



ANNUAL REPORT

2022



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RATIONALE

The front page design of Tourism Malaysia's 2022 Annual Report is inspired by the travel documents that are crucial in facilitating tourist travels, enabling them to explore the world.

This design concept adopts a minimalist approach as the primary theme, reflecting the steps taken by Tourism Malaysia to renew its efforts in promoting Malaysia as a preferred tourist destination to travellers around the world post-pandemic.



CONTENTS

CHAIRMAN'S MESSAGE	4
CORPORATE PROFILE	9
BOARD OF DIRECTORS	12
MANAGEMENT TEAM	16
GLOBAL AND DOMESTIC NETWORK	20
PERFORMANCE REPORT	22
DIRECTOR GENERAL'S REPORT	24
INDUSTRY PERFORMANCE	32
DOMESTIC TOURISM PERFORMANCE	34
INTERNATIONAL TOURISM PERFORMANCE	35
TOURISM PROMOTION	38
DOMESTIC TOURISM PROMOTION	40
INTERNATIONAL TOURISM PROMOTION	53
PACKAGE DEVELOPMENT (NICHE TOURISM)	80
ADVERTISING & DIGITAL	87
MEDIA COMMUNICATIONS	93
PROMOTIONAL SUPPORT	101
INDUSTRY DEVELOPMENT	106
AWARDS AND RECOGNITIONS	109
HUMAN RESOURCES AND ADMINISTRATION	110
HUMAN RESOURCES	112
GOVERNANCE	118
TOURISM MALAYSIA OFFICES	130

MESSAGE FROM THE CHAIRMAN OF TOURISM MALAYSIA

TAN SRI DR. ONG HONG PENG

On behalf of the Top Management of Tourism Malaysia, I am honoured to present the Annual Report of the Malaysia Tourism Promotion Board (Tourism Malaysia) for the year 2022.

The year 2022 marked a pivotal point in the recovery journey for our country's tourism industry. Despite facing numerous challenges, the perseverance, expertise, and adaptability of every individual in this sector have proven that our industry is capable of rising again.

The revival of our tourism industry began when the borders reopened on 1 April 2022, welcoming international tourists to once again experience the charms of Malaysia. This rekindled the vitality of our resilient industry.

Every crisis harbours hidden opportunities, and by identifying and seizing these opportunities amidst challenges, we can find brightness even in the darkest times.



The success of our tourism industry in 2022 went beyond exceeding targets; it also highlighted the value and uniqueness of the tourism products we offer to the world. Malaysia attracted 10 million international tourists and generated RM28.2 billion in tourism income through the implementation of the Tourism Recovery Framework (TRF) 2.0. This surpassed our targets of 9.2 million international tourists and RM26.2 billion in income.

TRF 2.0 is built on five strategic pillars that support the recovery of tourism and cultural businesses and restore confidence in international and regional travel.

Additional factors contributing to the increase in international tourist arrivals included the reopening of air travel for business and leisure, the removal of arrival quarantine and testing requirements in Malaysia, and the gradual reopening of China.

However, the journey ahead is still long and unpredictable. Without the COVID-19 pandemic, Tourism Malaysia would have celebrated its 50th anniversary. Our industry constantly faces global risks and instability. Therefore, we must continue to strengthen our resilience through innovation, diversification, and close cooperation with stakeholders.

We will continue to uphold the values of excellence and sustainability, guiding the tourism industry towards greater heights.

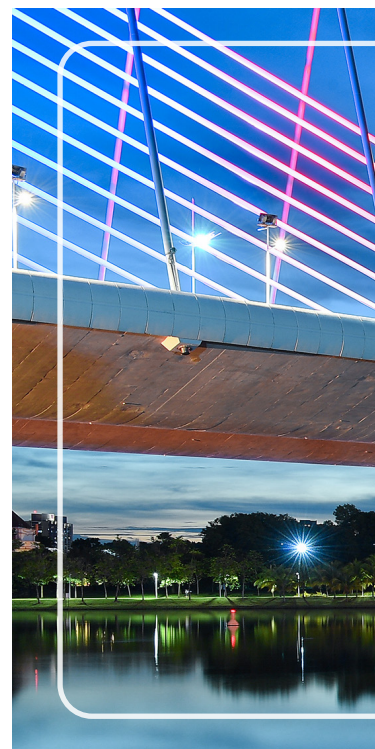
I am confident that with collaboration, we can face any future challenge with unwavering determination and passion. The continued growth and success of our country's tourism depend on the joint efforts and commitment of everyone who are involved in this industry.

May this Annual Report reflect our achievements and strength in enduring the challenges of 2022. Let our determination and passion pave the way for more opportunities in Malaysia's tourism industry, continuing this upward trend towards even greater success.

FINANCIAL PERFORMANCE ANALYSIS

Tourism Malaysia recorded a surplus income of RM11,169,830 in 2022, which is an increase of 24,742.23% compared to the decrease in income of RM45,328 in the previous year following an increase in total revenue of 59.98%, of which the dependence on government grants was 95.70% of the total revenue. Net assets value was recorded at RM153.33 million which is an increase of 7.86% compared to RM142.16 million in the previous year following a decrease in total liabilities by 10.49%. The current ratio recorded at a rate of 3.18:1 indicates that Tourism Malaysia's liquidity is at a good level while the level indebtedness is low at a percentage of liabilities compared to assets of 33.83%.

The Auditor General's Report dated 26 December 2023 opined that Tourism Malaysia's Financial Statements give a true and fair view of the financial position as at 31 December 2022. 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 Malaysia Tourism Promotion Board Act 1992 (Act 481).



GLOBAL TOURISM SCENARIO

Based on the World Tourism Organization (UNWTO) report, international tourism in 2022 recovered to 63% of pre-pandemic levels, doubling the growth seen in 2021.

A total of 917 million tourists travelled globally in 2022, representing a 101.6% increase compared to the previous year, though it is still 37% below 2019 levels.



The slow and uneven recovery across the world this year was influenced by varying levels of mobility restrictions, vaccination rates, and traveller's confidence. Additionally, the uncertain economic environment, rising oil prices, and high inflation led to increased transportation and accommodation costs, limiting consumer purchasing power and savings, which is challenging for the industry to make a quick return to pre-pandemic levels.

The European market recorded 585 million tourist arrivals in 2022, reaching nearly 80% of pre-pandemic levels, while the Americas and Africa markets recovered about 65% of their pre-pandemic tourist numbers.

The Middle East market experienced the strongest relative growth in 2022, with arrivals increasing to 83% of pre-pandemic figures.

Meanwhile, Asia and the Pacific only reached 23% of pre-pandemic levels due to tighter pandemic restrictions.

In 2022, Malaysia transitioned to the endemic phase after nearly two years of dealing with the COVID-19 pandemic. Starting 1 April 2022, the international borders fully reopened, boosting the influx of international tourists to Malaysia. International tourism performance saw a sharp increase of 7,375.0%, with 10,070,964 arrivals compared to 134,728 in 2021.

Tourism income for 2022 surged by 11,724%, reaching RM28.23 billion compared to RM238.73 million in 2021. Per capita spending by tourists increased by 52.6% to RM2,802.94 compared to RM1,836.38 in 2021.

The majority of tourist arrivals (62.5%) entered the country by land, followed by air at 28.8%. Malaysia recorded a total of 4,196,452 visitors compared to 265,137 in 2021, with the main contributing markets being short-haul markets such as Singapore (75.7%), Thailand (11.2%), Indonesia, the Philippines, and Brunei Darussalam.

Most of these cross-border activities involved Singaporeans travelling via Tambak Johor (BSI) and Gelang Patah (KSAB), primarily for visiting relatives and friends (VFR), shopping, and leisure travel.

HEARTFELT APPRECIATION

On this occasion, Tourism Malaysia would like to express its highest appreciation to all tourism industry players for their dedication and enthusiasm in ensuring the country's tourism industry shines again.

In the effort to restore the country's tourism industry during this post-pandemic period, the industry players have been proactive and responsive in navigating through all the challenges.

Indeed, the encouraging success we achieved this year was the result of consistent efforts, confidence, and perseverance in the face of obstacles.

As Charles Darwin put it, "It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change." It is crucial that we adapt and remain agile in facing change; it is the key to continued growth and achieving success.

In carrying out its responsibilities as the promotion arm under the Ministry of Tourism, Arts and Culture, Tourism Malaysia is committed to innovating efforts to restore the glory of the nation's tourism industry. Together, we will continue to progress towards greater success and provide an unforgettable experience for domestic and international tourists.

CORPORATE PROFILE

The 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 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.

OBJECTIVE OF ESTABLISHMENT

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

In line with the functions of Tourism Malaysia, the following objectives have been set:

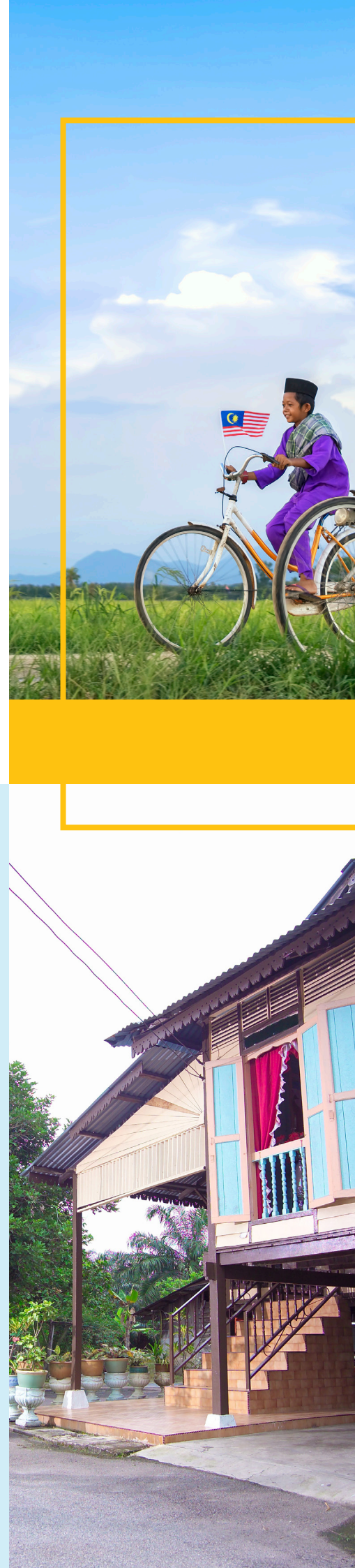
- ➔ Increase international tourist arrivals
- ➔ Increase the average length of stay of tourists to increase tourism revenue
- ➔ Stimulate the growth of domestic tourism
- ➔ Increase the benefits/share obtained from the meetings, incentives, conferences and exhibitions (MICE) market

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

- ➔ To create a resilient and competitive workforce
- ➔ To adopt a work culture that is responsive and sensitive to customer needs





FUNCTIONS:

- ➔ Stimulate and promote tourism to and within Malaysia
- ➔ Invigorate, develop and market Malaysia as a key tourist destination locally and abroad
- ➔ Coordinate all marketing or promotional activities relating to tourism conducted by any organisation, government or non-governmental agency
- ➔ Recommend to the Minister relevant measures and programmes that stimulate the development and promotion of the Malaysian tourism industry and implement them upon approval



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.

BOARD OF DIRECTORS

**TAN SRI DR.
ONG HONG PENG**



Chairman
Malaysia Tourism Promotion Board

**DATO' SRI DR. ANIL JEET
SINGH SANDHU**



Deputy Chairman
Malaysia Tourism
Promotion Board

**DATO' HJ ZAINUDDIN
ABDUL WAHAB**



Director General
Malaysia Tourism
Promotion Board

**YM DATO' SERI
DR. TENGKU ZAINAL ADLIN
TENGKU MAHAMOOD**



Ecotourism Activist

UZAIDI UDANIS



**President
Malaysia Tourism Council (MTC)**

RIAD ASMAT



**Chief Executive Officer
AirAsia Berhad**

IZHAM ISMAIL



**Group Chief Executive Officer
Malaysia Airlines Berhad**

**DATO' SRI KHAIRUL
DZAIMEE DAUD**



Director General
Immigration Department
of Malaysia

IBRAHIM ABDULLAH



**Section Head, Tax Division
(International I),
Ministry of Finance Malaysia**

**DATUK MOHD ZAMRI
MAT ZAIN**



**Deputy Secretary General
(Tourism)**
Ministry of Tourism, Arts and
Culture Malaysia

**DATO' ANTHONY FIRDAUZ
BUJANG**



Group Chief Executive Officer
Petra Energy Berhad

DATU HII CHANG KEE



Permanent Secretary
Ministry of Tourism, Creative
Industry and Performing Arts
Sarawak

**DATIN CHRISTINA
TOH LAI FONG**



President
Malaysian Association of Hotels



Tourism Malaysia Board of Directors' Meeting

MANAGEMENT TEAM



Dato' Hj. Zainuddin Abdul Wahab
Director General



Datuk Musa Hj. Yusof
Deputy Director General - Promotion



Mohamed Amin Yahya
Senior Director Management



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



Dato' Dr. Ammar Abd Ghapar
Senior Director
International Promotion Division
(Americas, Europe & Oceania)



Mohd Shahrir Mohd Ali
Director
International Promotion Division
(Asean)



Mohd Roslan Abdullah
Director
Advertising & Digital Division



Hjh. Azleen Hj. Mat Zip
Director
Finance Division

Vacant
Director
Human Resources Division



BOARD OF DIRECTORS MEETING 2022

NO	DATE	MEETING	ATTENDANCE	NUMBER OF WORKING PAPERS APPROVED	NUMBER OF INFORMATION PAPERS CERTIFIED AND NOTED
1/2022	17/2/2022	Main Meeting Room, Level 16, Tourism Malaysia, Putrajaya	12/13	0	8
2/2022	14/4/2022	Main Meeting Room, Level 16, Tourism Malaysia, Putrajaya	12/13	2	3
3/2022	17/6/2022	Marriott Ballroom, Mulu Resort, Sarawak	11/12	3	4
4/2022	28/7/2022	Wave Ballroom 2, Four Points by Sheraton Desaru Johor	9/13	3	7
5/2022	19/9/2022	Main Meeting Room, Level 16, Tourism Malaysia, Putrajaya	13/13	3	5
6/2022	1/12/2022	Main Meeting Room, Level 16, Tourism Malaysia, Putrajaya	9/13	2	5

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

1. 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

▶ Singapore	1971	▶ Chennai	2001
▶ Bangkok	1974	▶ Beijing	2001
▶ Sydney	1974	▶ Shanghai	2001
▶ Los Angeles	1974	▶ Mumbai	2001
▶ Tokyo	1974	▶ Jakarta	2001
▶ London	1974	▶ Medan	2001
▶ Frankfurt	1976	▶ Moscow	2001
▶ Hong Kong	1978	▶ Guangzhou	2003
▶ Taipei	1989	▶ Bandar Seri Begawan	2003
▶ Paris	1989	▶ Manila	2004
▶ Seoul	1991	▶ The Hague	2008
▶ Osaka	1994	▶ Auckland	2011
▶ New Delhi	2000	▶ Istanbul	2013
▶ Jeddah	2000	▶ Almaty	2014
▶ Dubai	2000	▶ Ho Chi Minh	2017

6 MARKETING REPRESENTATIVES

▶ Vientiane	2003	▶ Phnom Penh	2004
▶ Tehran	2003	▶ Dublin	2007
▶ Dhaka	2003	▶ Vancouver	2013

DOMESTIC NETWORK



6 REGIONAL OFFICES

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

13 TOURIST INFORMATION CENTRES (TIC)

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

PERFORMANCE REPORT





2022



www.malaysia.travel



Kuala Lumpur City Centre (KLCC)

DIRECTOR GENERAL'S REPORT

**DATO' HJ. ZAINUDDIN
ABDUL WAHAB**

The year 2022 marked 50 years since the establishment of Tourism Malaysia, driving the development of the country's tourism industry. Along with this significant milestone, Malaysia reopened its borders to the world after enduring a very challenging pandemic period.

Although this organisation has faced numerous challenges over the past 50 years, the COVID-19 pandemic truly left a deep impact on the country's tourism industry. However, this did not discourage us from striving to restore the Malaysian tourism sector to its pre-pandemic levels.

The reopening of national borders last April not only involved physical aspects but also presented opportunities for the country to regain the trust and confidence of international tourists, reaffirming Malaysia as a safe tourist destination. The relatively encouraging number of international tourist arrivals to Malaysia motivates us to continue working towards restoring and developing the country's tourism industry.



We will continue to intensify our efforts to promote Malaysia through various innovative digital marketing platforms. By leveraging the latest technology and our close cooperation with local and international tourism industry players, we are determined to elevate Malaysia's tourism industry to new heights.

FUTURE PROSPECTS

Looking ahead, the international tourism industry is expected to strengthen its recovery in 2023, driven by strong pent-up demand, particularly from Asia and the Pacific as destinations and markets reopen.

The UNWTO Panel of Experts study showed that 72% of respondents anticipate improved performance in 2023. However, most experts (65%) believe that international tourism will not return to pre-pandemic levels until 2024 or beyond.

According to the UNWTO scenario for 2023, international tourist arrivals could reach between 80% and 95% of pre-pandemic levels by 2023, with Europe and the Middle East expected to reach those levels.

International tourism is also projected to nearly return to pre-pandemic levels in 2023, driven by the reshaping of travel trends in most of the world's destinations. This includes the reopening of several destinations and markets in Asia, particularly China.

However, the rise in food and energy prices could lead to lower purchasing power and weaker consumer confidence, potentially affecting travel demand in 2023, especially in terms of expenses. In light of a challenging economic landscape, travellers may increasingly emphasise value for money and opt to travel closer to home.

Additionally, international tourism promotion and domestic initiatives should align with current conditions and market dynamics. Both sectors play vital roles in the development of the country's tourism industry.

A deep understanding of the factors affecting tourist movement, continuous promotion efforts, and strategic collaborations form the basis for reinstating Malaysia as the premier destination in the region.

Moreover, the promotion of domestic tourism is crucial for supporting economic recovery in the country. With various interesting destinations and unique cultures, the involvement of the local community is key to sparking interest in travel within the country.

Tourism Malaysia has embarked on a comprehensive digital journey to transform the industry towards Smart Tourism. E-marketing, big data, and the sharing economy are key areas that will shape the future of Malaysia's tourism industry.

Using various social media platforms is a strategic move for Tourism Malaysia to expand its influence and enhance the attractiveness of the country's tourism offerings. Through this strategy, Tourism Malaysia targets various segments of society with visually engaging content and interactive experiences. Platforms such as Facebook, Instagram, Twitter, and TikTok are widely used to convey concise and effective messages. Each platform is selected based on demographic analysis and market trends to ensure that the information delivered is accurately targeted.





Tourism Malaysia has taken proactive and strategic steps to advance Malaysia as the premier tourism destination in the region. Through various carefully planned initiatives, Tourism Malaysia has implemented the right actions to restore and enhance the performance of the country's tourism industry. Each step taken is part of this organisation's commitment to providing safe, unique, and high-quality tourism experiences.

In line with the theme of World Tourism Day 2022, 'Rethinking Tourism', Tourism Malaysia emphasised the need for new and sustainable approaches to address dynamic global challenges. With a comprehensive understanding of sustainability values, Tourism Malaysia is committed to designing innovative strategies to promote tourism that benefits local communities and preserves Malaysia's natural beauty.



FUTURE PLANS AND STRATEGIES

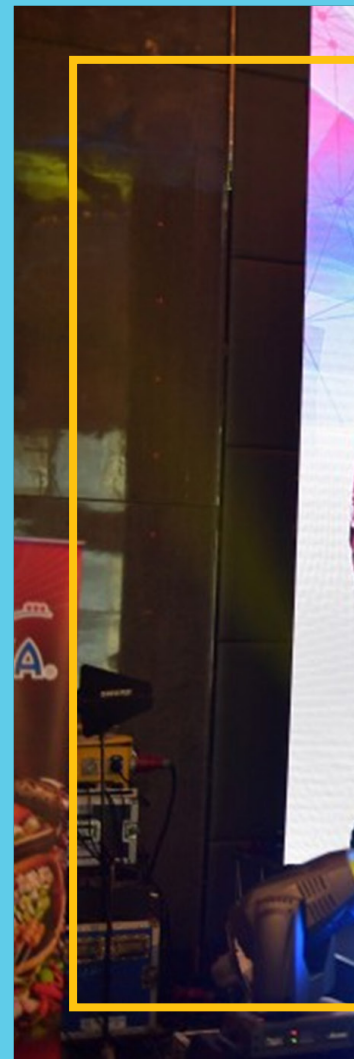
The Tourism Malaysia Marketing Plan 2022-2026 is built upon the strategic direction of Tourism Malaysia, as outlined in the Tourism Malaysia Strategic Plan 2022-2026. This plan was developed taking into account the national brand, market trends, and sentiments, secondary data research, as well as inputs from stakeholders and industry players.

