



RATIONAL

The front-page design of Tourism Malaysia's Annual Report 2020 manifests the current aspirations towards embracing the digitalisation of tourism. Along with the boom in the use of social media and the wave of the 4th Industrial Revolution (4IR), Tourism Malaysia needs to be more dynamic to ensure that its functions are always relevant in promoting Malaysia as a preferred tourism destination through increased digital marketing activities.



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MESSAGE FROM THE CHAIRMAN OF TOURISM MALAYSIA

“2020 is a very challenging year and has seen a global economic recession, especially in the tourism sector. The cancellation of the Visit Malaysia Campaign (VM2020) on 18 March 2020 had to be implemented to curb the spread of the COVID-19 pandemic with a major focus on aspects of health, safety, the well-being of the people and the country. This move is in line with the call of the World Tourism Organisation (UNWTO) for any policies and actions to be taken based on the promotion of sustainable development. The impact of this pandemic has driven a change in the industrial landscape towards the digitalisation of tourism thus creating a new norm for tourism experiences.”



DATO' SERI RAMLAN IBRAHIM
CHAIRMAN OF TOURISM MALAYSIA

On behalf of the Top Management of Tourism Malaysia, I carry the responsibility to present the Annual Report of the Malaysia Tourism Promotion Board (Tourism Malaysia) for the year 2020. Indeed, 2020 will remain historic for the impact it has given to the industry through the emergence of COVID-19 which caused global tourism to come to a halt.

PERFORMANCE OF THE TOURISM INDUSTRY

According to UNWTO's data, global tourism saw a drastic decline of 74% in international tourist arrivals in 2020, a reduction of 1 billion tourists over the previous year. In fact, about 100 to 120 million workers involved in the tourism sector are expected to face the risk of losing their jobs, especially involving small and medium enterprises.

The COVID-19 outbreak which started in January 2020 has caused the World Health Organisation (WHO) to declare it a pandemic on 11 March 2020. As a preventive measure to prevent the spread of the COVID-19 outbreak in Malaysia, the government has declared a Movement Control Order (MCO) effective 18 March 2020 followed by Conditional MCO (CMCO), and Rehabilitation MCO (RMCO) from 10 June 2020 until 31 August 2020.

Consequently, the VM2020 campaign which targeted the arrival of 30 million international tourists with RM100 billion in tourism revenue had to be cancelled due to the closure of the country's borders and tourism activities.

VM2020 is a national mission that requires the involvement of the private sector and the public from all walks of life. This campaign was supposed to be the fifth campaign with the aim of optimal impact on the country's tourism industry.

The cancellation of VM2020 has resulted in various planned programmes having to be postponed or cancelled, which also directly

reflected a decline in the performance of the country's tourism industry, which is a Key Performance Indicator (KPI) of Tourism Malaysia.

Malaysia witnessed negative growth in the performance of international tourist arrivals of 83.4% or 4,332,722 in 2020 as compared to 26,100,784 recorded in 2019. This decline is the worst record in the history of Malaysia's tourism industry.

UNWTO Asia and the Pacific also recorded a decline of 84% in international tourist arrivals. Based on the data from the Pacific Asia Tourism Association (PATA) and national tourism organisations (NTOs), other ASEAN countries also faced a significant drop in tourist arrivals with Singapore registering a decline of 85.7% followed by Thailand (-83.2%), Vietnam (-78.7%) and Indonesia (-75%).

FINANCIAL PERFORMANCE ANALYSIS

Tourism Malaysia's financial performance in 2020 has recorded an increase in revenue of 4.73% of RM343.10 million compared to RM327.59 million in the previous year. Of the total revenue, 81.15% was earned through grants by the Federal Government while the rest was the result of exchange transactions covering interest, fees, and sales revenue. Total expenditure decreased by 10.37% to RM226.04 million from RM252.19 million in the previous year due to lower tourism promotion and promotion expenditure as well as operating and administrative expenditure. Overall, Tourism Malaysia's financial performance in 2020 recorded a revenue surplus of RM117.05 million with an increase of 55.23% compared to RM75.41 million in 2019.

