syed Sheh Barakbah, 10200 Georgetown, Pulau Pinang Tel: +604-262 2093 Fax: +604-263 9372

#### W.P. KUALA LUMPUR

#### **TIC KL Sentral**

Lot 8, Tingkat 2, Balai Ketibaan, Kuala Lumpur City Air Terminal, Stesen Kl Sentral, 50050 Kuala Lumpur Tel: +603-2272 5823

#### **TIC Bangunan Sultan Abdul Samad**

Ruang Serbaguna Baru 4, Tingkat Bawah, Bangunan Sultan Abdul Samad Jalan Raja 50050 Kuala Lumpur Tel: +603-2602 2014

#### SELANGOR

#### **TIC Meet & Greet, KLIA**

Lot MTPBAP-06, Arrival Level Main Terminal Building Kuala Lumpur International Airport, 64000 Sepang, Selangor Tel: +603-8776 4720 Fax: +603-8776 4767

#### TIC KLIA2

Lot AS2-2-15, International Arrival Level, Public Concourse, KL International Airport 2 (KLIA2) Tel: +603-8778 7080 Fax: +603-8778 5770

#### MELAKA

TIC Jalan Kota Tingkat Bawah, Bangunan Surau Warisan Dunia, 75000, Melaka Tel: +606-283 6220 Fax: +606-283 6224

#### JOHOR

#### TIC Bangunan Sultan Iskandar

Bukit Chagar Aras 2, Balai Ketibaan Anjung Selatan Jalan Lingkaran Dalam 80300 Johor Bahru, Johor Tel: +607-227 0822/1822

#### **TIC JB Sentral**

Aras 3, Bangunan JB Sentral, Jalan Jim Quee, 80300 Johor Bahru, Johor Tel: +607-224 4133

#### SARAWAK

TIC Lapangan Terbang Antarabangsa Kuching Lot L1A Level 1, Kuching International Airport, P.O Box 1070, 93722 Kuching, Sarawak Tel: +6082-627 741/ 627 742

#### SABAH

TIC Lapangan Terbang Antarabangsa Kota Kinabalu Level 1, Lapangan Terbang Antarabangsa Kota Kinabalu, 88740 Kota Kinabalu, Sabah Tel: +6088-413 359 Fax: +6088-413 360

#### WILAYAH PERSEKUTUAN LABUAN

TIC Labuan Lot 4260, Jalan Dewan/Jalan Berjaya, Labuan 87007, Wilayah Persekutuan Labuan Tel : +6087-423 445 Fax: +6087-423 446

# OVERSEAS OFFICE

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#### **Tourism Malaysia Auckland**

Level 10, DLA Piper Tower 205-209, Queen Street 1010 Auckland NEW ZEALAND Tel :+ 64 9 309 6290 Fax :+ 64 9 309 6292 Website :www.tourismmalaysia.co.nz

#### Tourism Malaysia Bangkok

Unit 1, 3rd Floor, Zuellig House 1 – 7, Silom Road, Bangrak Bangkok 10500 THAILAND Tel : + 662 636 3381 - 2 Fax : + 662 636 3384 E-mail : tmbangkok@gmail.com

#### Tourism Malaysia Beijing

Tourism Section, Embassy of Malaysia Room 506 – 507, Air China Plaza No. 36, Xiaoyun Road, Chaoyang District Beijing 100027 PEOPLE'S REPUBLIC OF CHINA Tel :+ 86 10 8447 5056 Fax :+ 86 10 8447 5798 E-mail : mtpb.beijing@tourism.gov.my Website :www.tourismmalaysia.cn

#### Tourism Malaysia Brunei

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