Additionally, the Tourism Malaysia Marketing Plan 2022-2026 aligns with the objectives and strategies of the National Tourism Policy 2020-2030, the Sustainable Development Goals (SDGs) of UNWTO, the National Ecotourism Plan 2016-2025, and the National Cultural Policy (DAKEN) 2021.

Over the next five years, Tourism Malaysia anticipates a shift from mass tourism towards a more flexible, experience-based, and individualistic travel approach. Special interest adventure and leisure tourism will increasingly take centre stage.

In order to achieve the goals and objectives of this plan, Tourism Malaysia has formulated six strategic pillars which are:

- i. Promote domestic tourism
- ii. Forge smart partnerships
- iii. Increase online and offline tourism promotions
- iv. Optimise strategic communications and media engagement
- v. Implement a travel bubble
- vi. Implement strategic transformation



Tourism Malaysia also implemented a new approach in its marketing strategy, such as prioritising creative and digital marketing, enhancing mixed promotions, shifting towards emotion and sentiment-based promotion, moving towards tailored markets, and strengthening the brand.

Tourism Malaysia's Strategic and Marketing Plans 2022-2026 were launched by the Minister of Tourism, Arts and Culture Malaysia, YB Dato' Sri Hajah Nancy Shukri, at the Four Seasons Hotel, Kuala Lumpur on 30 March 2022.



YB Dato' Sri Hajah Nancy Shukri delivers her speech at the Launching Ceremony of Tourism Malaysia's Strategic and Marketing Plans 2022-2026

NATIONAL TOURISM INDUSTRY FRAMEWORK



TOURISM RECOVERY PLAN 2.0



6 CORE STRATEGIES

NATIONAL TOURISM POLICY 2020-2030



INDUSTRY PERFORMANCE





2022



www.malaysia.travel



Cameron Highlands,
Pahang

DOMESTIC TOURISM PERFORMANCE

In an effort to rejuvenate the tourism sector, Tourism Malaysia prioritised domestic tourism throughout 2022, reinforcing the Cuti-Cuti Malaysia campaign to encourage Malaysians to explore their own country in a structured manner. Various incentives and discounts were implemented to bolster interest in domestic travel.

According to the 2022 Domestic Tourism Survey (DTS) issued by the Department of Statistics Malaysia, domestic tourism experienced a significant surge of 160.1%. The year saw a total of 171.6 million domestic visitors, up from 66.0 million the previous year. The number of trips also increased substantially, rising from 72.4 million in 2021 to 207.8 million in 2022, marking a growth of 187.0%.

Meanwhile, domestic tourism expenditure in 2022 amounted to RM64.1 billion, a sharp increase of 248.1% compared to RM18.4 billion in 2021. Shopping constituted the largest portion of total expenditure at 38.9%, followed by food & beverages (15.2%) and vehicle fuel consumption (13.8%).

The primary purpose of domestic travel was visiting friends and relatives, accounting for 33.7%, while shopping comprised 29.9% of the motivations.

Selangor emerged as the most visited state by domestic tourists in 2022, welcoming 22.0 million visitors, followed by the Federal Territory of Kuala Lumpur and Sarawak, with 16.9 million and 15.5 million domestic visitors respectively.



Land transportation was the predominant mode of travel for domestic tourists in 2022, constituting 98.0%, followed by air transportation (1.7%) and water transportation (0.3%).

In terms of income groups, domestic visitors with household incomes ranging from RM5,001 to RM10,000 made the largest contribution at 31.2%. Meanwhile, visitors from households earning between RM1,001 and RM3,000 accounted for 27.1%, a decrease of 2.2% compared to 2021.



INTERNATIONAL TOURISM PERFORMANCE

Malaysia's tourism sector regained momentum as border restrictions imposed due to the COVID-19 pandemic were lifted in April 2022, allowing international tourists to return after a two-year hiatus. Despite optimistic hopes for recovery post-COVID-19, the industry's performance still trailed behind pre-pandemic levels.

International tourism witnessed a remarkable resurgence, with arrivals reaching 10,070,964 foreign tourists in 2022 compared to 134,728 in 2021, marking a staggering increase of 7,375.0%.

Tourism income for 2022 also saw a significant upswing, soaring by 11,724% to RM28.23 billion from RM238.73 million in 2021.

Per capita spending by tourists also showed a notable rise of 52.6% to RM2,802.94 compared to RM1,836.38 in 2021. However, this represents a significant decline of -15.1% compared to pre-COVID-19 levels.

The majority of tourist arrivals were recorded entering the country's borders by land, accounting for 62.5%, followed by air at 28.8% (See Table 1).

Malaysia recorded an influx of 4,196,452 excursionists compared to 265,137 in 2021, with the main contributors being short-haul markets such as Singapore (75.7%), Thailand (11.2%), Indonesia, the Philippines, and Brunei Darussalam.

Most of these cross-border activities involved the movement of Singaporeans at Tambak Johor (BSI) and Gelang Patah (KSAB) for purposes such as visiting friends and relatives (VFR), shopping, and travelling.

Table 1: Tourist Arrivals by Mode of Transport for the Years 2022 & 2021

Mode of Transport	Tourist Arrivals 2022	Tourist Arrivals 2021	Increase in Tourist Arrivals (%)	2022 Share (%)	2021 Share (%)
Air	2,901,116	69,349	4,083.4	28.8	51.5
Land	6,297,403	63,825	9,766.7	62.5	47.4
Sea	688,513	1,554	44,205.6	6.8	1.2
Rail	183,932	0	NC	1.8	0.00

Source: Tourism Malaysia with cooperation of Immigration Department of Malaysia

The top ten main markets that recorded the highest international tourist arrivals to Malaysia throughout 2022 were Singapore (5,222,991), Indonesia (1,481,739), Thailand (715,528), India (324,548), Brunei (301,757), China (212,603), Vietnam (173,763), the Philippines (159,442), Australia (152,265), and South Korea (146,384).

Table 2: Tourist Arrivals to Malaysia in 2022 from 10 Key Markets

No.	Countries	Arrivals
1.	Singapore	5,222,991
2.	Indonesia	1,481,739
3.	Thailand	715,528
4.	India	324,548
5.	Brunei	301,757
6.	China	212,603
7.	Vietnam	173,763
8.	The Philippines	159,442
9.	Australia	152,265
10.	South Korea	146,384

Tourist receipts in 2022 were comprised of key components, i.e. shopping (38.1%), accommodations (16.7%), and food and beverage (15.6%).



STUDY ON AVERAGE HOTEL OCCUPANCY RATES

Based on a study conducted by Tourism Malaysia, the overall statistics for the total number of hotel guests for the year 2022 was a total of 73,947,777 individuals, representing an increase of 268.6% compared to 20,060,819 individuals during the same period in 2021.

Out of this total, the number of domestic guests for 2022 increased by 202.2%, from 19,872,079 individuals in 2021 to 60,048,624 individuals in 2022.

Meanwhile, the number of international hotel guests also saw a significant increase of 7,264.2%, from 188,740 individuals in 2021 to 13,899,153 individuals in 2022. The five states that recorded the highest number of hotel guests throughout 2022 were Kuala Lumpur (12,611,715), Pahang (10,019,507), Johor (7,769,792), Selangor (6,742,655), and Sarawak (6,294,389).

ACCESSIBILITY

Tourism Malaysia established strategic collaborations with two international airline companies through agreements with Emirates Airlines and Qatar Airways to increase air traffic connectivity to Malaysia for the medium-haul and long-haul markets. In addition, both airlines have an extensive network of aviation routes and a strong global presence. This smart partnership is expected to ramp up flight frequencies from the major markets served by these two airline networks and amplify Malaysia's position as a choice tourist destination in the region.



The Memorandum of Collaboration signing ceremony between Tourism Malaysia and Emirates at the Dubai World Trade Centre on 10 May 2022



The Memorandum of Collaboration signing ceremony between Tourism Malaysia and Qatar Airways at the Grand Millennium Hotel Kuala Lumpur on 1 September 2022

TOURISM PROMOTION





2022



www.malaysia.travel



The Habitat Penang Hill,
Pulau Pinang

DOMESTIC TOURISM PROMOTION

TOURISM RECOVERY PLAN 2022 (PRE2.0)

The Tourism Recovery Plan 2022 – Discount/Rebate Voucher Initiative (PRE2.0) is a continuation of the Economic Stimulus Package (PRE 1.0) implemented in 2021.

The PRE2.0 campaign was launched by the Minister of Tourism, Arts and Culture, YB. Dato' Sri Hajah Nancy Shukri in an effort to boost domestic tourism in line with the transition to the endemic phase. It is aimed to attract the interest of the general public to continue making reservations for tourism packages, special interest packages, transportation tickets, theme park tickets, accommodation bookings, and shopping transactions by offering special discounted prices.

This move helped to stimulate demand to support affected industry players to remain competitive. This initiative involved providing incentives to Malaysians in the form of discounts, vouchers, and rebates, and was focused on restoring confidence in travel, promoting domestic tourism, and maximising existing resources.

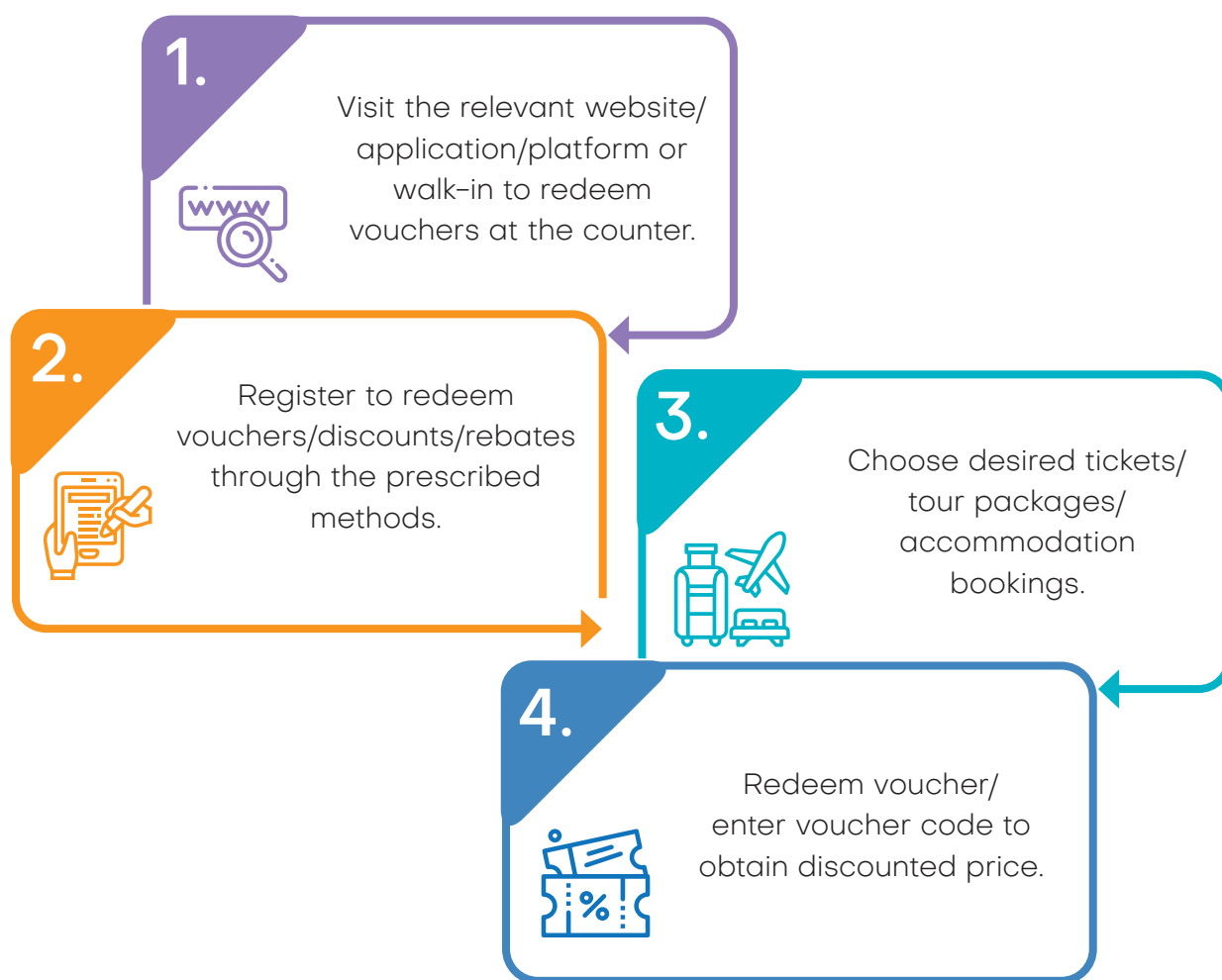


Launching of the Tourism Recovery Plan 2022 and the second version of the Cuti-Cuti Malaysia theme song

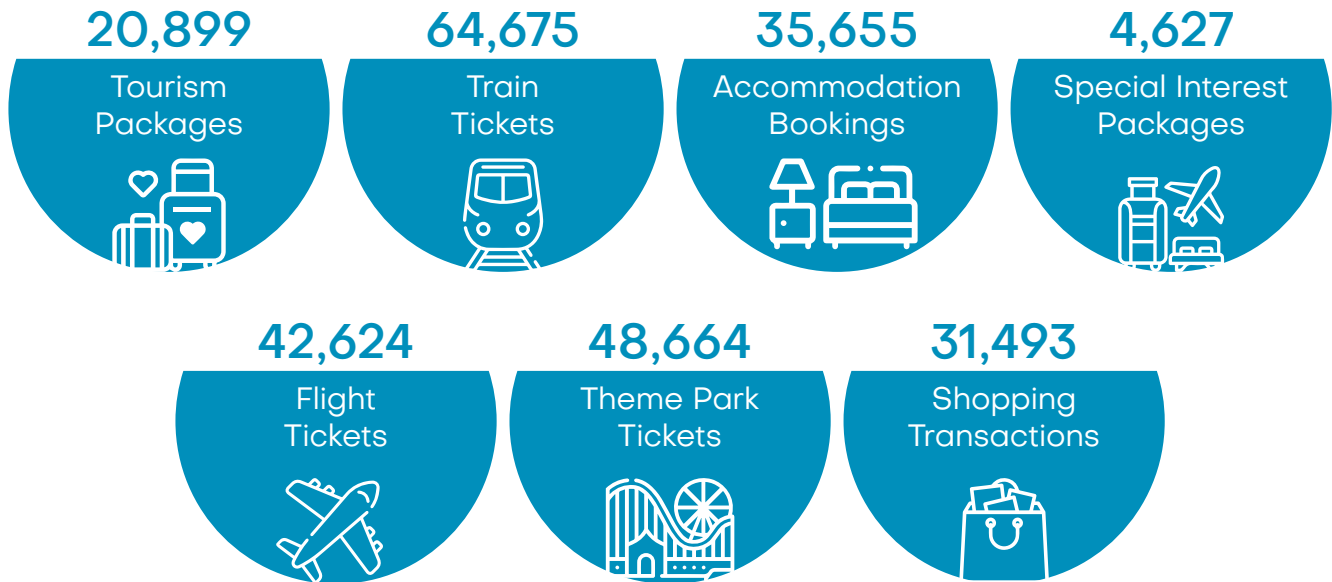
The Discount/Rebate Voucher Initiative (PRE2.0) under Tourism Malaysia was implemented through five (5) programme clusters involving 21 partners and the implementation of 23 initiatives/programs. The campaign which started on 29 April 2022 was implemented in stages and ended on 31 December 2022.

Redemption of vouchers, discounts, or rebates by users was in accordance with the mechanism set by the relevant partner either online, through a website, digital application, or manually through a ticket machine or ticket counter. Purchases were based on a 'first come, first served' basis and were subject to availability, terms, and conditions.

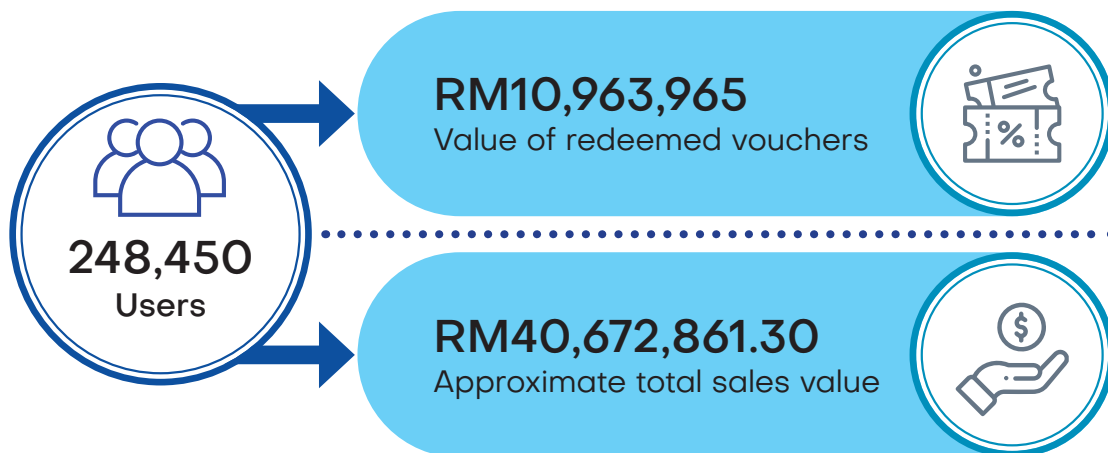
The Tourism Recovery Plan 2022 which offered incentives to the public in the form of discounts, vouchers, and rebates benefited a total of 248,450 users among Malaysians with a total redemption value of RM10,963,965, and recorded a sales revenue of RM40,672,861.30.



Steps for the PRE2.0 redemption



Impact of total purchases



Overall achievement



Discount/Rebate Voucher Initiative (PRE2.0)

SPECIAL INTEREST TOURISM CLUSTER

Through the Tourism Recovery Plan 2022, Tourism Malaysia also launched the Special Interest Tourism Cluster, which encompassed theme park, scuba diving, and homestay segments. It involved collaboration with the Malaysian Association of Themepark & Family Attractions (MATFA), the Malaysian Scuba Diving Association (MSDA), and the Malaysia Kampungstay and Homestay Association (MKHA).

Under this cluster, Malaysians could enjoy discounts of up to 40% and e-vouchers worth RM10 with every purchase of entry tickets to participating theme parks and family entertainment centres from 24 June to 2 October 2022. Each user was eligible for a maximum of three (3) redemptions at three different theme parks or family entertainment centres, and purchases had to be made through the website tickets.matfa.org.my.

The 'Let's Dive 2.0' campaign, on the other hand, offered a discount of RM400 for every purchase of scuba diving packages priced at RM1,000 and above in a single transaction through the website package.xtvt.com.my. This offer was limited to the first 1,994 buyers based on the 'first come, first served' terms and conditions.

Meanwhile, under the 'Jom Cuti di Homestay' campaign, users were entitled to enjoy rebates ranging from RM50 to RM300 for every purchase of packages priced at RM100 and above with a maximum redemption of up to three (3) times. A total of 150 packages were offered on the portal jomhomestay.my with the participation of 67 clusters of homestay operators from across Malaysia, and the validity period was until 31 December 2022.

This Special Interest Tourism Cluster benefited approximately 54,000 users with attractive tourism package offers and vouchers. Overall, this initiative recorded the purchase of 4,627 special interest tourism packages and a total of 48,664 theme park tickets.

SHOP & BE REWARDED CAMPAIGN 2.0

Under this Special Interest Tourism Cluster, Tourism Malaysia also collaborated with the Malaysia Shopping Malls Association (PPK) to organise the Shop & Be Rewarded 2.0 Campaign through the shopping segment, offering redemption of e-vouchers for Malaysians.

This initiative allowed users to redeem e-vouchers worth RM30 with a minimum purchase of RM100 at 35 participating shopping centres. Users simply had to scan the QR code at the stores within the respective shopping centres for registration and e-voucher redemption purposes.