Tourism Malaysia also recorded a net asset value of RM142.20 million in 2020 compared to RM24.98 million in 2019 which was contributed by a decrease in total liabilities of 42.58%. The current ratio recorded at 3:5:1 shows that Tourism Malaysia's liquidity is at a good level while the level of indebtedness (debt ratio) recorded is low with a percentage of liabilities to assets of 53.44%.

Tourism Malaysia's Financial Statement for the year which ended on 31 December 2020 has been audited by the requirements of the Malaysia Tourism Promotion Board Act 1992 (Act 481) and has been issued an Unqualified Audit Report (Clean Audit Report) by the Auditor General of Malaysia Public Sector Accounting Standard (MPSAS).

FUTURE PROSPECTS

UNWTO expects the COVID-19 pandemic crisis to take between two and a half to four years for international tourism to recover as of 2019. Tourism Malaysia will continue its efforts to promote Malaysia in line with the changing tourism landscape towards digitalisation. The long-term and short-term strategic direction of Tourism Malaysia is guided by the National Tourism Policy (DPN) 2020-2030 and the Tourism Recovery Plan under the Ministry of Tourism, Arts and Culture Malaysia (MOTAC).

TOKEN OF APPRECIATION

On this occasion, on behalf of the Board of Directors and the management team of Tourism Malaysia, I would like to express my appreciation to all the players in the tourism industry who have persevered in the face of the uncertainties in the tourism sector following the COVID-19 pandemic. Tourism Malaysia greatly appreciates all the cooperation given by the industry in realising the government's intention to sustain the country's tourism industry. Let us continue to pave the way towards recovery and walk hand in hand in reviving the country's tourism industry for a brighter future together.

CORPORATE PROFILE

INTRODUCTION

The Malaysia Tourism Promotion Board (MTPB) or better known as Tourism Malaysia, began with the establishment of the Tourist Development Corporation of Malaysia (TDC) on 10 August 1972 as an agency under the Ministry of Trade and Industry. Following the establishment of the Ministry of Tourism, Arts and Culture on 20 May 1987, TDC was later transferred to the ministry before being rebranded as MTPB under the Malaysian Tourism Promotion Board Act (Act 481) on 20 May 1992.

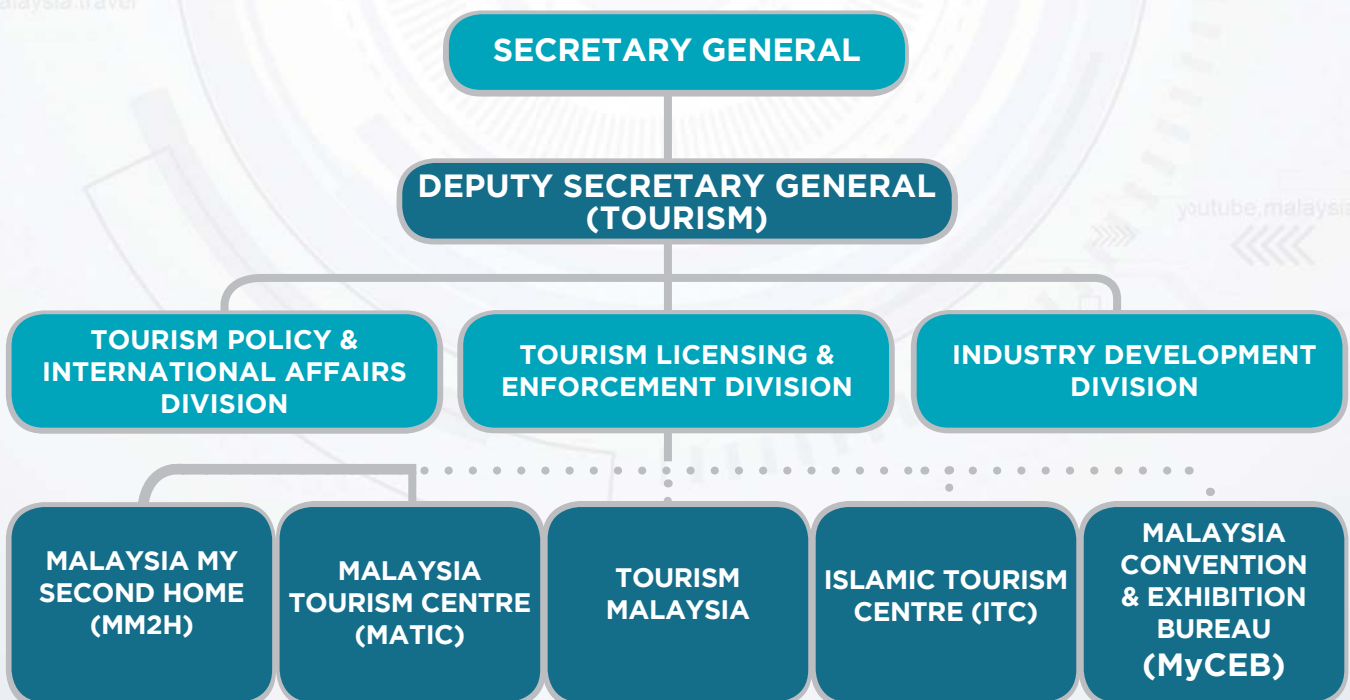
From its inception until the present day, Tourism Malaysia's main role has been to promote Malaysia as one of the preferred tourist destinations in the region through its 'Cuti-Cuti Malaysia' campaign at the domestic level and 'Malaysia Truly Asia' for the international market. Tourism Malaysia also plays a role in highlighting the attractions and uniqueness of art and culture in developing the country's tourism sector.

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, conventions, and exhibitions (MICE) segment.

SOURCE OF AUTHORITY:

1. Malaysia Tourism Promotion Board Act 1992 [Act 481]
2. Tourism Industry Act 1992 [Act 482]

ORGANISATION CHART OF THE MINISTRY OF TOURISM, ARTS & CULTURE (TOURISM SECTOR)



TOURISM MALAYSIA

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.

FUNCTIONS

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

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





QUALITY POLICY

Tourism Malaysia actively promotes tourism promotion activities through digital platforms to increase the interest among domestic and international tourists.

QUALITY OBJECTIVE

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

OBJECTIVES OF THE ESTABLISHMENT

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

- To increase international tourist arrivals.
- To increase the average duration of tourists' visits to increase tourism revenue.
- To stimulate the growth of domestic tourism.
- To increase the benefits that can be derived from the Meetings, Incentives, Conventions and Exhibitions (MICE) market.

BOARD OF DIRECTORS TOURISM MALAYSIA 2020

Dato' Seri Ramlan Ibrahim

- Chairman, Tourism Malaysia

Datuk Ellron Angin

- Deputy Chairman, Tourism Malaysia
- Minister of Youth & Sports Sabah

Zulkifly Md. Said

- Director General, Tourism Malaysia

YM Dato' Seri Dr. Tengku Zainal Adlin Tengku Mahamood

- Ecotourism Activist

Uzaidi Udanis

- President, Malaysia Tourism Council



Dato' Seri Ramlan Ibrahim



Datuk Ellron Angin

Zulkifly Md. Said

**YM Dato' Seri Dr. Tengku Zainal
Adlin Tengku Mahamood**

Uzaidi Udanis

Riad Asmat

- Chief Executive Officer, AirAsia Berhad

Izham Ismail

- Chief Executive Officer, Malaysia Airlines Berhad

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



Riad Asmat



Izham Ismail



Mohd Zamri Mat Zain



Dato' Anthony Firdauz Bujang



**Dato' Indera Khairul
Dzaimee Daud**



Ibrahim Abdullah



**Awang Habibullah
Awang Ismail**



Hii Chang Kee

***Dato' Indera Khairul
Dzaimee Daud***

- Director General,
Immigration Department
of Malaysia

Ibrahim Abdullah

- Head of Tax Division
(International I) Ministry of
Finance Malaysia

***Awang Habibullah
Awang Ismail***

- Managing Director,
HMN Nadhir Sdn Bhd
(HMN Group of Companies)