The Shop & Be Rewarded 2.0 Campaign was conducted in two series, with the first series held from 20 August to 4 September 2022, while the second series took place from 22 October to 6 November 2022. A total of 66,666 e-vouchers worth nearly RM2 million were offered for early redemption. A total of 31,493 shopping transactions were conducted during the campaign period.

LAND TRANSPORTATION CLUSTER

Tourism Malaysia established a strategic partnership with KLIA Ekspres and Keretapi Tanah Melayu Berhad (KTMB) by offering between RM10 and RM15 discounts on fares, benefitting a total of 64,675 users. Tickets could be purchased either through the KLIA Ekspres and KTM Mobile applications, online, or at ticket machines. Overall, the campaign recorded the purchase of 64,675 train tickets.

AIR TRANSPORTATION CLUSTER

Tourism Malaysia established collaborations with five major airlines in the country, namely Malaysia Airlines, AirAsia, Batik Air (Malindo Air), Firefly, and MASwings, in an effort to attract the public, particularly Malaysian families, to continue booking flight tickets at special discounted prices. Under this Air Transportation Cluster, an estimated 45,879 Malaysians had the opportunity to redeem e-vouchers valued between RM25 and RM100 through the purchase of flight tickets online, either via the applications or websites of the involved airlines from 1 July to 31 December 2022. Overall, a total of 42,624 flight tickets were sold during the campaign period.

TOURISM ASSOCIATION CLUSTER

Tourism Malaysia once again partnered with Malaysian Inbound Tourism Association (MITA), Malaysia Inbound Chinese Association (MICA), Malaysian Chinese Tourism Association (MCTA), Malaysian Indian Tour and Travel Association (MITTA), and the Association of Bumiputera Tourism Operators of Malaysia (BUMITRA) to make this Tourism Association Cluster a success.

The initiative offered various domestic tourism packages by registered travel agents through the Shopee e-marketplace application. Overall, a total of 20,899 travel packages were successfully sold in the year 2022.

COLLABORATION WITH HOTEL ASSOCIATIONS

Additionally, Tourism Malaysia collaborated with hotels under the Malaysian Association of Hotels (MAH), the Malaysian Association of Hotel Owners (MAHO), the Malaysian Budget and Business Hotel Association (MyBHA), and the Seri Malaysia Hotel Network (RHSM) to offer hotel accommodation bookings at special rates.

Through this initiative, Malaysians had the opportunity to receive e-vouchers worth RM50 to RM100 through online hotel accommodation bookings from 15 July to 31 December 2022.

Over 200 hotels under MAH and MAHO offered RM100 e-vouchers with a minimum purchase value of RM150 for the first 19,900 buyers, while 229 hotels under MyBHA offered RM50 e-vouchers with a minimum purchase value of RM60 for 7,960 buyers. RHSM, on the other hand, offered a RM50 rebate with a minimum purchase value of RM170 (standard room) or RM210 (family room) for the first 5,970 buyers across their 19 hotels. All e-vouchers could be obtained when making hotel room bookings through the Shopee application from 15 July to 31 December 2022, with a redemption limit of three times per MyKad holder.

The initiative benefited over 33,000 Malaysians, who collectively booked a total of 35,655 accommodation packages.

In line with the government's focus on strengthening domestic tourism, the second version of the 'Cuti-Cuti Malaysia' campaign was also launched, titled 'Rediscover', featuring the singer Aina Abdul with a genre mix of ethnic pop combined with world music, hip hop, and electronic dance music (EDM). The lyrics were written by James Boyle and arranged by composer Ananth Kumar.

PROMOTIONAL ACTIVITIES

The domestic tourism industry was the key to help restore the tourism economy which was severely affected by the closure of the country's borders during the COVID-19 pandemic. 2022 was still considered a state of volatility, uncertainty, complexity and ambiguity (VUCA). Nevertheless, Tourism Malaysia remained enthusiastic in continuing programmes at the domestic level such as the Jom Cuti-Cuti Malaysia 2022 Roadshow (JCCM2022 Roadshow), involvement in the MATTA Fair 2022, Malaysia International Dive Expo (MIDE) 2022, the Launch of the Durian Tourism Package 2022, Miss Shophia Go Travel Series 1 & 2, Northern Malaysia Coffee Experience Package Launch and more.

JOM CUTI-CUTI MALAYSIA 2022 (JCCM2022) ROADSHOW

Introduced in 2021, the Jom Cuti-Cuti Malaysia Roadshow, is a holiday package exhibition and sales programme offered directly to Malaysians at very affordable prices.

The B2C (Business-to-Consumer) concept of the JCCM2022 Roadshow was a platform for domestic tourism industry players to meet their customers directly. This programme had a clear direction which was to encourage consumers or Malaysians to make planned domestic holiday trips. The chosen locations were shopping centres that had a large number of visitors.

The JCCM2022 Roadshow was implemented in eight selected destinations. (Please refer to Figure 1). Overall, the recorded sales revenue reached RM9,572,930.67 while a total of 29,198 packages were sold. The breakdown of total sales revenue for eight locations can be seen in Figure 2.

Figure 1 : Jom Cuti-Cuti Malaysia 2022 Roadshow Calendar

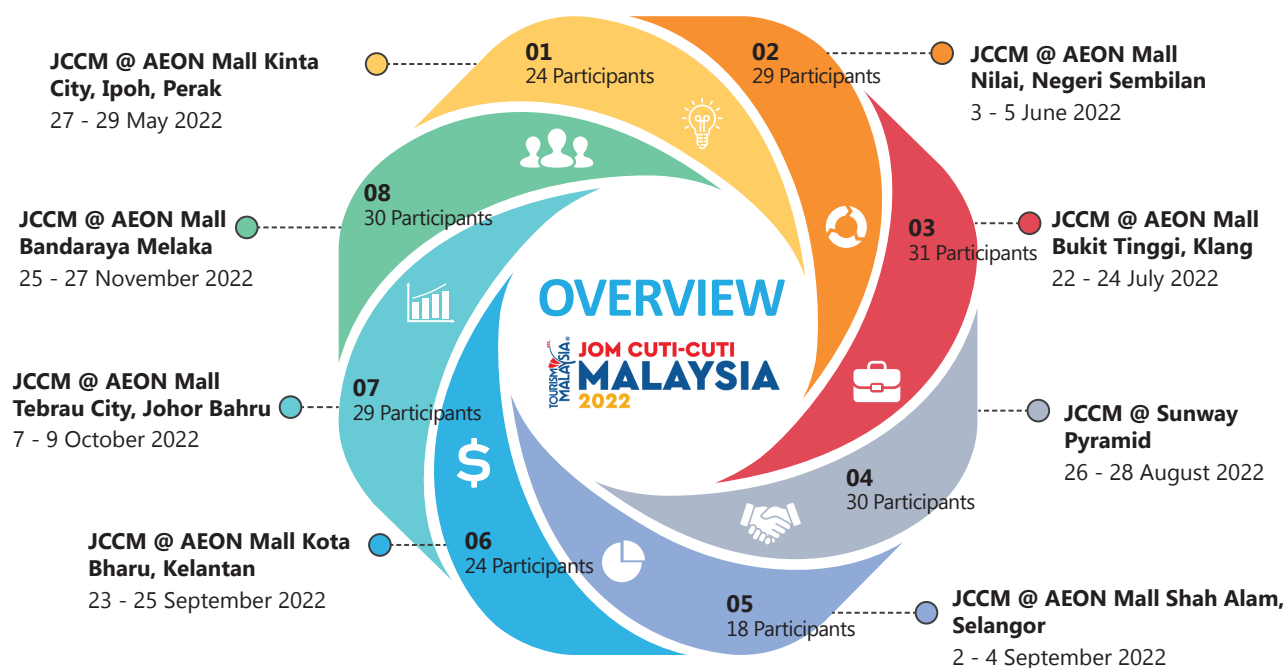
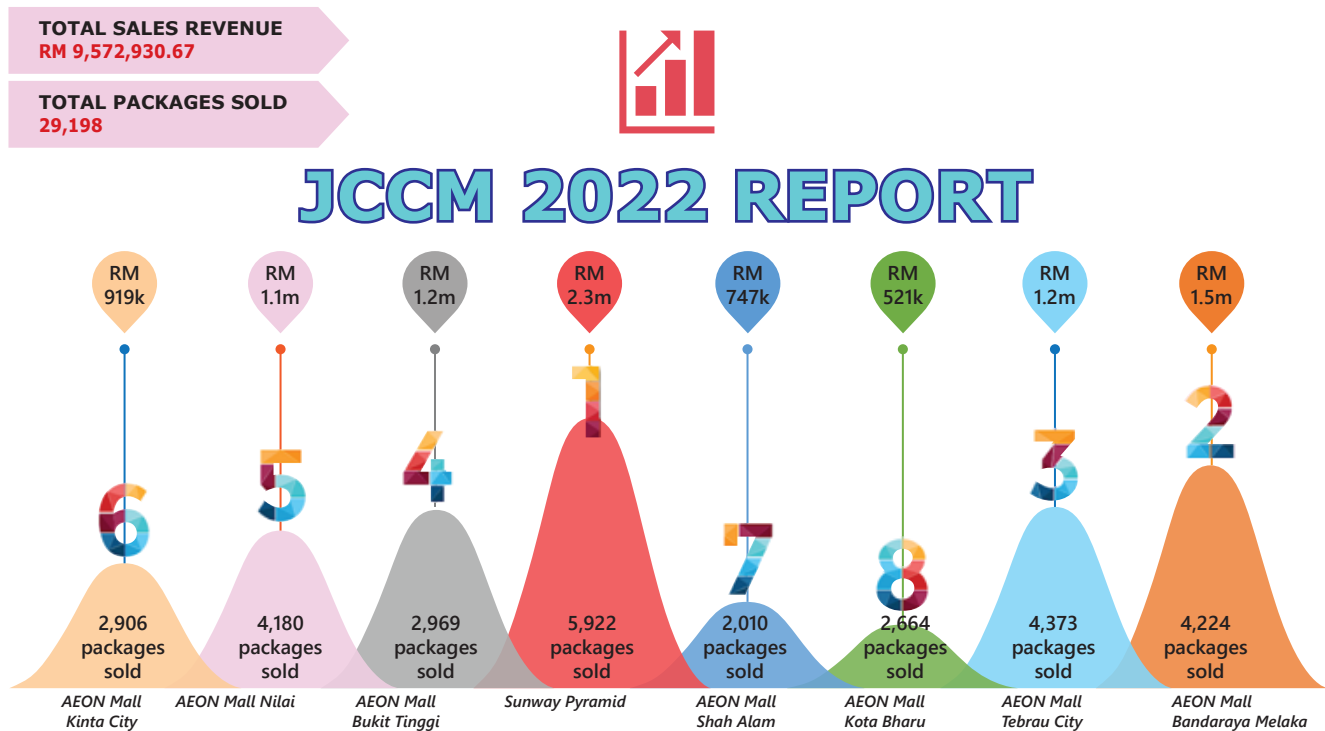


Figure 2 : Report on the Total Sales Revenue and Packages Sold at the Jom Cuti-Cuti Malaysia 2022 Roadshow

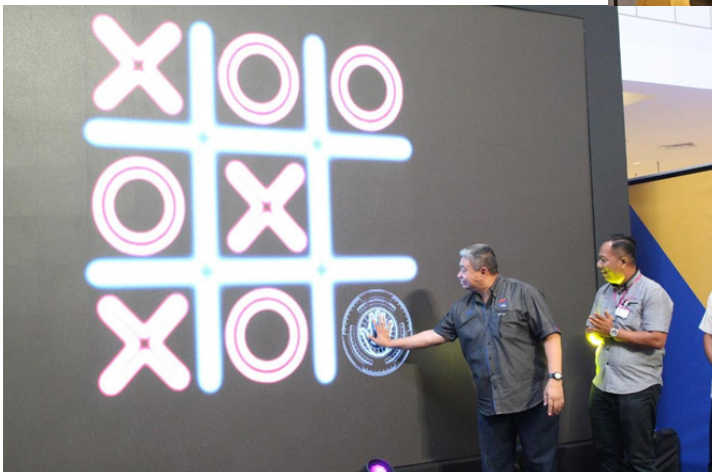


Promotions of JCCM2022 in social media, Whatsapp and radio



JCCM2022 Pavilion saw a surge of visitors

Malaysia's ethnic cultural performances received a warm reception from visitors at JCCM2022



Digital technology was included as elements of the launching gimmick at each JCCM launch

Social media influencers, Taleeb Mizad and Faiz Ibrahim, explaining about the unique tiffin carrier

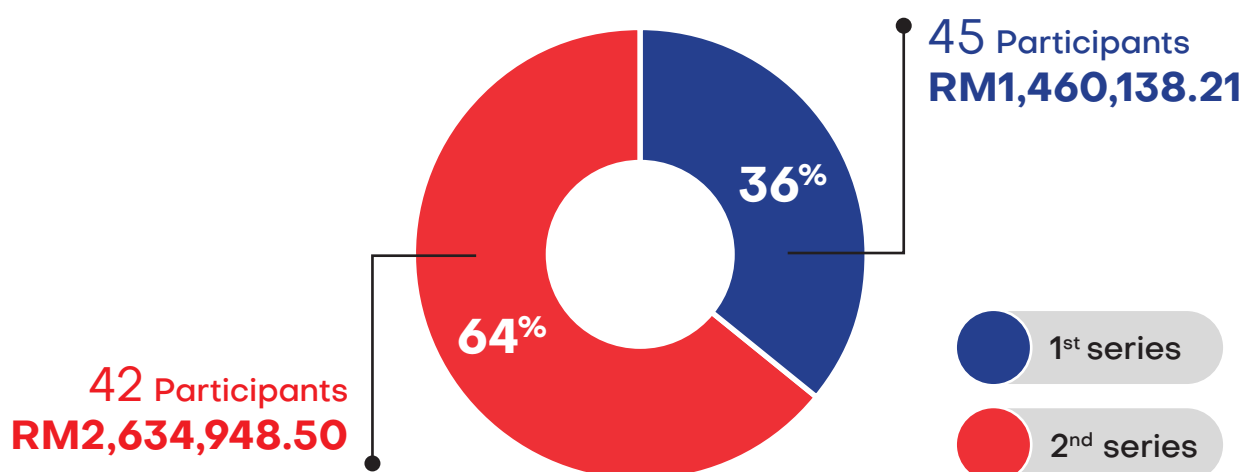


MATTA FAIR 2022

Tourism Malaysia's participation in the MATTA Fair 2022 on 9 and 10 April 2022 at the Kuala Lumpur World Trade Centre (WTC KL) was supported by 45 local tourism industry players, who generated sales worth RM1,460,138.21 from the 241 holiday packages offered. MATTA Fair, the largest annual tourism exhibition, is organised by the Malaysian Association of Tour and Travel Agents (MATTA).

The second series of MATTA Fair 2022 was held from 2 to 4 September 2022 also at WTC KL, this time with Tourism Malaysia participating together with 42 local tourism industry players. A total of 273 unique and interesting holiday packages were offered, successfully generating a sales revenue of RM2,634,948.50. The breakdown of participant sales can be seen in Figure 3.

Figure 3 : Report on the Total Sales Revenue of Tourism Malaysia Pavilion Participants at MATTA Fair 2022



Tourism Malaysia highlighted famous celebrities, Fahrin Ahmad, Marsha Milan, Zoey Rahman, as well as social media influencers, Fikri Zamri, Zarnizar, Charlene Tan and Nazirul Hakim, as part of the promotional and publicity activities for the sale of domestic tourism packages through social media exposure.

A variety of interesting activities such as tourism quizzes, exhibition demonstrations and the sale of Rungus cultural handicrafts, as well as busker performances from ASWARA successfully attracted many visitors to the Tourism Malaysia pavilion.



Promotion of Tourism Malaysia's participation in MATTA Fair 2022 through social media, TV, and radio



Tourism Malaysia's Information Counter at the MATTA Fair in September 2022



Up-to-date information through digital brochures and packages were made accessible to visitors



Celebrity Marsha Milan Londoh and Mr. Danz from Danz Eco Resort Taman Negara shared anecdotes about their unique experiences exploring Taman Negara, Pahang



The public took the opportunity to take photos at the photo wall with a backdrop of old buildings and trishaws



Beautiful and colourful beads craft creations by the Rungus ethnic group.



ASWARA buskers entertained visitors with traditional and classic songs.



INTERNATIONAL TOURISM PROMOTION

With the opening of international borders to visitors from all over the world and entry procedures that have been simplified, Tourism Malaysia intensified activities at the international level to increase tourist confidence and awareness of Malaysia as a major tourist destination.

Travel exhibitions were one of the important elements in the promotional activities at the international level. These exhibitions were platforms to establish relationships and cooperation with business partners in carrying out joint promotions and in approaching consumers directly in the local market.



Tourism Malaysia was involved in ASEAN Tourism Forum (ATF) 2022, Arabian Travel Mart (ATM) 2022, China ASEAN Expo (CAEXPO) 2022, South Asia's Travel & Tourism Exchange (SATTE) 2022, International Tourismus Borse (ITB) 2022, World Travel Market (WTM) 2022, as well as sales missions and tourism seminars held in each market.

Throughout 2022, Tourism Malaysia held sales missions, roadshows, and seminars in various markets such as the Roadshow to Indonesia from 14 to 16 November 2022, Road Trip to Saudi Arabia from 21 to 29 May 2022, Roadshow to Bangladesh from 5 to 7 April 2022, Sales Mission to Japan from 19 November to 1 December 2022, Sales Mission and seminar to Oceania from 21 to 30 August 2022, and Sales Mission to Iran, Oman and Qatar from 13 to 21 May 2022.

ASIA AND AFRICA MARKET

CHINA INTERNATIONAL TRAVEL MART (CITM) 2022

Tourism Malaysia collaborated with AirAsia, Zhuhai Y83 Musang King Durian, Guangzhou MeetU Import and Export Co., Ltd. and Crowne Plaza Hotel Kunming to participate in China International Travel Mart (CITM) 2022 in Kunming, Yunnan, China from 22 to 24 July 2022.

CITM is the largest tourism exhibition in Asia for global tourism industry players. This exhibition is an annual event held in Shanghai and Kunming alternately.

The opening ceremony of the Malaysian Pavilion was officiated by Mr. Faizal Shani, Consul General of Malaysia in Kunming.

The Tourism Malaysia Pavilion was visited by 3,000 visitors and managed to attract 200 buyers with a sales value of RM200,000.00



Launching Ceremony of China International Travel Mart 2022



Officiating the Tourism Malaysia Pavilion at CITM held in Kunming, Yunnan, China



International media interview with Mr. Aaron Gan, Director of Tourism Malaysia Guangzhou



B2B session between tourism industry players of Malaysia and China

CHINA ASEAN EXPO (CAEXPO) 2022

Tourism Malaysia, together with the Malaysian External Trade Development Corporation (MATRADE), participated in China ASEAN Expo (CAEXPO) 2022 in Nanning, Guangxi, China from 16 to 19 September 2022. CAEXPO 2022 plays an important role in promoting China's cooperation with ASEAN countries.

The opening ceremony of the Malaysian Pavilion was officiated by the Malaysian Ambassador to China, H.E. YM Raja Dato' Nushirwan Zainal Abidin.

The expo was held physically and online through the WeChat platform, and was attended by 81 industry players from Malaysia.

A total of 8,000 visitors visited the Malaysia Pavilion physically and virtually, contributing to a publicity value of RM510,000.00.



The Malaysia Pavilion



The visit by H.E. YM Raja Dato' Nushirwan to the Malaysia Pavilion



Presentation of a memento by the Director of Tourism Malaysia Guangzhou, Mr. Aaron Gan, to H.E. YM Raja Dato' Nushirwan



One of the booths by a participant from Malaysia

TAIPEI INTERNATIONAL TRAVEL FAIR (ITF)

Tourism Malaysia, together with the Sabah Tourism Board, participated in the Taipei International Travel Fair (ITF) in Taiwan from 4 to 7 November 2022.

The objective of this exhibition was to restore the confidence of international tourists and promote Malaysia as an ideal and safe destination to visit in the post-pandemic phase. It was also the first step towards reopening the country's borders to the Taiwanese market.