Hii Chang Kee

- Permanent Secretary,
Ministry of Tourism,
Arts and Culture, Sarawak

Tourism Malaysia's Board of Directors Meetings

No.	Date	Meeting	Attendance	Report
1	6/2/2020	No. 1/2020 (139th) Physical	10/13	6 papers were approved and 5 notice papers were certified and noted.
2	27/8/2020	No. 2/2020 (140th) Virtual	12/13	4 papers were approved and 3 notice papers were certified and noted.
3	22/10/2020	No. 3/2020 (141st) Virtual	12/13	3 papers were approved and 5 notice papers were certified and noted.
4	17/12/2020	No. 4/2020 (142nd) Virtual	11/13	3 papers were approved and 3 notice papers were certified and noted.

Tourism Malaysia's Board of Directors Meetings



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 co-ordinate 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 researches, 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, programmes 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 any 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.



MANAGEMENT TEAM TOURISM MALAYSIA 2020

DEPUTY DG (PLANNING)

(Covered by
Dato' Hj Zainuddin Abd Wahab)



SENIOR DIRECTOR, STRATEGIC PLANNING

Dato' Hj. Zainuddin
Abd Wahab

SENIOR DIRECTOR, COMMUNICATION

Iskandar Mirza
Mohd Yusof



SENIOR DIRECTOR, DOMESTIC & EVENT

Dato' Dr. Ammar
Abd Ghapar



HEAD OF INTEGRITY UNIT

(Covered by
Muhamad Nasir Pahmi)

DIRECTOR, PRODUCTION

Syed Yahya Syed Othman



HEAD OF LEGAL UNIT

Hjh. Nor Razifah Siarap

DIRECTOR, PACKAGE DEVELOPMENT

(Covered by
Mohd Nasir Kushairi)

HEAD OF INTERNAL AUDIT

Noor Salina Ismail

TOURISM MALAYSIA'S GLOBAL NETWORK

OVERSEAS OFFICES



30 Overseas Offices

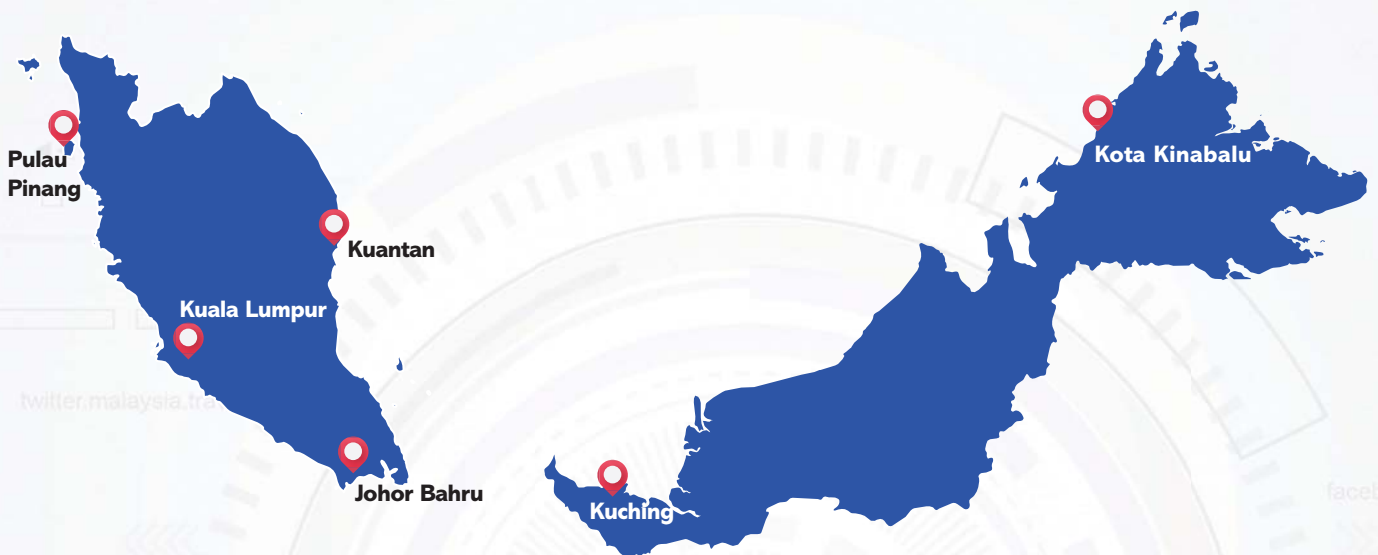
• Singapore	1971	• New Delhi	2000
• Bangkok	1974	• Jeddah	2000
• Sydney	1974	• Dubai	2000
• Los Angeles	1974	• Chennai	2001
• Tokyo	1974	• Beijing	2001
• London	1974	• Shanghai	2001
• Frankfurt	1976	• Mumbai	2001
• Hong Kong	1978	• Jakarta	2001
		• Medan	2001
		• Moscow	2001
• Taipei	1989	• Guangzhou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