Malaysia's participation in the ITF generated income from the tourism sector with total potential sales amounting to RM302,624.14 as well as an estimated media publicity value of RM319,978.25. A total of 125,320 visitors consisting of international tourism industry players, international media, airlines, and the general public visited the exhibition.



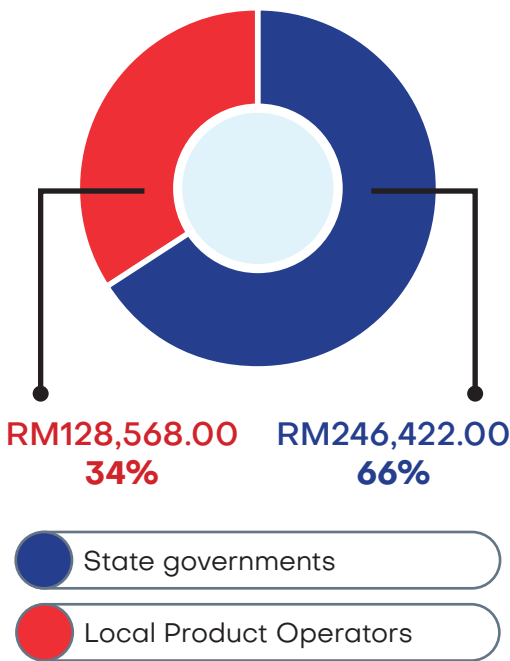
Tourism Malaysia at the international ITF exhibition

TOURISM EXPO JAPAN (TEJ) 2022

Tourism Malaysia participated in the international exhibition Tourism Expo Japan (TEJ) 2022 organised by the Japan Association of Travel Agents (JATA) at Tokyo Big Sight from 22 to 25 September 2022.

Chart 1: Total Sales Potential reported by state government agencies and local product operators (Source: Survey of Participation in TEJ 2022)

Potential Sales - RM374,990.00



The Malaysian delegation was led by the Director General of Tourism Malaysia, YBhg. Dato' Zainuddin Abdul Wahab, together with representatives of the state government, homestay operators, and airlines.

Tourism Expo Japan 2022 was divided into several important components, which were exhibitions dedicated to trade and consumers, seminars and forums, Ministerial Round Table Sessions, and Business Meetings.

Malaysia's participation in this exhibition generated income from the tourism sector with a total sales potential of RM374,990.00 and an estimated media publicity value of RM95,615.00. A total of 124,074 visitors consisting of international tourism industry players, international media, airlines, and the general public visited this exhibition.



The Malaysia delegation at Tourism Expo Japan (TEJ)

TOURISM SALES MISSION TO SOUTH KOREA

Tourism Malaysia organised a Tourism Sales Mission to five major cities in South Korea namely Seoul, Daejeon, Gwangju, Daegu, and Busan. This tourism promotion mission took place from 22 June to 7 July 2022, and was led by YB Datuk Seri Dr. Santhara Kumar, Deputy Minister of Tourism, Arts & Culture Malaysia.

A total of 23 tourism industry players consisting of travel agencies, homestay operators, Malaysia My Second Home (MM2H), representatives of hotels, airlines, and the state government participated.

The mission included seminars, tourism exhibitions, networking sessions, and meetings with South Korean tourism industry players. A total of 364 South Korean tourism trade representatives participated in this programme. The potential sales revenue from this effort was RM1,245,300.00.



The launch of Malaysia Week and the Tourism Sales Mission to South Korea, officiated by YB Datuk Seri Dr. Santhara Kumar, Deputy Minister Tourism, Arts & Culture Malaysia, took place from 22 June to 7 July 2022

SOUTH ASIA'S TRAVEL & TOURISM EXCHANGE (SATTE) 2022

Tourism Malaysia's participation in South Asia's Travel & Tourism Exchange (SATTE) 2022 for the 18th time was aimed at restoring the Malaysian tourism industry after the announcement of the opening of borders in April 2022. The delegation, led by the Deputy Chairman of Tourism Malaysia, YBhg. Dato' Sri Dr. Anil Jeet Singh Sandhu, was also joined by 25 organisations from Malaysia. The 29th edition of SATTE was held at India Expo Mart, Greater Noida, Delhi-NCR from 18 to 20 May 2022.

SATTE is recognised as the main tourism exhibition in Asia for conducting business, sharing knowledge, and exchanging opinions to accelerate the growth rate of the tourism industry. This year's promotion was focused on raising awareness of Malaysia as an ideal holiday destination and instilling confidence among Indian tourists so that they feel safer to return to Malaysia. It was also to encourage tour operators to develop and sell more holiday packages to Malaysia by focusing on specialised products such as luxury packages, weddings and honeymoons, and theme parks.

Overall, the total value of contracts obtained through SATTE was RM4,356,250.00, while the potential sales was worth RM18,671,300.00, and the value of media publicity was RM1,009,034.00.



YBhg. Dato' Sri Dr. Anil Singh Sandhu officiated the Tourism Malaysia pavilion



The Tourism Malaysia pavilion at SATTE

THE TRAVEL AGENTS FEDERATION OF INDIA (TAFI) CONVENTION 2022

The Travel Agents Federation of India (TAFI) 2022 Convention organised in collaboration with Tourism Malaysia, Sarawak Tourism Board (STB) and Business Events (BE) Sarawak was held in Kuching, Sarawak for the first time from 20 to 23 September 2022 with the participation of 500 TAFI members from India. This was the third time that Malaysia became the host country for the TAFI Convention, the first being in 1999 and the second in 2007.

The theme “Build Back Better” was the basis for the TAFI Convention in Sarawak in 2022, which included thoughtful discussions regarding the future and sustainability of the tourism industry.

Tourism Malaysia also held a Business Matching (B2B) session between Indian buyers and sellers in Malaysia. A total of 114 sellers from all over Malaysia participated to attract new customers consisting of 450 buyers from India representing 240 companies. The tourism industry players from Malaysia consisted of 33 travel agents, 17 product owners, 37 hotels and resorts, an airline, seven hospitality-related associations, six state representatives, and seven other organisations.

Also present were the Minister of Tourism, Arts and Culture Malaysia, YB Dato’ Sri Hajah Nancy Shukri, Sarawak’s Minister of Tourism, Creative Industries and Performing Arts, YB Dato Sri Abdul Karim Rahman Hamzah and his wife, Datin Sri Zuraini Abdul Jabbar, Deputy Sarawak Tourism Minister, YB Datuk Sebastian Ting, Permanent Secretary of the Ministry of Tourism, Arts and Culture, Mr. Hii Chang Kee; Chief Executive Officer of Sarawak Tourism Board, Ms. Sharzede Salleh Askor, Chief Executive Officer of Business Events Sarawak, Ms. Amelia Roziman, High Commissioner of India in Malaysia, H.E. Shri BN Reddy, and President of TAFI, Mr. Ajay Prakash.

Overall, the amount of sales or contracts made through the TAFI Convention was RM6.5 million while the potential sales value was RM4,515,460, and the value of media publicity was RM4,573,308.



The distinguished guests at the TAFI Convention

DHAKA TRAVEL MARKET 2022, BANGLADESH

Tourism Malaysia participated in the Dhaka Travel Mart 2022 in Dhaka, Bangladesh from 2 to 4 April 2022.

The Senior Director of Strategic Planning Division, Tourism Malaysia, Tuan Syed Yahya Syed Othman led the Malaysian delegation to the biggest tourism exhibition in Bangladesh. Dhaka Travel Mart is organised by the Bangladesh Monitor.

Overall, the total sales or contracts made through Dhaka Travel Mart was RM30,000 while the potential sales was worth RM300,000. During this event, a total of 6,000 people visited the Tourism Malaysia pavilion.



Tuan Syed Yahya is photographed with the Minister of the Ministry of Civil Aviation and Tourism, Bangladesh, Mr. Md Mahbub Ali

The Tourism Malaysia Pavilion at Dhaka Travel Mart 2022



ARABIAN TRAVEL MARKET 2022

Tourism Malaysia participated in the Arabian Travel Market at Dubai World Trade Centre, United Arab Emirates from 9 to 12 May 2022 to promote Malaysia to the Middle East market by highlighting the latest tourist attractions and destinations for shopping, family fun, ecotourism, honeymoon, luxury vacations, and safe travel destinations.

The Malaysian delegation was led by the Minister of Tourism, Arts and Culture, YB Dato' Sri Hajah Nancy Shukri along with 31 organisations consisting of hotel and resort operators, travel agencies, tourism product operators, and government representatives.

ATM 2022 recorded a total of 31,615 visitors. Overall, the amount of sales or contracts achieved through ATM 2022 was RM34.5 million while potential sales exceeded RM46.5 million. More than 4,000 people visited the Malaysia Tourism Pavilion.



Official launch of the Malaysia Pavilion at the Arabian Travel Market 2022

SOUTHEAST ASIA MARKET

ASEAN TOURISM FORUM 2022

The Secretary General of the Ministry of Tourism, Arts and Culture, Malaysia, YBhg. Datuk Wira Dr. Noor Zari Hamat led the Malaysian delegation to the ASEAN Tourism Forum 2022 held in Sihanoukville, Cambodia from 16 to 21 January 2022.

Accompanying him to the largest tourism trade event in Southeast Asia were the Deputy Director General (Promotion) of Tourism Malaysia, YBhg. Datuk Musa Yusof, representatives from the Sabah Tourism Board, Malaysia Convention & Exhibition Bureau (MyCEB), Malaysia Healthcare Travel Council (MHTC), and Islamic Tourism Centre (ITC).

At ATF 2022, a total of 13 international media attended the Media Briefing session delivered by YBhg. Datuk Musa Hj. Yusof. The publicity value obtained was RM396,900.



ASEAN Tourism Ministers pose at the 25th ASEAN Tourism Ministers' Meeting

ASEAN Tourism Ministers attend the Opening Ceremony of ATF 2022





The Malaysia delegation and recipients of the ASEAN Tourism Awards 2022



A briefing by YBhg. Datuk Musa Hj. Yusof
At ATF 2022



Among the international media delegates
who attended the media briefing session by
Tourism Malaysia at ATF 2022



YBhg. Datuk Wira Dr. Noor Zari Hamat
officiates the Tourism Malaysia Pavilion at
ATF 2022



Cambodia's Prime Minister visits the Tourism
Malaysia Pavilion

SABRE BRUNEI TRAVEL FAIR 2022

Tourism Malaysia, along with seven tourism-related organisations, participated in the Sabre Brunei Travel Fair 2022 on 29 to 30 October 2022.

The Tourism Malaysia delegation comprised the Malaysia Healthcare Travel Council (MHTC), Tiara Labuan Hotel, Melaka River Cruise, Ming Garden Hotel & Residences, Malaysia Aviation Group (MAG), Sabah Tourism Board, Sarawak Tourism Board, and Universiti Kebangsaan Malaysia.

Present to launch the Tourism Malaysia exhibition booth were the High Commissioner of Malaysia in Bandar Seri Begawan, H.E. Raja Dato' Reza Raja Zaib Shah, along with the Chairman of Sabre Travel Network (Brunei) cum CEO of Royal Brunei Airlines, Captain Sabirin Hj Abd. Hamid.

Overall, the return on investment from the sales of flight tickets and tour packages to Malaysia amounted to 2,093 flight tickets estimated at RM1,620,660.95 and the sale of 308 tour packages estimated at RM441,975.49. Participants from Malaysia successfully sold tour packages estimated at a total of RM528,110.00. Meanwhile, the publicity value obtained from print media, online, and social media throughout the event is estimated at RM34,061.24.



The inauguration of the Tourism Malaysia Pavilion by H.E. Raja Dato' Reza, Captain Sabirin, and the Deputy Director of Tourism Malaysia Brunei, Ms. Hj Latifah Dato' Haji Ismail.

FAMILIARISATION VISIT OF FOREIGN DIPLOMATIC HEADS TO MIRI AND NIAH, SARAWAK

Tourism Malaysia, through its office in Brunei Darussalam, and The Malaysian High Commission in Bandar Seri Begawan collaborated with the Sarawak State Ministry of Tourism, Arts and Culture, Sarawak Tourism Board and Miri City Council to organise the Visit of Foreign Diplomatic Heads to Miri and Niah from 5 to 6 November 2022.

The familiarisation visit was held to pave the way for potential cooperation in various fields including trade, investment, education, tourism, and culture.

The visit was joined by 18 diplomatic corps consisting of Heads of Missions as well as spouses and Diplomatic Officers from Indonesia, Kuwait, Cambodia, Britain, Singapore, Turkiye, South Korea, Timor Leste, France, Pakistan, Russia, Qatar, Vietnam, Bangladesh, Laos, Oman, Thailand, and Iran, led by the High Commissioner of Malaysia, H.E. Raja Dato' Reza Raja Zaib Shah, and his wife.

Among the programmes and activities lined up included a briefing session about the city of Miri hosted by the Miri Mayor, a dinner with Sarawak tourism industry players hosted by YB Deputy Minister of Tourism, Creative Industry and Performing Arts Sarawak, Datuk Sebastian Ting Chiew Yew, and a visit to Niah Cave.



A memento exchange session between YB Datuk Sebastian Ting and H.E. Raja Dato' Reza during the dinner



Heads of Missions with their spouses, and Diplomatic Officers at Gua Niah

VIETNAM INTERNATIONAL TRAVEL MART (VITM) 2022

Tourism Malaysia's participation in the 10th Vietnam International Travel Mart (VITM) 2022 in Da Nang, Vietnam from 9 to 11 December 2022, ended with praise when the organisation was awarded the Most Interesting Booth during the closing ceremony.

Organised by the Vietnam Society of Travel Agents (VISTA), the event was attended by more than 165 international buyers, 12,000 public visitors, and 65 media partners, with more than 10,000 travel packages and low-cost flight tickets offered to visitors.

Deputy Director of the International Promotion Division of Tourism Malaysia (ASEAN), Ms. Zalina Ahmad, led the Malaysian delegation to VITM Da Nang 2022 which was also joined by Tourism Johor, KPJ Hospital Johor, Pinetree Marina Resort, Boustead Hotels & Resorts, Wynn Travel, HTC Travel & Services, GIT Tours, and AirAsia Vietnam. Also present was the Deputy Director of Tourism Malaysia Ho Chi Minh, Mr. Norisyam Odzali.

The main objective was to promote Malaysia as one of the top holiday destinations for the Vietnamese market, in addition to strengthening close cooperation with tourism trade partners to increase tourist arrivals to Malaysia. Therefore, a series of seminars for selected tour operators and presentations about the destination were also conducted in Da Nang and Hue.



Tourism Malaysia booth



With local travel agents



Visitors getting flight information from Malaysia Airlines



Mr. Norisyam Odzali presents a memento to Mr. Ha Van Sieu, Deputy Director, Vietnam National Administration of Tourism (VNAT)

MEET THE EXPERTS 2022

Tourism Malaysia, through its office in Singapore, organised a Meet The Experts 2022 session at the Renaissance Johor Bahru Hotel on 16 November 2022. The programme was officiated by the Director General of Tourism Malaysia, YBhg. Dato' Hj. Zainuddin Abdul Wahab.

The Meet The Experts 2022 programme was joined by five organisations in the tourism industry namely the Malaysia Shopping Malls Association (PPKM), the Association of Malaysian Spas (AMSPA), the Malaysian Tourist Guides Council (MTGC), the Malaysia Convention and Exhibition Bureau (MyCEB) and the Malaysian Association of Theme Parks and Family Attractions (MATFA). The organisations gave presentations and information to 100 invited guests consisting of Singapore travel agencies and media partners.

The participants of this programme also had the opportunity to visit the Yayasan Warisan Johor site where they were introduced to the local art and cultural heritage.



Dato' Haji Zainuddin delivers a speech at the official opening of Meet The Experts 2022



Singapore travel agents visit Yayasan Warisan Johor in Johor Bahru before the Meet The Experts 2022 programme commenced



PHILIPPINES TRAVEL AGENCIES ASSOCIATION (PTAA) TRAVEL TOUR EXPO (TTE) 2022

The Philippines Travel Agencies Association (PTAA) Travel Tour Expo (TTE) is an annual tourism expo event that Tourism Malaysia participated in to ensure that Malaysia remains a major tourist destination among Filipinos.

Tourism Malaysia brought together Ormond Group, Agro Best Services, Ridz Design, and Hotel Berjaya to participate in PTAA 2022 which took place from 24 to 26 June 2022 at the SMX Convention Centre, Pasay City, Manila. The Tourism Malaysia Pavilion was launched by the Malaysian Ambassador to the Philippines, H.E. Norman Muhamad.

Apart from the tourism exhibition, the Tourism Malaysia Pavilion also had batik demonstrations and magic shows by the Malaysia Tourism Ambassador, Mr. Kabir Khan. Networking sessions were also held between Malaysian and Filipino industry players.

PTAA 2022 was attended by 134 exhibitors including tourism agencies, airlines, hotels and accommodation operators, and National Tourism Organisations (NTOs) based in the Philippines. A total of 130,000 people visited the three-day exhibition.



H.E. Norman Muhamad poses at the Tourism Malaysia booth

Visitors at the Tourism Malaysia booth at PTAA 2022

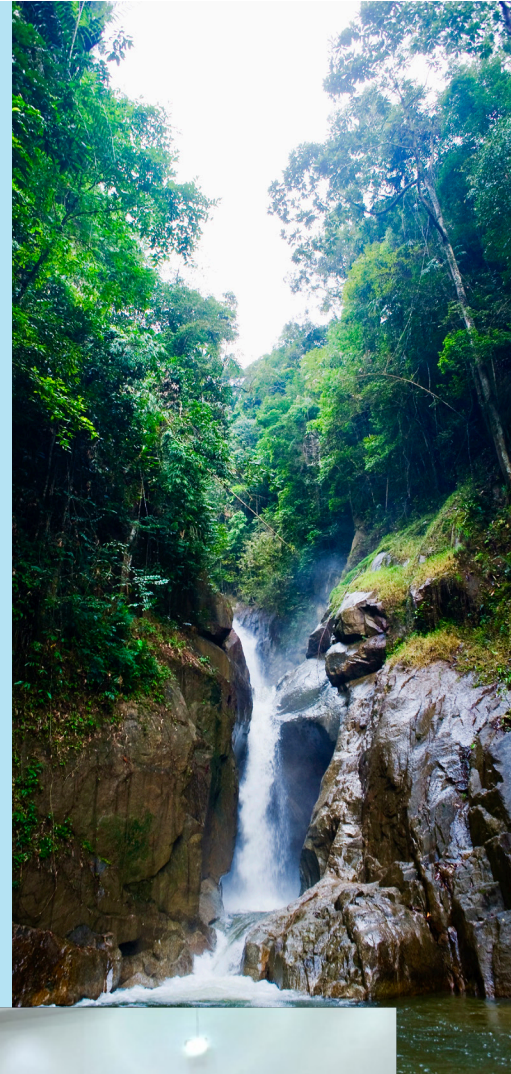


MINANGKABAU INTERNATIONAL COMMERCIAL EVENT 2022 (MICE)

Tourism Malaysia Medan participated in the Minangkabau International Commercial Event (MICE) from 8 to 11 November 2022 at Truntum Hotel, Padang.

The event was officiated by the Governor of West Sumatra, H. Mahyeldi Ansharullah, S.P. Datuak Marajo. Tourism Malaysia Medan's participation in MICE 2022 was in conjunction with the opening of direct flights by AirAsia from Padang to Kuala Lumpur starting 1 October 2022. In addition, it gave Tourism Malaysia the opportunity to meet tourism industry stakeholders in West Sumatra and the people of Padang, to provide accurate and up-to-date information on entry procedures to Malaysia, and its touristic offerings.

A total of 500 people visited the Tourism Malaysia booth. The publicity value for this event was RM199,535. A total of 13 articles were published in the media for this event.



A memento was presented to H. Mahyeldi Ansharullah, S.P. Datuak Marajo during the MICE opening ceremony



Tourism Malaysia booth



MEDAN AGENT AND MEDIA FAMILIARISATION TRIP TO MALAYSIA 2022

Tourism Malaysia, through its office in Medan, Indonesia, collaborated with Batik Air to organise a familiarisation trip, Liburan Seru Ke Malaysia, from 6 to 11 September 2022.

Seven travel agents and seven media representatives joined this familiarisation trip. Participants were taken to explore various interesting tourist destinations in Selangor, Putrajaya, Kuala Lumpur, and Genting Highlands. It was organised to provide updated information and post-pandemic entry experiences into Malaysia.

The familiarisation trip introduced participants to the latest tourism products and destinations so that they could develop tourism packages such as 3D2N KL-Genting / 4D3N Sunway Lagoon-Genting-KL / 5D4N Putrajaya-Selangor-Genting-KL. Additionally, the programme generated publicity value amounting to RM340,449.00. Meanwhile, a total of 45 articles were published in the media after the visit.



Participants pose for a photo at Genting Highlands

SRIWIJAYA TRAVEL FAIR 2022, PALEMBANG, INDONESIA

Tourism Malaysia participated in the Sriwijaya Travel Fair 2022 held at the Palembang Trade Centre, Palembang City, South Sumatra from 5 to 7 August 2022.

Inaugurated by the representative of the Governor of South Sumatra, Mawardi Yahya, the Sriwijaya Travel Fair was organised by the Provincial Government of South Sumatra through the Office of Culture and Tourism of South Sumatra Province. Through this tourism exhibition, Tourism Malaysia took the initiative to collaborate with Media Tour company to sell tourism packages to Malaysia.

A total of 500 people visited the Tourism Malaysia booth during the Sriwijaya Travel Fair. The publicity value obtained was RM158,151, and a total of 28 articles were published in the media.



The official launching ceremony of the Sriwijaya Travel Fair 2022

FORGING DIPLOMATIC RELATIONS

Malaysia is committed to maintaining close ties among Southeast Asian nations to ensure that Malaysia remains a prime tourist destination in the region. In line with this, Tourism Malaysia implemented various programmes and activities involving diplomatic representations to convey up-to-date information about the tourism industry and Malaysia's post-pandemic economic position.

HIGH TEA WITH H.E. AMBASSADORS AND HIGH COMMISSIONERS OF SOUTHEAST ASIA NATIONS

Tourism Malaysia hosted a High Tea event with Ambassadors and High Commissioners from Southeast Asian countries in Malaysia on 6 July 2022, at Bungalow 37, Kuala Lumpur. Among the attendees were the Minister of Tourism, Arts and Culture of Malaysia, YB Dato' Sri Hajah Nancy Shukri, the Chairman of the Board of Directors of Tourism Malaysia, YBhg. Dato' Seri Ramlan Ibrahim, the Director General of Tourism Malaysia, YBhg. Dato' Hj. Zainuddin Abdul Wahab, Senior Officials from the Ministry of Foreign Affairs, and local media.

Among the Ambassadors and High Commissioners present were the Deputy High Commissioner of Singapore, Mr. Shivakumar Nair, the Ambassador of Vietnam, H.E. Dr. Tran Viet Thai, the Ambassador of Thailand, H.E. Chainarong Keratitwong, the Ambassador of Indonesia, H.E. Hermono, the Ambassador of Cambodia, H.E. Cheuy Vichet, the High Commissioner of Brunei Darussalam, H.E. Dato Mahmud Saidin, the Ambassador of Laos, PYT Viengsavanh Sipraseuth, the Ambassador of the Philippines, H.E. Charles C. Jose, the Chief Protocol Officer of the Protocol and Consular Department of the Ministry of Foreign Affairs, Datuk Wan Zaidi bin Wan Abdullah, and the Charge D'Affaires of the Union of Myanmar, Sir Myint Htun.

A total of 10 media representatives from six agencies attended to cover this event. Three articles were published in print media, and 15 articles were posted online. The programme was also broadcast on Buletin Utama (TV3) and three news slots on RTM, as well as on BERNAMA radio, Traxx FM, and Lite FM.



High Tea with H.E. Ambassadors and High Commissioners of Southeast Asia Nations hosted by YB Dato' Sri Hajah Nancy Shukri



YB Dato' Sri Hajah Nancy Shukri delivers a speech at the High Tea with H.E. Ambassadors and High Commissioners of Southeast Asia Nations

PAHANG EXPLORATION WITH AMBASSADORS AND HIGH COMMISSIONERS OF SOUTHEAST ASIA NATIONS TO MALAYSIA

Tourism Malaysia organised the Pahang Exploration programme from 14 to 16 August 2022 in Kuantan, aimed at strengthening the relationship between this organisation and Southeast Asian countries affected by the pandemic.

This programme was an initiative of Tourism Malaysia to introduce new and existing tourism products to Ambassadors, High Commissioners, as well as the expatriate community in Malaysia. It also aimed to increase the travel confidence level of Southeast Asian tourists towards Malaysia after the COVID-19 pandemic.

The participating Southeast Asian countries were Singapore, Brunei, Thailand, Vietnam, Laos, Indonesia, Myanmar, Philippines and Cambodia.

The dignitaries were taken to visit the Kompleks Serambi Teruntum, one of the latest tourism icons in Kuantan. They also explored the Kuantan River via the Kuantan River Cruise. In addition, the participants visited the Jeti Lembaga Kemajuan Ikan Malaysia, firefly breeding area, Tanjung Lumpur Bridge, mangrove tree area, and the South China Sea river estuary.

Members of the group were also taken to visit Menara Kuantan 188, the second tallest tower in Malaysia after Kuala Lumpur Tower. Menara Kuantan 188 displayed a QR code where every visitor could get information about Southeast Asian countries after scanning the QR code.



The dignitaries' visit to Kompleks Serambi Teruntum



Director General Tourism Malaysia, YBhg. Dato' Hj Zainuddin Abdul Wahab poses with the Ambassadors and High Commissioners at the dinner reception



Ambassadors and High Commissioners before the cruise down the Pahang River

OCEANIA MARKET

Tourism Malaysia organised a Sales Mission and Tourism Seminar to Perth, Melbourne, and Sydney, Australia, and Auckland, New Zealand, from 21 to 30 August 2022.

The programme, attended by nine Malaysian tourism industry practitioners, aimed to boost promotional and publicity activities in the Oceania market (Australia & New Zealand) to increase the number of tourists from these regions to Malaysia after the country's borders were reopened on 1 April 2022.

The Networking Sessions, attended by 60 participants in Perth, 88 participants in Melbourne, and 41 participants in Auckland, managed to generate a sales potential exceeding RM3 million and media publicity valued at RM1 million.



Tourism Malaysia staff pose for a photo during the Sales Mission and Tourism Seminar



The Perth Sales Mission and Seminar



The Melbourne Sales Mission and Seminar

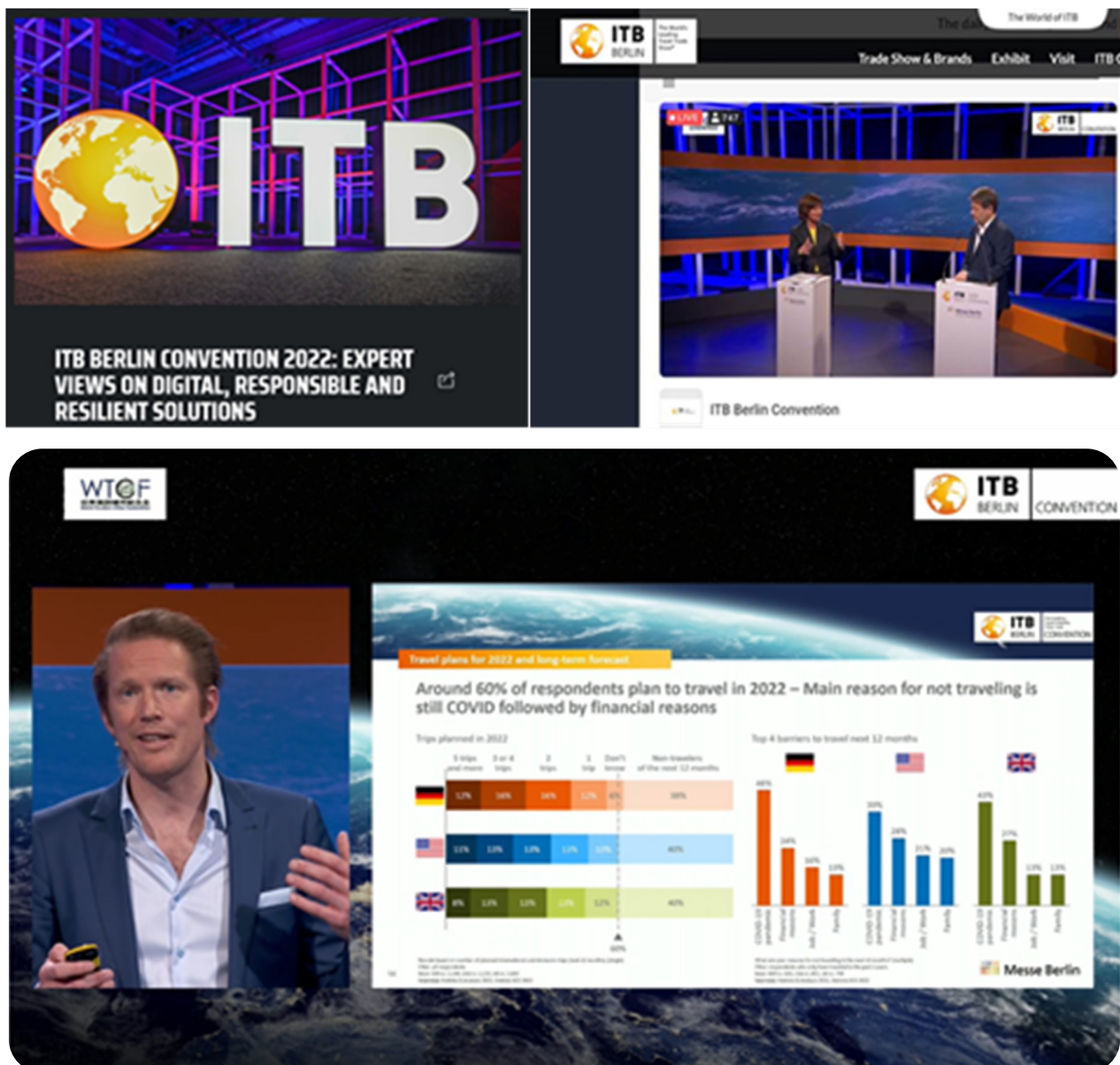


The Sydney Sales Mission and Seminar

EUROPE MARKET

INTERNATIONAL TOURISMUS BORSE (ITB) 2022

Tourism Malaysia Frankfurt coordinated Malaysia's participation in the International Tourismus Borse (ITB) 2022 which took place from 8 to 10 March 2022 and the Digital Business Programme on 17 March 2022, virtually. Some 54 tourism industry players from Malaysia participated this time. Overall, the sales potential achieved was RM15 million, while the value of media publicity amounted to RM5.8 million.



Part of the virtual convention organised at ITB 2022

WORLD TRAVEL MARKET (WTM) 2022

Tourism Malaysia returned to participate in the World Travel Market (WTM) 2022 held at ExCeL London, England from 7 to 9 November 2022.

A total of 50 tourism-related organisations also participated in this event which included 18 travel agencies, 15 hotels and resorts, eight state tourism agencies, three tourism associations, one airline, and four tourism-related services, including the Malaysia Healthcare Travel Council (MHTC).

Overall, the number of sales/contracts obtained at this event was RM2.1 million, while the potential sales reached RM24 million and the value of media publicity was recorded at RM6.7 million. More than 4,000 people visited the Tourism Malaysia exhibition pavilion.



Tourism Malaysia Pavilion was officiated by the Malaysian High Commissioner to UK and North Ireland, H.E. Dato' Zakri Jaafar

PACKAGE DEVELOPMENT (NICHE TOURISM)

The variety of tourist attractions available in Malaysia has warranted the development of special interest tourism products to satisfy diverse tourist preferences. Therefore, Tourism Malaysia has given a key focus on planning, coordination, and promotion of special interest tourism products.

Tourism Malaysia worked closely with government agencies, non-governmental organisations, local industry players, and media groups to increase awareness of special interest tourism products and provide support for the development of packages of these products at the local and international levels.

MALAYSIA INTERNATIONAL DIVE EXPO (MIDE)

Malaysia International Dive Expo (MIDE) is a platform for tourism industry players involved in water sports to meet with customers to promote scuba diving and other sea sport activities such as kayaking and boating, water sports equipment, and clothing. This expo focuses on the sale of packages in the special segment of diving tourism in the country by offering reasonable prices. The diving packages include accommodation, ground transportation, and meals.

Participation in this expo allowed Tourism Malaysia to obtain the data of divers and scuba diving operators by using QR codes for visitors to the Tourism Malaysia pavilion. Among the operators who worked with Tourism Malaysia to offer diving and accommodation packages are Salang Pusaka Resort Tioman (Pahang), Borneo Star Cruise Sdn. Bhd. (Sabah), Che Wan Scuba (Terengganu), Villagers Travel & Tours Sdn. Bhd. (Pahang), and Labuan Rusukan Besar Resort (Sabah).

At this expo, Tourism Malaysia also promoted the Civil Servant Holiday Packages and the Deals and Packages offerings where visitors could download and browse the www.malaysia.travel website during the exhibition. Brochures of domestic tourism destinations were also distributed and visitors present were encouraged to download the QR code of the Tourism Malaysia e-brochure.

The total revenue from tourism package sales by exhibitors under Tourism Malaysia was RM121,804.00 with a total of 18 group tour packages sold.



Tourism Malaysia Pavilion



Visitors at the Tourism Malaysia Pavilion at MIDE

LAUNCHING OF DURIAN TOURISM PACKAGES 2022

Tourism Malaysia partnered with six tourism operators to develop and improve various durian-based packages. These tourism operators succeeded in producing a more creative and innovative durian package by combining elements of ecotourism, agrotourism, archaeotourism and extreme adventure. The campaign period was from 15 July to 31 August 2022.

The six tourism operators involved were Kurma Travel and Tours Sdn. Bhd., Adventure 360 Tours Sdn. Bhd., Time Free Vacation Sdn. Bhd., M Maha-Izah Transport and Tours Sdn. Bhd., Pelancongan Usahawan Pelancongan Sahom and Asian Gateway Tours.

Among the packages offered included the 2 Day 1 Night Package (2D1N) starting from RM290 per person and the 3 Day 2 Night Package (3D2N) starting from RM75 per person with a minimum booking of four people per package.

In total, 224 packages worth RM106,864 were successfully sold, while the publicity return obtained from the media was RM222,410.00.



Lindsay Gasik, a durian fan from the United States

DURIAN TOURISM

Tarikh tempahan dan sah laku dari
1 Julai - 31 Ogos 2022
* Tertakluk pada terma dan syarat

Lenggong - Kuala Kangsar
Makan Durian + Jelajah Gua Arkeologi
+ Boat Tour + Eksplorasi Kuala Kangsar
Kurma Travel & Tours Sdn. Bhd.
2H1M
Dari 360.00/seorang
Min. 10 orang
KPL 8212
019-997 3314
lqkumatravel@gmail.com

Durian Package
Adventure360 Tours Sdn. Bhd.
5 Jan - 2H1M
Dari 75.00/seorang
Min. 10 orang
KPL 9116
010-454 6865
a360tello@gmail.com

Selangor - Perak
Makan Durian + Boat Cruise
+ Jelajah Kampung
Kurma Travel & Tours Sdn. Bhd.
2H1M
Dari 195.00/seorang
Min. 10 orang
KPL 8212
019-997 3314
lqkumatravel@gmail.com

Pesta Raja Buah Penang
Maha-lelah Transport & Tours Sdn Bhd
2H1M
Dari 290.00/seorang
Min. 3-10 orang
KPL 4887
017-593 1300
amirul9@mahaizahtravel.com

Amazing Durian Lovers
Time Free Vacation Sdn. Bhd.
3H2M
Dari 338.00/seorang
Min. 4 orang
KPL 8618
016-4511212
timefreevacation@gmail.com

Karnival Durian River of Life
Lembah Sahom
Persatuan Usahawan Pelancongan
Sahom Kampar Perak
017-458 5011
Lembah Sahom, Kampar, Perak
1 - 3 Julai 2022

Monkey Beach Fun Fishing With
Plantation Durian Buffet
Asia Gateway Tours Sdn. Bhd.
5 Jan
Dari 228.00/seorang
Min. 6 orang
KPL 8871
016-454 4263
agtericyap@gmail.com

Keretapi Durian
Adventure360 Tours Sdn. Bhd.
1H
Dari 799.00/seorang
Min. 1 orang
KPL 9116
010-454 6865
a360tello@gmail.com

Kuala Kangsar
Makan Durian
Kurma Travel & Tours Sdn. Bhd.
1H
Dari 250.00/seorang
Min. 10 orang
KPL 8212
019-997 3314
lqkumatravel@gmail.com

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PROMOSI DISKAUN 10%

TOURISM MALAYSIA

50

Posters of
Durian Tourism
Packages

MEMORANDUM OF COOPERATION (MOC) BETWEEN TOURISM MALAYSIA AND EDUCATION MALAYSIA GLOBAL SERVICES (EMGS)

This collaboration aims to leverage the sharing of expertise between the two parties in the fields of communication, branding, advertising, events, campaigns, marketing and promotional materials as well as media and public relations, especially in promoting the branding of Study in Malaysia in line with the Malaysia Truly Asia global tagline.

The collaboration is anticipated to form a synergy in promoting Malaysia as a world-class tourist destination and education hub, especially through mobile programmes and short-term courses involving international students.

The Memorandum of Cooperation was signed by the Director General of Tourism Malaysia, YBhg. Dato' Hj. Zainuddin Abdul Wahab and Chief Executive Officer of EMGS, Mr. Mohd Radzlan Jalaludin. It was also witnessed by the Secretary-General of the Ministry of Higher Education, YBhg. Dato' Seri Abdul Razak Jaafar in Putrajaya on 14 October 2022. The main focus of EMGS this year was to reach the target of 50,000 international student applications in line with the government's desire to enrol 250,000 international students by year 2025. The five main countries that recorded the highest applications for mobile programmes as of September 2022 were Indonesia, France, Japan, Germany, and the United Kingdom.



The Memorandum of Cooperation was signed by YBhg. Dato' Hj. Zainuddin Abdul Wahab and Mr. Mohd Radzlan Jalaludin, witnessed by YBhg. Dato' Seri Abdul Razak Jaafar

MISS SHOPHIA GO TRAVEL – SERIES 1 & 2

Miss SHOPhيا Go Travel is a series of carnivals that include sales exhibitions of special interest packages as well as various activities such as cultural performances, food/ cooking demonstrations, and tourism quizzes. The programme has been able to attract domestic and international tourists, especially from Singapore, Indonesia, and Thailand markets.

The Series 1 covering the Central Region took place from 19 to 21 August 2022, while Series 2 covering the Southern Region was held from 21 to 23 October 2022. At this carnival, Tourism Malaysia invited two media influencers to interact with visitors at the carnival site.

A total of 33 exhibitors participated in this special interest sales exhibition which consisted of the following segments, i.e. spa and wellness, theme parks, handicrafts, scuba diving, fishing and angling, rock climbing, golf, educational tourism, homestay, and ecotourism.

A total of 107 special interest packages were offered by the exhibitors consisting of product operators, travel agencies and tourism associations that covered various segments. The first series of Miss SHOPhيا Go Travel recorded the sale of 574 special interest packages amounting to a sales value of RM64,064.00. The second series of Miss SHOPhيا Go Travel recorded the sale of 264 special interest packages with total sales amounting to RM29,548.00.



Mr. Iskandar Mirza Mohd Yusof, Deputy Director General (Planning) of Tourism Malaysia delivers a speech at the launch of Miss SHOPhيا Go Travel 2022

The launch gimmick of Miss SHOPhيا Go Travel 2022 being witnessed by Mr. Iskandar Mirza Mohd Yusof, Deputy Director General (Planning) of Tourism Malaysia and other invited guests



MEMORANDUM OF COOPERATION (MOC) BETWEEN TOURISM MALAYSIA AND VISA AT THE FOUR SEASONS HOTEL, KUALA LUMPUR

Tourism Malaysia signed a Memorandum of Cooperation (MOC) with Visa for a duration of two years, starting from 14 February 2022 until 31 December 2023, with the aim of enhancing entry travels, promoting Malaysia as a preferred tourist destination, and assisting in the recovery of Malaysia's tourism industry using Visa's global network, knowledge, and capabilities.

It also aimed to encourage international tourists to travel to Malaysia and spend once the borders were opened to foreign tourists, and to encourage domestic tourists to travel within the country while enjoying various great offers from Visa, including revitalising small and medium enterprises (SMEs).

This memorandum of cooperation was signed by the Director-General of Tourism Malaysia, YBhg. Dato' Hj. Zainuddin Abdul Wahab, and the Country Manager of Visa Malaysia, Mr. Ng Koon Boon, witnessed by the Minister of Tourism, Arts, and Culture Malaysia, YB Dato' Sri Hajah Nancy Shukri.

Tourism Malaysia and Visa introduced the Home Away From Home Campaign, offering a 30% discount for hotel bookings from over 7,500 domestic hotels, as well as a 30% rebate for domestic flight tickets with the participation of four major airlines, namely Malaysia Airlines, Firefly, MASWings, and Malindo. Visa also offered a 10% discount on travel vouchers and attractive exclusive offers that could be enjoyed by international and domestic tourists.

For the Home Away From Home Campaign, Tourism Malaysia and Visa successfully secured a total of 1,646 hotel bookings and 2,423 flight ticket bookings throughout the campaign period.



The exchanging of documents signed by Tourism Malaysia and Visa, witnessed by YB Dato' Sri Hajah Nancy Shukri

SHOPPING EXTRAVAGANZA! CAMPAIGN

The Shopping Extravaganza! Campaign was a three-way collaboration involving Tourism Malaysia, Visa, and WCT Malls aimed at promoting Malaysia as the world's preferred tourist destination. This collaboration stemmed from a long-term partnership initiative between Tourism Malaysia and VISA to introduce VISA to associations and organisations within the tourism industry.

The Director General of Tourism Malaysia, YBhg. Dato' Hj. Zainuddin Abdul Wahab, launched this campaign together with the Chief Executive Officer of WCT Malls Management, Ms. Selena Chua, and the Marketing Head of VISA Malaysia, Mr. Eugene Lim, at the gateway@klia2 shopping centre on 18 July 2022.

Under the theme #ShoppingExtravaganza, various shopping campaigns were launched from 15 July to 16 September 2022, at all shopping centres under WCT Malls, namely Paradigm Mall PJ, Paradigm Mall JB, gateway@klia2, and SkyPark Terminal.

The Spend & Redeem Campaign offered 6,300 Visa denim bags to be given to shoppers at participating shopping centres with a minimum purchase of RM200 and above.

WCT Malls also offered double WCT Buddy points for those spending RM200 and above using Maybank VISA cards throughout the campaign period. Additionally, WCT Malls and Visa introduced the Bonanza Sales Voucher where buyers could enjoy a 20% discount when purchasing WCT e-Vouchers using valid Visa cards. A total of RM500,000 worth of e-shopping vouchers were offered by Visa and WCT Malls through EasyStore.

The campaign also offered Spin & Win activities where international visitors spending RM150 and above had the chance to win various shopping vouchers. WCT Malls sponsored a total of RM100,000 worth of shopping vouchers.

The Shopping Extravaganza Campaign generated sales amounting to RM2,672,858.00.



YBhg. Dato' Hj. Zainuddin Abdul Wahab (centre) launching the Shopping Extravaganza campaign, witnessed by Ms. Selena Chua (left) and Mr. Eugene Lim (right)

NORTHERN MALAYSIA COFFEE EXPERIENCE PACKAGES

The Northern Malaysia Coffee Experience programme combined the gastronomic segment, Coffee Trail, with the Spa and Wellness segment which uses coffee-based ingredients as one of the massage ingredients. The packages involved states in the Northern Region, namely Pulau Pinang, Perak, Kedah, and Perlis. Tourism Malaysia also planned to expand this programme to other regions.

The Director-General of Tourism Malaysia, YBhg. Dato' Hj. Zainuddin Abdul Wahab, launched this package at Think City Penang, Georgetown, Pulau Pinang, on 2 December 2022. He was accompanied by the Chief Executive Officer of Tourism Perak, Ms. Nurmali Musa, the Chief Executive Officer of the Kedah State Corporation, Mr. Haji Muhamad Sobri Osman, the Director of the Tourism Malaysia Package Development Division, Mr. Shahrin Mokhtar, and the Director of the Ministry of Tourism, Arts, and Culture of Penang State, Mr. Jonathan Freedy P. Bagang. Eight tourism agencies, 11 coffee shops and cafes, and one spa centre participated in this first phase to introduce the Northern Malaysia Coffee Experience packages. In this initial phase, a total of 15 packages were developed, and these packages would be expanded over time.

An e-directory map was developed to introduce and promote coffee shops and cafes offering these packages.

Both domestic and international tourists who purchase these packages would receive a 10% discount from the original price and a spa treatment at selected spa centres, while participating coffee shops and cafes also offered discounts/rebates to tourists. Additionally, visitors also had the opportunity to win special prizes from Tourism Malaysia by simply uploading selfies taken in participating coffee shops on social media platforms (IG miss_shophia) with the hashtag #MYKopiExperience throughout the campaign period.



The launch of the Northern Malaysia Coffee Experience Packages



Listings of packages and an e-map directory of the Northern Malaysia Coffee Experience Packages

ADVERTISING & DIGITAL

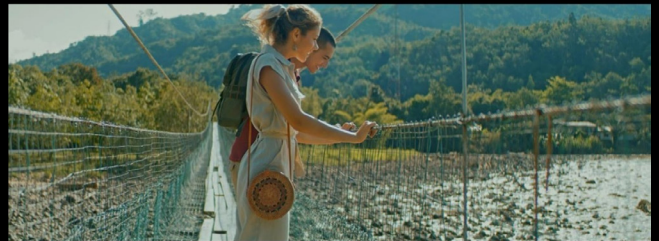
Tourism Malaysia recognises the crucial role of advertising and digital platforms in shaping Malaysia's image as a preferred tourist destination in the region. In this digital era, online presence and interaction are vital to effectively reach a global audience.

Tourism Malaysia intensified its advertising and digital programmes and activities to enhance tourist confidence and awareness of Malaysia as a prime tourist destination, aligned with the opening of international borders to visitors worldwide and the simplified entry procedures in 2022.

GLOBAL CAMPAIGN – THE SOUL OF MALAYSIA



A recording from The Soul of Malaysia video showcasing the cultural richness in Malaysia



A recording from The Soul of Malaysia video depicts eco/adventure activities

To revitalise the country's tourism industry, Tourism Malaysia released a new generic global TV commercial (TVC) titled The Soul of Malaysia, which retained the well-established Malaysia Truly Asia branding that has been firmly rooted in the international market.

The Soul of Malaysia invited viewers to explore holiday experiences on beaches and islands, enjoy the freshness and greenery of the tropical rainforest, immerse themselves in the beauty of Malaysian culture and heritage, and have fun with friends in metropolitan cities. The TVC also showcased the uniqueness of Malaysian food and the luxury of vacations in Malaysia.

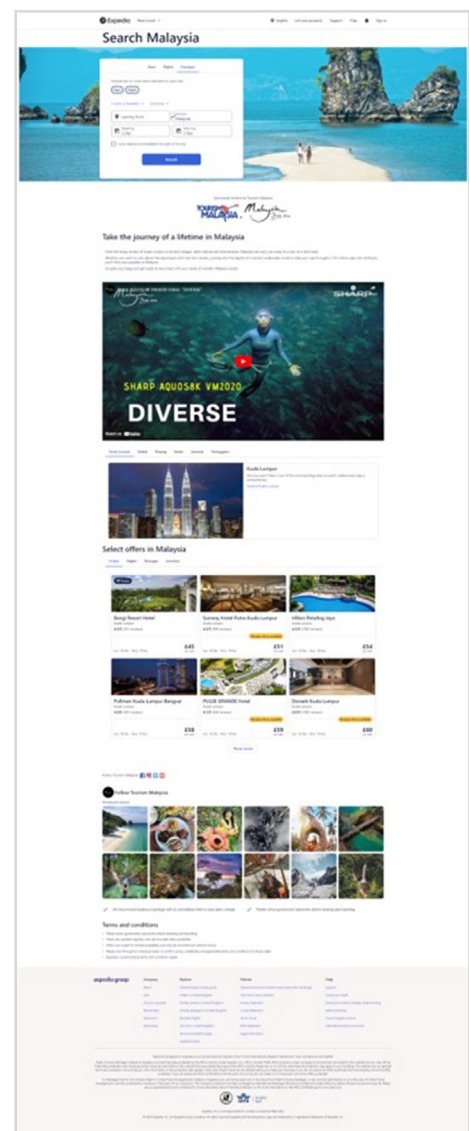
Sung by Faizal Tahir, the song was composed using traditional Malaysian instruments and accompanied by poetic narration about Malaysia.

The TVC was launched at the World Travel Market (WTM) 2022 exhibition, London, the premier tourism exhibition in the world, on 8 November 2022. It was also aired on the BBC network, covering markets in the Asia Pacific, Europe, South Asia, and the Middle East.

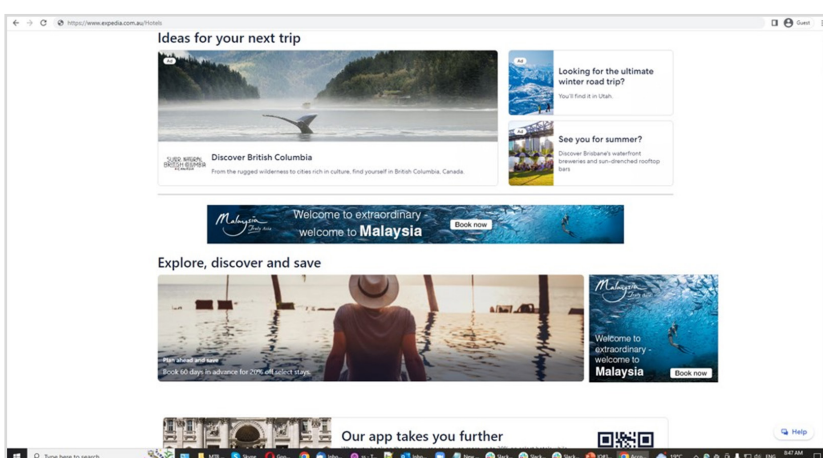
SMART PARTNERSHIP WITH EXPEDIA GROUP MEDIA SOLUTIONS

Tourism Malaysia collaborated with Expedia Group Media Solutions to promote Malaysia in the United Kingdom, the United States, and Australia markets. The six-month campaign ran from May to November 2022 and was conducted online through Expedia Group Media Solutions' digital platforms such as hotels.com UK, hotels.com US, Expedia US, Hotels.uk, Expedia UK, and Expedia Australia.

As a result of this collaboration, a total of 83,359 passengers booked Malaysia as their tourist destination, generating 16,052 flight tickets and 101,602 accommodation bookings, and generating booking revenue of RM99,792,500.00 across five websites (hotels.com US, Expedia US, Hotels.uk, Expedia UK, Expedia Australia).



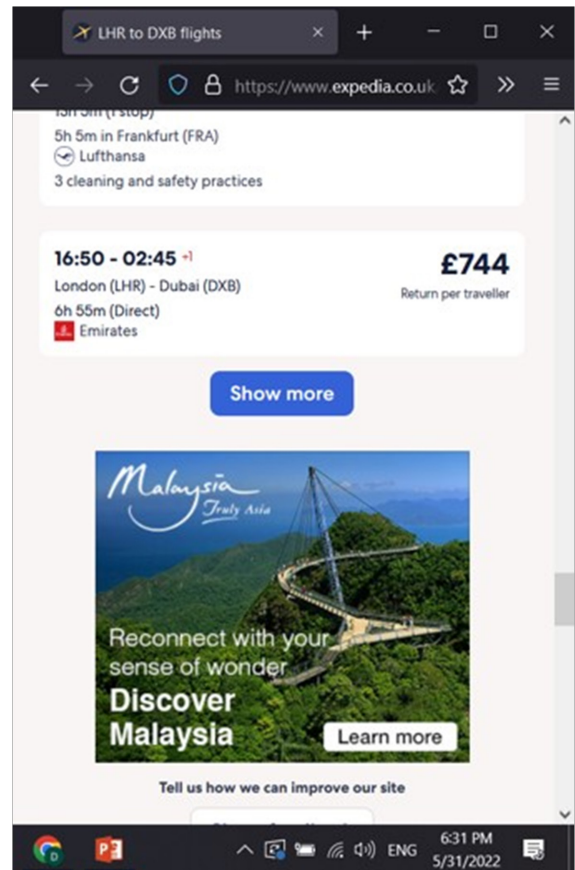
Landing page at the Expedia USA website



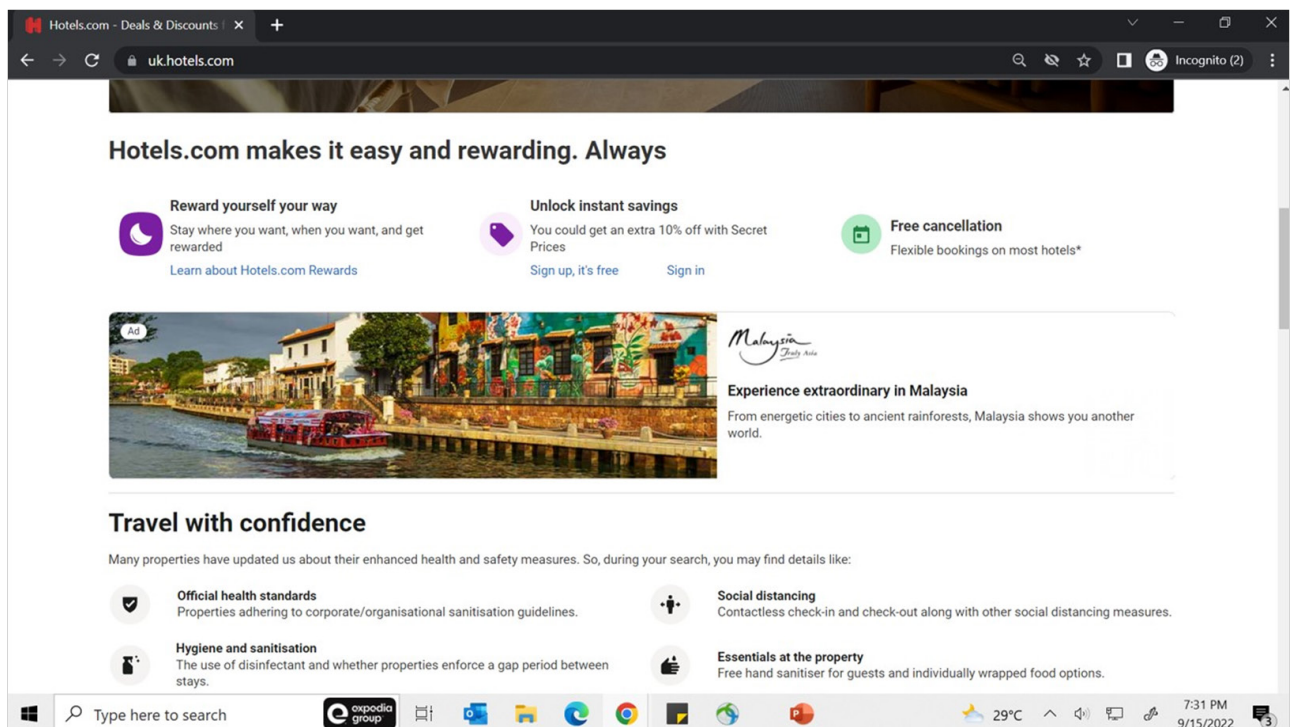
Online banners on the Expedia Australia website



Promotions via the Expedia USA social media



Online banners on the Expedia UK website



Native Marquee on the Hotels.com UK website

DOMESTIC CAMPAIGN – “INILAH MASANYA, CUTI-CUTI MALAYSIA”

The “Inilah Masanya, Cuti-Cuti Malaysia” campaign was created to further promote domestic tourism. The campaign was a continuation of previous ones, namely, “Rindu Melancong” which was echoed by the songs “Menemui Semula” and “Masanya Telah Tiba”, and finally, “Inilah Masanya”.

The campaign’s “Inilah Masanya” slogan became a call to the public to continue supporting domestic tourism by vacationing within the country. Through the campaign, the public was encouraged to travel domestically, thereby helping to strengthen the local economy.

The “Inilah Masanya” campaign used the song “Masanya Telah Tiba” sung by Nik Qistina. It highlighted the Family and Millennial segments, generally showcasing activities that could be done and enjoyed according to themes such as Family Fun, Eco-Nature/Adventure, Food, Islands and Beaches, and Shopping. An additional theme, Culture and Heritage, was also promoted to ensure that the country’s heritage and culture were not forgotten by Malaysians.



“Inilah Masanya, Cuti-Cuti Malaysia” – Shopping



“Inilah Masanya, Cuti-Cuti Malaysia” – Culture and Heritage



"Inilah Masanya, Cuti-Cuti Malaysia" – Eco-Nature/Adventure



"Inilah Masanya, Cuti-Cuti Malaysia" – Family Fun



"Inilah Masanya, Cuti-Cuti Malaysia" – Food



SMART PARTNERSHIP WITH TELEKOM MALAYSIA BERHAD

The signing ceremony of the Memorandum of Cooperation (MOC) between Telekom Malaysia and Tourism Malaysia on 25 August 2022 was held at Menara Kuala Lumpur.

Both parties cooperated in promoting various campaigns including domestic tourism packages designed by Tourism Malaysia to ensure wide reach to consumers throughout the country through marketing strategies and digital solutions provided by TM Info-Media Sdn. Bhd. which began from 1 July 2022 to 31 January 2023.

The main focus of the collaboration with TM Info-Media Sdn. Bhd. involved digital advertising through screen displays in all 32 TM Point centres nationwide including on the Unifi Wi-Fi Ads, Yellow Pages Banner and Unifi TV platforms in addition to Google Keywords Ads and data mining.



The signing ceremony signifying the collaboration between Telekom Malaysia Berhad and Tourism Malaysia took place on 25 August 2022 at Menara Kuala Lumpur

MEDIA COMMUNICATIONS

Throughout 2022, Tourism Malaysia organised various programmes through close collaborations with local and international media and industry players to promote Malaysia as a safe and ideal holiday destination that offers a variety of interesting tourism events and activities. Tourism Malaysia continues to be committed to putting together an enticing narrative and forge strategic collaborations to position Malaysia as a must-visit destination.

MEDIA RELATIONS

TOURISM MALAYSIA X GOPRO APAC 2022

Tourism Malaysia organised the Tourism Malaysia X GoPro APAC Camp programme in Sabah, in collaboration with GoPro and the Sabah Tourism Board from 26 October to 1 November 2022. The programme which lasted for 6 days and 5 nights was attended by 19 GoPro Ambassadors from Asia Pacific namely Malaysia, Thailand, Philippines, Australia, India, Taiwan, South Korea and Singapore.

The participants had the opportunity to explore the state of Sabah which was positioned as a destination of choice to be promoted to the world. Throughout the programme, they were exposed to a variety of interesting and unique experiences in each location that included ecotourism, gastronomy, marine life, and culture. The tourist destinations visited were Mantanani Island, Mari-Mari Cultural Village, Kota Belud, and Ranau. Through the

programme, the GoPro ambassadors produced social media content about products and tourist destinations visited using the GoPro HERO11 lens and uploaded it for their followers around the world to view.





Participants pose for shots at various popular attractions in Sabah



XPRESI CUTI-CUTI MALAYSIA

A total of 14 media representatives, comprising both mainstream and new media, participated in Tourism Malaysia's Cuti-Cuti Malaysia Media Influencer Xpresi Tour – Sarawak from 9 to 13 November 2022.

The programme aimed to enhance domestic tourism promotion both online and offline, thereby optimising strategic communication through media engagement. This edition brought participants to explore experiential tourism products around Kuching, Bau, and Santubong, focusing on adventure, nature, gastronomy, culture, and Sarawak's heritage.

Locations visited included Sarawak Delta Geopark, Paku Rock Maze Garden, Sarawak Cultural Village, and Sarawak Cultures Museum. They also had the opportunity to stay overnight at the eco-friendly resort, The Culvert Hotel & Resort, and participated in the leisurely Santubong Fun Run Batik Edition' in Kampung Santubong, which was the highlight of the Santubong Festival.

The influencers provided a unique perspective on their direct experiences exploring Sarawak, and this was believed to enhance their followers' interest in visiting the state.



A demonstration was conducted to show the making of Sarawak layer cake, which is one of the signature products from Sarawak, Land of the Hornbills



The participants, consisting of media representatives, posed for photographs in front of the landmark of Kuching city

MEDIA APPRECIATION EVENT 2022

The 2022 Media Appreciation Ceremony was organised by Tourism Malaysia to celebrate media practitioners who greatly supported and helped to successfully execute Tourism Malaysia's activities, especially during the two years facing the COVID-19 pandemic.

Themed Gold & Black, the event was held at Magica Hall, Quill City Mall, Kuala Lumpur on 23 November 2022, and was aimed to acknowledge the role of media in promoting and marketing Tourism Malaysia's activities over its 50 years of existence, through campaigns like Malaysia Truly Asia for international markets and Cuti-Cuti Malaysia for domestic markets. Guests were entertained with performances by the Istana Budaya Dance Artists and popular guest artists Ernie Zakri and Khai Bahar.

Additionally, an awards presentation ceremony for the winners of the Tourism Malaysia Media Explore Race (TOMER) 2022 was held. The competition involved 88 media practitioners, including 11 international participants from Indonesia, Thailand, and Brunei, who embarked on a collective journey covering over 300 kilometres from Putrajaya to Gopeng, Perak, hunting for treasures along the way.



Media Appreciation Ceremony 2022



The TOMER 2022 champions were honoured at the Award Presentation Ceremony held at Magica Hall, Quill City Mall, Kuala Lumpur

INDUSTRY RELATIONS

PARTICIPATION IN PATA (PACIFIC ASIA TRAVEL ASSOCIATION) EVENTS

Tourism Malaysia participated in three events organised by the Pacific Asia Travel Association (PATA) in 2022. These were the PATA Destination Marketing Forum (PDMF), held from 2 to 4 August 2022 in Songkhla, Thailand; the PATA Annual Summit (PAS), held from 25 to 27 October 2022 in Ras Al-Khaimah, United Arab Emirates; and the PATA-Global Business Travel Association (GBTA) APAC Travel Summit, held from 8 to 9 December 2022 in Bangkok, Thailand.

The platforms provided excellent opportunities for Tourism Malaysia to establish strategic partnerships with tourism industry stakeholders from around the world and showcase Malaysia's readiness to welcome international tourists once again.

At the PATA Gold Awards 2022, Malaysia won the Gold Award in the Adventure Travel Photography category with a captivating photo of a man flying a traditional Malaysian kite, known as a "wau," on the shores of Terengganu. This image symbolises Malaysia's famous cultural heritage and is a significant part of the country's cultural legacy.



PATA Destination Marketing Forum in Songkhla, Thailand



PATA Annual Summit was held in Ras Al-Khaimah, United Arab Emirates

PATA-GBTA APAC
Travel Summit



PATA[®]
Pacific Asia Travel Association

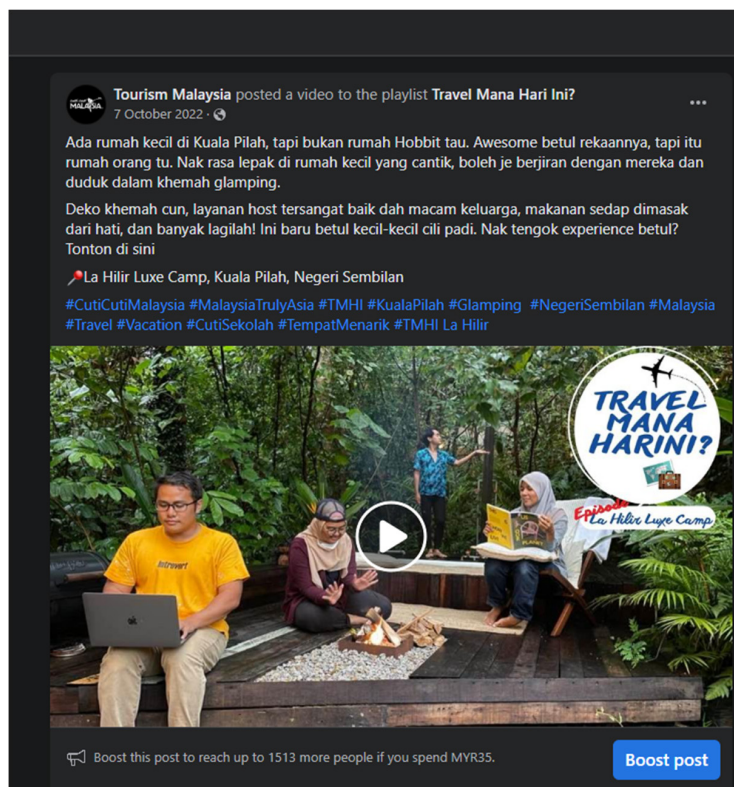


DIGITAL MEDIA

TRAVEL MANA HARI INI TRAVELOG

The Social Media Unit of Tourism Malaysia produced a series of travelogues consisting of 16 episodes covering popular destinations. It ran from March to November 2022 and encompassed various destinations across Malaysia. The concept of these short vlogs was designed to capture social media users' attention due to their relaxed and experiential nature. Several destinations nationwide were featured, including Gamuda Cove, Kepong Skywalk, Sungai Klah Hot Springs, Sekinchan, Perhentian Islands, Penang, Kuala Pilah, Cameron Highlands, Kota Bharu, Putrajaya, and Kuala Lumpur.

These short videos with hosts were engaging for social media users and provided informative content. The travelogue series was published on platforms such as YouTube, Instagram, and Facebook. Throughout the programme, the social media platforms saw an increase of over 5,000 organic engagements and growth in follower numbers.



CONTENT CREATION VISITS

The Social Media Unit of Tourism Malaysia also organised several visits to film and create content for social media to showcase destinations and new products across Malaysia from April to October 2022.

The visits involved influencers and content creators. The selected locations were lesser-known yet interesting destinations including Lenggong, Terrapuri, Gua Musang, Lojing Highland, and Taman Negara Sg. Relau.

Through these filming sessions, the Social Media Unit produced video content and images for publication on Story, Reel, TikTok, Facebook, YouTube, and other platforms. Additionally, content creators involved in the programme produced their own content, and the recordings were used for promoting Tourism Malaysia across various platforms.

Some of the content produced from this programme contributed to Tourism Malaysia winning the Gold Award for Adventure Photography at the PATA Gold Awards 2022.



This photo won the Gold Award for the Adventure Photography category at the PATA Gold Awards 2022

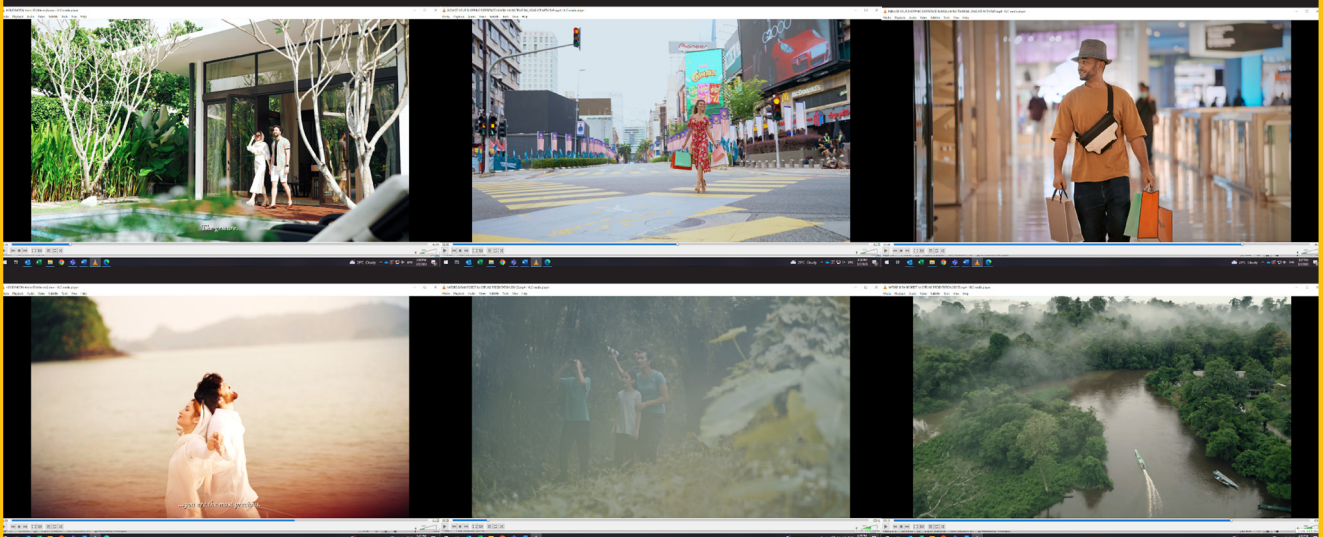
PROMOTIONAL SUPPORT

Promotional materials played a crucial role in revitalising Malaysia's tourism industry post-pandemic. Innovative and forward-thinking marketing campaigns helped raise awareness about Malaysia's culture, natural beauty, and enticing tourist events.

In this digital era, social media platforms and official websites have become vital channels for showcasing promotional materials to the audience. Through short videos, captivating images, and unique narratives, travellers were able to experience Malaysia's uniqueness and charm before physically visiting. Therefore, the emphasis on high-quality and creative promotional materials not only enhanced the allure of tourist destinations but also instilled confidence in travellers that Malaysia is a safe, attractive, and enjoyable destination to visit.

TOURISM PROMOTIONAL VIDEOS

Tourism Malaysia continued its efforts to promote Special Interest or Niche tourism products to attract tourists. Channels used to promote these videos included Tourism Malaysia's official social media channels, external digital advertising platforms such as LED panels, and at Tourism Malaysia's tourism seminars and industry gatherings. The videos produced were aligned with current trends while catering to the tastes of the millennial segment. Themes of the videos included adventure activities, honeymoon, shopping, golf, homestays, nature and jungle, and diving and underwater activities.



PRODUCTION OF NEW IMAGES

Tourism Malaysia recognised the need to produce high-quality and up-to-date tourism product images to meet the demands of both domestic and international markets.

In 2022, efforts to produce new images were expanded across Malaysia, particularly to refresh tourism products that remained relevant after the COVID-19 pandemic. With this fresh and dynamic approach to imagery, Malaysia aimed to continue attracting tourists from diverse backgrounds, making it a preferred destination for captivating and unique travel experiences.

A total of 1,000 units of images were produced in 2022 encompassing diverse tourism segments.



PHOTOGRAPHY COMPETITION 2022

Tourism Malaysia organised the 2022 Photography Challenge, which took place from 11 December 2021 to 11 February 2022. The competition aimed to unearth Malaysian talent in photography while boosting domestic tourism in the wake of the COVID-19 pandemic.

Four categories were contested: Extreme Shot, Human Interest, Nature, Arts and Culture, and Past and Present. From the competition, Tourism Malaysia received 2,319 images from 934 shortlisted entries. Prizes worth RM80,000 were awarded to 24 winners.



PROMOTIONAL SUPPORT MATERIALS

COLLATERALS

Tourism Malaysia produced various promotional support materials to intensify tourism promotion activities both domestically and internationally. These promotional support materials were distributed to industry players, various ministries, government agencies, universities, schools, and the private sector involved in promoting Malaysia as a preferred tourism destination globally.

In 2022, Tourism Malaysia produced two types of collateral items: display panels and portable light boxes featuring the new theme of the 'Inilah Masanya, Cuti-Cuti Malaysia' campaign for domestic promotion. Additionally, X-standee buntings were created for international promotional campaigns based on the Malaysia Truly Asia campaign.



Display panels and portable light boxes were produced for the latest campaign 'Inilah Masanya' Cuti-Cuti Malaysia



A display panel created for the current campaign 'Inilah Masanya' Cuti-Cuti Malaysia



X-standee buntings were made for the Malaysia Truly Asia campaign

PROMOTIONAL ITEMS

This year, Tourism Malaysia also produced various promotional materials to meet the needs of tourism promotion activities for both domestic and international markets. In conjunction with the celebration of the 50th anniversary of Tourism Malaysia's establishment, special promotional items such as baseball caps, backpacks, and paper bags were created for corporate, media, and consumer use.

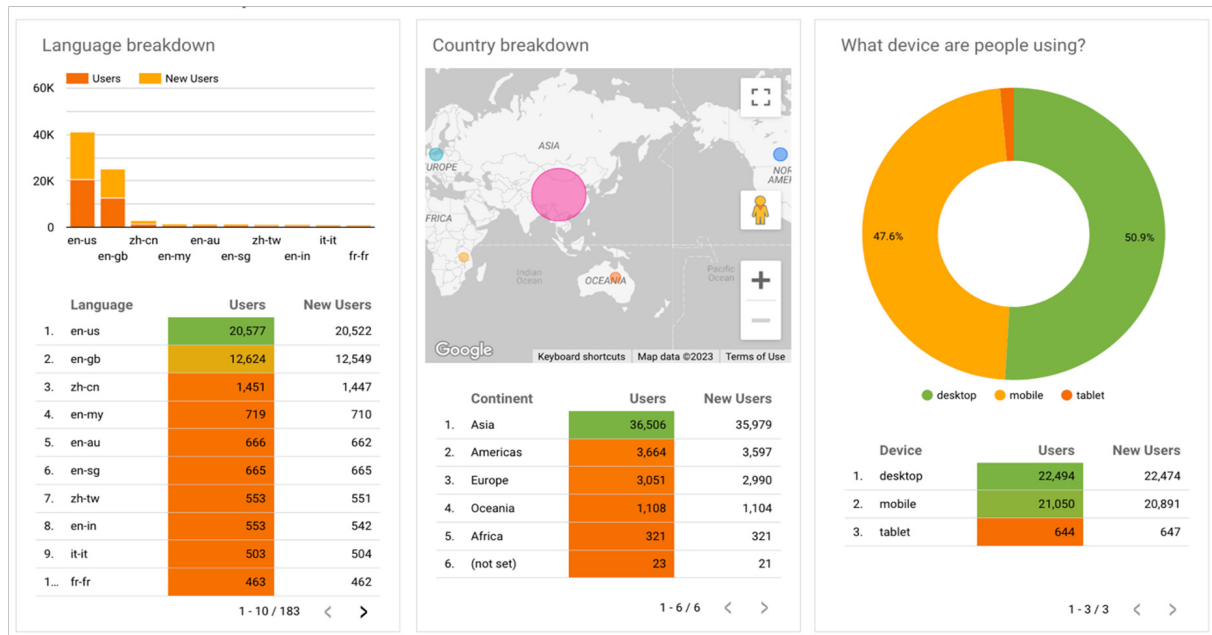


Promotional materials for the 50th Anniversary Celebration of Tourism Malaysia

DIGITAL TOURISM MARKETING INITIATIVES

The ebrochures.malaysia.travel microsite breathed new life into Tourism Malaysia's digitalisation efforts of its tourism publications. Alongside advancements in digital technology, the Interactive Digital Brochures (IDB) microsite was able to expand user reach and provide precise and up-to-date information more swiftly. Since its launch on 1 April 2021, the response from users has been highly encouraging.

Global User Statistics for the Interactive Digital Brochures (IDB) Microsite



In addition to the Interactive Digital Brochures (IDB) microsite, mobile applications such as Travel Malaysia for Android users and Travel Malaysia by TM for iOS users were also developed to further facilitate easy access to information about Malaysia's tourism products. The primary focus was on displaying the tourism brochures digitally, making them more interactive, user-friendly, and responsive, thereby enabling the public to access and share these materials across various platforms such as Facebook, Twitter, WhatsApp, and email. The application was first introduced during the Launching Ceremony of the Economic Stimulus Package (PRE) and the Cuti-Cuti Malaysia song 'Menemui Semula' (version two) on 17 May 2022. One of the benefits of this application is its offline usability for users who may not have immediate internet access upon arriving in Malaysia.

By 31 December 2022, the Travel Malaysia mobile application recorded a total of 1,938 global users.



INDUSTRY DEVELOPMENT

TOURISM, ARTS AND CULTURE MATCHING GRANT 2022 (GERAN PADANAN PELANCONGAN, SENI DAN BUDAYA – GPPSB) 2022)

Tourism Malaysia continued to disburse the Tourism, Arts, and Culture Matching Grant (GPPSB), focusing on two main sectors: Tourism and Culture.

GPPSB was a one-off allocation under the supervision of the Ministry of Tourism, Arts, and Culture Malaysia (MOTAC), with an allocation of RM50 million for the year 2022. Of this amount, RM25 million was specifically allocated to the Tourism sector, while the remaining RM25 million was allocated to the Culture sector.

GPPSB aimed to provide support and incentive assistance to the private sector, non-governmental organisations (NGOs), and industry stakeholders to ensure the competitiveness of the tourism, arts, and culture sectors. It also aimed to promote Malaysia as a safe destination to visit. GPPSB served as a recovery measure for these sectors which were severely affected by the COVID-19 pandemic, with the goal of reinstating Malaysia's position as a premier tourism destination in the Asian region.






TOURISM SECTOR MATCHING GRANT (GERAN SEPADAN SEKTOR PELANCONGAN – GSSP) 2022

The Tourism Sector Matching Grant (GSSP) focused on the organising of tourism programmes and events by private entities, players, and industry stakeholders. The allocation format for GSSP was reimbursement-based.

A total of 631 applications for domestic tourism programmes/events were received from 1 April to 31 October 2022. Out of these, 220 applications were approved, and only 155 programmes/events were successfully implemented in 2022, with a commitment of RM21,850,000.

Summary of GSSP 2022 applications is as follows:

ITEM		NO. OF APPLICATIONS
1.	 Tourism programmes/events approved and validated by the MOTAC Secretary General	220
2.	 Applications not eligible/ did not meet criteria (rejected)	386
3.	 Withdrawn	25
TOTAL		631



TOURISM PROMOTION MATCHING GRANT (GERAN SEPADAN GALAKAN MELANCONG – GAMELAN) MALAYSIA 2022



Tourism Malaysia received approval for the allocation from the Ministry of Finance to continue the disbursement of the Matching Grant for Tourism Promotion (GAMELAN) Malaysia in 2022.

GAMELAN aimed to boost promotional and marketing programmes to increase foreign tourist arrivals to Malaysia, while also revitalising domestic tourism during the COVID-19 Recovery Phase.

GAMELAN was a one-off allocation under MOTAC supervision, with an allocation of RM2 million for promotional and marketing campaign participation including domestic and international activities/programmes such as tourism exhibitions, sales missions, tourism seminars, familiarisation trips (Fam Trips), and video promotions through online platforms/media.

The allocation ceiling, applicant eligibility, application procedures, and claims for GAMELAN payments remained unchanged in 2022. An additional allocation of up to RM2 million was injected (from excess rebate vouchers) to accommodate the increasing number of GAMELAN applications due to various promotional and marketing campaigns both domestically and internationally in 2022.

A summary of the GAMELAN 2022 applications is as follows:

ITEM		NO. OF APPLICATIONS
1.	 Applications that were approved	604
2.	 Applications not eligible/ did not meet criteria (rejected)	82
TOTAL		686

A total of 686 applications were received covering various participations in tourism promotion and marketing campaigns/programmes, either physically or online, from 1 April to 31 December 2022. A total of 604 applications were approved in 2022, with a committed amount of RM3,919,024.10.

AWARDS AND RECOGNITIONS

Tourism Malaysia's persistent efforts in carrying out various promotional and marketing activities have been recognised by the number of awards and recognitions received as follows:

1. Tourism Malaysia won the PATA Gold Award 2022 for the category of Travel Photograph and Travel Video and Travel Culture
2. Tourism Malaysia won the Bronze award for the category of Transportation, Travel, and Tourism in Putra Brand Awards 2022
3. Tourism Malaysia received the Standard Accounting System For Government Agencies (SAGA) certificate from the Accountant General's Department of Malaysia
4. Tourism Malaysia won the Best Tourism Organisation for the second time at the 12th Indonesia Travel & Tourism Awards (ITTA) organised by ITTA Foundation

HUMAN RESOURCES AND ADMINISTRATION





2022



www.malaysia.travel



Sekinchan,
Selangor

HUMAN RESOURCES

TOURISM MALAYSIA HUMAN RESOURCE PERFORMANCE

Human capital is the most important asset in the context of organisational success. The capabilities, knowledge, and skills of individuals are the key determinants in achieving objectives and performance excellence. Through concentrated efforts towards sustainable human resource development, an organisation is able to expand the potential of its officers and staff, increase productivity, and foster a dynamic and innovative work culture.

STAFFING

In 2022, there were a total of 898 positions in Tourism Malaysia, including 560 staff at headquarters, 122 in regional offices and Tourist Information Centres (TIC), 70 in overseas offices, and 146 local recruits (KAT). Throughout 2022, Tourism Malaysia processed 28 appointments, 24 retirements, 43 contract renewals, and 48 promotions. Additionally, the organisation conducted 188 job rotations involving staff at headquarters, regional offices, and overseas offices.

RETIREMENT

A total of 24 officers and staff of Tourism Malaysia retired in 2022. Of these, 17 were mandatory retirements, three were optional retirements, and four were derivative pensions.

HUMAN CAPITAL DEVELOPMENT

In 2022, Tourism Malaysia implemented integrated Human Capital Development programmes and activities aimed at developing the best training programmes for its top management, officers, and staff. The goal was to ensure their competitiveness, progressiveness, and quality to maintain top-tier workforce standards.

The overall attendance rate for training courses lasting five days or more in 2022 was 100% (694 individuals), with the breakdown by grade/group as shown in the table below:

Table 1: Course attendance achievements for Tourism Malaysia staff in 2022

Bil.	Grade/Group	Total Number of Officers (Attendance)	2022 Training Attendance Achievement Percentage (Five Days and Above)
1.	JUSA	8	100%
2.	Management and Professional	203	100%
3.	Implementer	483	100%
Overall Achievement		694	100%

A total of 77 training programmes were conducted in 2022, comprising 49 core training programmes (64%) and 28 non-core training programmes (36%).

The training mediums used included 44 face-to-face training programmes (57%) and 33 online training programmes (43%).

Among the courses conducted in 2022 was the Basic First Aid Course held at Everly Hotel, Putrajaya from 30 to 31 March 2022. This course aimed to provide knowledge, skills, and understanding of proper first aid actions in emergency or injury situations. A total of 35 officers and staff of Tourism Malaysia attended this course, which was conducted by YBr. Dr. Azizul Amar from Dr. Azizul Amar Academy.



Participants practising a CPR technique on a mannequin

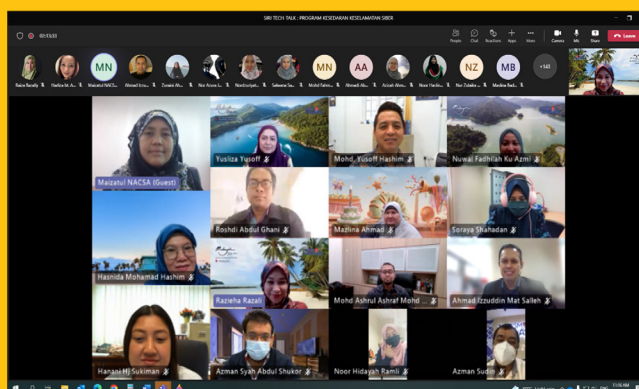


YBr. Dr. Azizul Amar supervising the programme's simulation activity

Tourism Malaysia also organised the Tech-Talk Series 2/2022: Cyber Security Awareness on 14 April 2022 online, conducted by Ms. Maizatul Khairani Mohamad from the National Cyber Security Agency (NACSA), National Security Council. This course provided understanding and increased awareness among officers and staff regarding cyber security and preventive measures to ensure government information remained safe and protected. A total of 164 officers and staff of Tourism Malaysia participated in this programme.



Screenshot of Ms. Maizatul Khairani's explanation on cybercrime trends in Malaysia



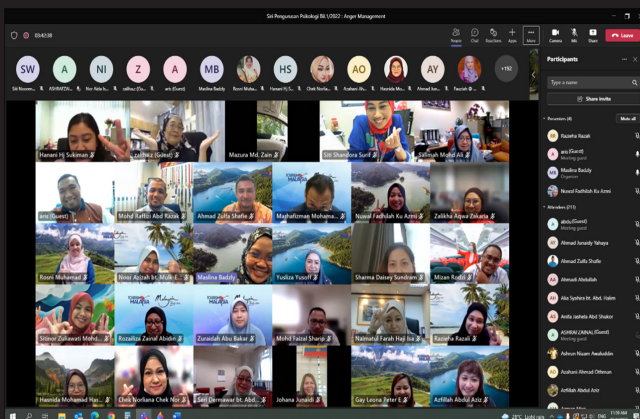
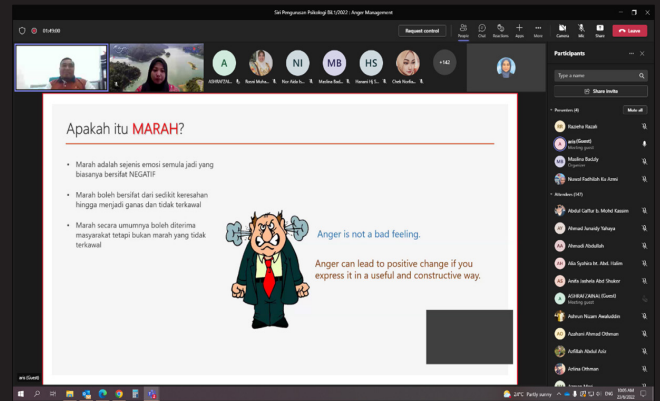
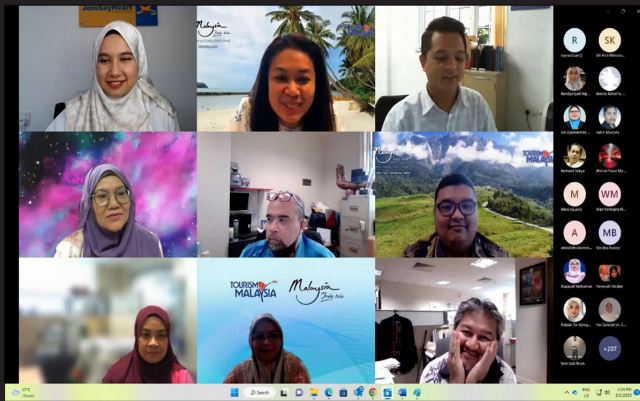
Screenshot of participants of the programme with Ms. Maizatul Khairani

Another well-received programme was the Health Management Series No.2/2022: Balanced Nutrition Tips Post-Ramadan, held online on 21 April 2022. A total of 236 officers and staff of Tourism Malaysia were provided exposure to health management and nutrition during and after Ramadan by a nutrition expert from Jom Say Heart Nutrition Consultancy.



Screenshot of Ms. Syaza Lyana sharing tips on buying food during Ramadan

Tourism Malaysia organised the Psychological Management Series No.1/2022: Anger Management on 23 June 2022 online to help officers and staff learn techniques for handling emotions and controlling anger to avoid conflicts and strained relationships both at work and outside of work. A total of 233 individuals participated in this programme, which was conducted by Universiti Malaysia Terengganu lecturer, YBrs. Dr. Md Aris Safree Md Yasin.



Screenshots of YBr. Dr. Md Aris Safree explaining about anger management

To develop officers and staff with excellent mental, physical, and spiritual aspects, Tourism Malaysia held the Esprit de Corps Series No.1/2022: Adventure Team Building at GIBS Eco Tourism Resort, Selangor from 27 to 29 June 2022. A total of 34 officers and staff participated in this programme, which aimed to highlight the importance of teamwork by fostering a creative and innovative culture, empowering leadership and communication skills, enhancing morale, and strengthening mutual understanding to achieve organisational goals.



Morning activity with the facilitator



Group photo of participants at the end of the programme

AWARDS AND RECOGNITIONS

A total of 118 officers and staff were recognised for their outstanding contributions and service throughout the year. Of these, 59 officers and staff received the Excellent Service Award while another 59 received the Special Management Award. The awards ceremony was one of the organisation's efforts to encourage employees to continuously improve the quality of their work and achieve excellence in service.



Recipients of the Excellent Service Award posing for a commemorative photo on stage after receiving their certificates

CERTIFICATE OF COMPLIANCE WITH STANDARD ACCOUNTING SYSTEM FOR GOVERNMENT AGENCIES (SAGA) 2022

Tourism Malaysia was awarded the SAGA Compliance Certificate by the Accountant General of Malaysia, YBhg Datuk Dr. Yacob bin Mustafa, at the SAGA Compliance Recognition Ceremony (MASS) held at AMES Hotel Melaka on 29 November 2022. The event was organised by the Consultancy Services Division (BKP), Accountant General's Department of Malaysia (JANM).

As of 2022, Tourism Malaysia was the 91st statutory body out of a total of 102 statutory bodies in Malaysia (including Federal Statutory Bodies, State Statutory Bodies, Local Authorities, and Islamic Religious Councils) to receive this certification.

SAGA stands for Standard Accounting System for Government Agencies. It encompasses accounting and financial application systems developed or Commercial Off-The-Shelf (COTS), as well as related financial data support systems integrated with it. These application systems must comply with the accounting and financial application system design approved by JANM and the SAGA Compliance Criteria.

Based on the Accountant General of Malaysia's Circular Number 3 of 2018; for Implementation, Monitoring, and Compliance with the Standard Accounting System for Government Agencies, all Government Statutory Bodies, including Tourism Malaysia, must comply with the circular in developing their own financial information systems.



The SAGA Compliance Certificate (MASS) 2022 Award Ceremony at AMES Hotel Melaka

GOVERNANCE

Good governance is the essence of success for any organisation. It encompasses core values that drive an organisation to achieve its objectives legally and ethically in the eyes of all stakeholders. It determines the systems and processes used to govern and control an organisation.

INTERNAL AUDIT UNIT

In line with Circular Letter No. 3 of 1998 (Guidelines on the Roles and Responsibilities of Ministries, Boards of Directors, and Chief Executives in the Management of Statutory Bodies), the Internal Audit Unit is responsible for assessing and providing reasonable assurance that the risk management, control, and governance systems are functioning as intended, thereby enabling the organisation's objectives and goals to be achieved.

With the convening of the last Audit Committee Meeting on 27 October 2022, the Audit Committee fulfilled its obligation to achieve its annual mandatory meeting target of four times a year, both face-to-face and online, including a Special Meeting.

STATEMENT ON INTERNAL CONTROL

The Internal Audit Unit diligently advised the Management of Tourism Malaysia to enhance compliance with enforced laws, regulations, and procedures. Additionally, the Internal Audit Unit implemented a systematic and disciplined approach towards improving the effectiveness of risk management processes, internal controls, and governance.

INTERNAL AUDIT PROGRAMME IN 2022

In 2022, the Internal Audit Unit was authorised by the Audit Committee to conduct a series of financial management audits on four Tourism Malaysia overseas offices, Singapore, Manila, Istanbul, and Frankfurt; a state office managing the central region, and the Sabah TIC Supervisory Office.

The audit team also conducted performance audits on the Management of the ICT Steering Committee (JPICT) MTPB for the years 2019–2021. Audits were conducted in accordance with physical access and government-set safety measures in line with the post-COVID-19 pandemic.

EXTERNAL AUDIT PROGRAMME IN 2022

There were no external audit programmes conducted by the National Audit Department or MOTAC on MTPB in 2022.

TRAINING

In 2022, officers of the Internal Audit Unit attended virtual training programmes and seminars organised by the Malaysian Institute of Accountants (MIA), such as MIA Town Hall 2022 Session 3 (All Sectors) on 25 May 2022 and Virtual MIA International Accountants Conference “2022 Leading ESG, Charting Sustainability” on 8–9 June 2022.

PICTURES OF REPORTS OF AUDITS CONDUCTED IN 2022



INTEGRITY UNIT

The Integrity Unit of Tourism Malaysia, established since 2015, is an internal control effort by Tourism Malaysia to strengthen governance while promoting integrity within the organisation.

The unit is responsible for executing six core functions: governance, integrity enhancement, detection and verification, complaints management, compliance, and discipline.

In 2022, various programmes and activities were implemented in line with the unit's functions to continually strive to reinforce Tourism Malaysia's commitment to maintaining high integrity standards while enhancing efficiency and effectiveness in daily operations and implementing good governance practices within the organisation.

Key programmes and activities of the Integrity Unit included:

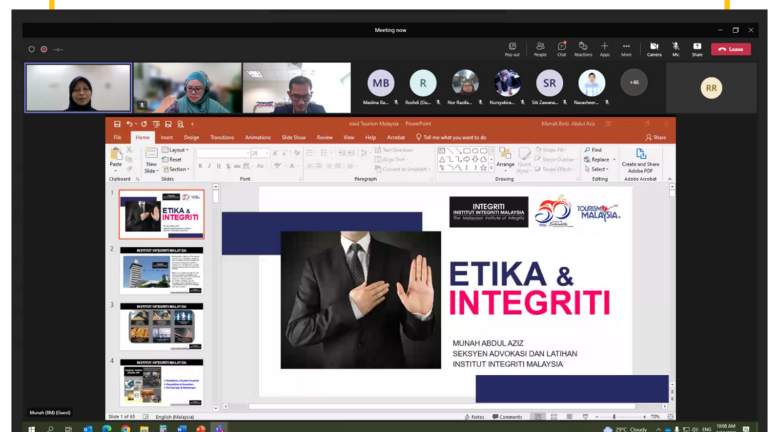
DISCIPLINARY COMMITTEE AND DISCIPLINARY APPEALS COMMITTEE MEETINGS 2021	
Programmes/ Activities	Coordinating and chairing the Anti-Corruption Committee Meetings at LPPM (JAR) three times on:
	▶ Number 1 of 2022 – 10 February 2022
	▶ Number 2 of 2022 – 12 May 2022
	▶ Number 3 of 2022 – 19 September 2022
	Coordinating feedback and attending MOTAC-level JAR Meetings three times on:
	▶ Number 1 of 2022 – 24 January 2022
	▶ Number 2 of 2022 – 23 May 2022
	▶ Number 3 of 2022 – 7 November 2022
	Coordinating and chairing the Organisational Anti-Corruption Plan Committee (JKOACP) Meetings four times on:
	▶ Number 1 of 2022 – 10 February 2022
	▶ Number 2 of 2022 – 21 April 2022
	▶ Number 3 of 2022 – 24 August 2022
	▶ Number 4 of 2022 – 29 November 2022



Signing Ceremony for the Official Secrets Act Certification and Oath Reading at the senior management level of MTPB on 10 February 2022

A briefing session for the Preparation Course for Tourism Malaysia Regional Office Placement was held on 24 March 2022, followed by a briefing session for the New Officers Pre-Posting Programme on 2 August 2022. Additionally, the New Officer Orientation Course 2022 was conducted on 26 July 2022.

Briefings on Act 605, OACP MTPB, and Integrity Enhancement were also conducted at two Tourism Malaysia offices, including the Northern Region Office on 18 March and the Southern Region Office on 12 November.



Integrity Enhancement Programme 2022
MTPB – Ethics & Integrity conducted by the Malaysian Institute of Integrity was held on 8 December 2022

MTPB INTEGRITY INFO

Integrity Info is a strengthening activity aimed at delivering information, particularly on the ACT ON STATUTORY BODIES (DISCIPLINE AND SURCHARGE) 2000 [ACT 605], enhancing accountability, and cultivating integrity among MTPB members. A total of eight Integrity Info sessions were delivered via email and Jomla! to MTPB members.



MTPB ORGANISATIONAL ANTI-CORRUPTION PLAN (OACP) 2022 – 2026

Tourism Malaysia successfully formulated the Organisational Anti-Corruption Plan for the Malaysian Tourism Promotion Board 2022 – 2026 or OACP MTPB, in line with the development of the National Anti-Corruption Plan. This plan underscores the organisation's commitment to combat corruption and uphold integrity. The OACP MTPB includes strategies and action plans to address risks, governance, integrity, and corruption within Tourism Malaysia. Fundamentally, the plan lists three priority areas and seven strategies.



ANTI-CORRUPTION PLAN FRAMEWORK MALAYSIA TOURISM PROMOTION BOARD 2022-2026

 3 BIDANG KEUTAMAAN	 VISI	Tourism Malaysia believes that its officers and staff are its most valuable assets. Safeguarding their welfare is always a priority, as a conducive work environment can lead to increased motivation and productivity.		
 7 STRATEGI	 MISI	<ul style="list-style-type: none"> Memperkasa Tadbir Urus ke Arah Penyampaian Perkhidmatan yang Cekap, Berkesan dan Cemerlang Membudayakan Integriti dan Meningkatkan Profesionalisme di Kalangan Warga ke Arah Pencegahan Rasuah Berterusan 		
 9 OBJEKTIF STRATEGI	 MATLAMAT	<ul style="list-style-type: none"> Kecekapan dan Keberkesanan Penyampaian Perkhidmatan Pemantapan Integriti dan Tadbir Urus Organisasi Kecekapan dan Ketelusan Pengurusan Kewangan, Perolehan dan Rekod Jabatan 		
 32 INISIATIF	 BIDANG KEUTAMAAN	<ul style="list-style-type: none"> Promosi Destinasi Pelancongan dan Pembangunan Pakej/ Produk Pelancongan Tadbir Urus Organisasi dan Pengurusan Integriti Modal Insan Pengurusan Kewangan, Perolehan dan Rekod Jabatan 		
 62 AKTIVITI	 STRATEGI	<ol style="list-style-type: none"> Memantapkan Promosi Destinasi Pelancongan Meningkatkan Kualiti Pakej/ Produk Pelancongan Memperkasa Tadbir Urus dan Modal Insan Membudayakan Integriti Organisasi dan Nilai-Nilai Murni Meningkatkan Keberkesanan Pengurusan Kewangan Memantapkan Ketelusan Proses Perolehan Memantapkan Keberkesanan Keselamatan Rekod dan Pengurusan Aset 		



Tourism Malaysia believes that its officers and staff are its most valuable assets. Safeguarding their welfare is always a priority, as a conducive work environment can lead to increased motivation and productivity.

Team Spirit

In 2022, Tourism Malaysia participated in the Beach Sports Championship (SUPANUN) 2022 organised by the Association of Malaysian Statutory Bodies (PBBM) at Batu 5 Beach, Port Dickson, Negeri Sembilan from 11 to 16 October 2022.

Events included beach football, beach netball, beach sepak takraw (Senior), beach volleyball (Men), and beach volleyball (Women).

Participation in such programmes provides opportunities for Tourism Malaysia officers and staff to expand communication networks and cooperation among other agencies through sporting activities.



Tourism Malaysia contingent pictured together before embarking on their journey at SUSPANUN



One of the sports categories was sepak takraw

RETIREMENT CERTIFICATE AWARD CEREMONY 2022

Tourism Malaysia honoured 15 staff who underwent mandatory and optional retirement for the year 2022 through the Retirement Certificate Award Ceremony. The modest ceremony took place at the Media Room, Level 6, Tourism Malaysia, attended by the Top Management of Tourism Malaysia, representatives from the Malaysian Tourism Promotion Board Recreation Club, P&P Group of Tourism Malaysia, and the MTPB Workers' Union.



Retirement Certificate Award Ceremony

Open Communication

Throughout 2022, Tourism Malaysia organised the Majlis Bersama Jabatan on a quarterly basis, four times a year. Meeting Number 99 Series 1 of 2022 was held on 25 March, followed by Meeting Number 100 Series 2 of 2022 on 5 September and Meeting Number 101 Series 3 of 2022 on 25 November 2022.

These meetings were held to encourage staff participation in discussions to gain broader knowledge of departmental administration. They provided a platform for officers and staff to share ideas, views, and suggestions directly with superiors. This practice of open communication builds trust, enhances morale, and strengthens the bond between management and staff, making it a solid foundation for Tourism Malaysia to become an excellent organisation.



The Majlis Bersama Jabatan in session

LECTURE IN CONJUNCTION WITH TOURISM MALAYSIA'S KEMPEN SEMARAK BUDI BAHASA BUDAYA KITA 2022

Tourism Malaysia organised a lecture entitled *Berbudi Jiwa Bersantun Kata* in conjunction with the *Kempen Semarak Budi Bahasa Budaya Kita* celebrated at the Tourism Malaysia level. The lecture, held at the Dewan Sanggar Pujangga, MOTAC on 8 December 2022, was attended by 75 participants.

The lecture, delivered by the Munsyi Dewan from Dewan Bahasa dan Pustaka (DBP), was in response to the government's call to enliven the *Kempen Semarak Budi Bahasa Budaya Kita*, strengthen practices of etiquette and language in everyday life, and foster a spirit for the cultivation of character and language.



Munsyi Dewan DBP, Ms. Hasnah Mohd Saleh, receiving a souvenir from Tourism Malaysia after delivering her lecture









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