6 Marketing Representatives

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

TOURISM MALAYSIA'S REGIONAL NETWORK

REGIONAL OFFICES



13 TOURIST INFORMATION CENTRES (TICs)

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

6 REGIONAL OFFICES

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



malaysia.truly.asia



20,254 views

malaysia.truly.asia The peak can't compare to my mountain of high hopes.

#cuticutimalaysia #malaysiatrulyasia

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5 DAYS AGO

PERFORMANCE REPORT

DIRECTOR GENERAL'S OVERVIEW

“No one ever thought that 2020 would welcome us with the most challenging crisis that Malaysia or the world has ever gone through. The closure of international borders, as well as the cancellation of the Visit Malaysia Campaign (VM2020) to curb the spread of COVID-19, has undoubtedly affected the tourism industry. To ensure that the tourism sector remains relevant and contributes to the country's revenue, the crisis has prompted Tourism Malaysia to operate more dynamically by driving drastic changes in digital promotional activities and making full use of new media to maintain Malaysia as a preferred tourist destination in the region.”



MR ZULKIFLY MD. SAID
DIRECTOR GENERAL OF TOURISM MALAYSIA

2020 is a year full of obstacles as the industry players face market uncertainties and struggle to stay operational, both globally and domestically.

A study by the World Tourism Organisation (UNWTO) on 27 April 2020 reported that COVID-19 has caused all countries in the world to impose travel restrictions in and out. This scenario has resulted in global tourism coming to a halt where 72% of countries have completely closed their respective borders to international tourists. Malaysia is no exception in enforcing the restrictions in an effort to control the spread of COVID-19.

In 2020, Tourism Malaysia has planned to launch the Visit Malaysia 2020 (VM2020) campaign with Key Performance Indicators (KPIs) targeting 30 million international tourist arrivals and RM100 billion in tourism revenue. There were over 100 exciting events throughout the year 2020 that have been arranged in the tourism calendar.

However, following the declaration of the COVID-19 epidemic as a pandemic by the World Health Organisation (WHO) on 11 March 2020, the Malaysian government has officially cancelled the VM2020 campaign on 18 March 2020.

ADDRESSING THE GLOBAL CRISIS

During the beginning of the outbreak at the end of January 2020, Tourism Malaysia has drawn up a recovery plan by focusing on alternative markets such as ASEAN, the Middle East, India, and Eastern Europe.

The Tourism Recovery Action Committee (TRAC) was set up to monitor the issue of coronavirus transmission in addressing the negative perceptions associated with its spread by Chinese tourists particularly from the city of Wuhan and Hubei Provinces.

The committee also has the role to discuss and formulate strategies for the recovery of the country's tourism sector due to the coronavirus that has affected the global tourism industry.

Apart from that, Tourism Malaysia has also taken the initiative by sharing the latest information on the development of the COVID-19 situation in Malaysia on the official website through the Travel Alert section.

The Malaysian government has estimated the loss of tourism spending at RM125 billion for 2020 as a result of the COVID-19 pandemic, which in turn has significantly affected all tourism industry players of small and large businesses.

The Malaysian Aviation Commission (MAVCOM) Report recorded a decrease in passenger traffic by 75.5% to 26.7 million passengers in 2020 in comparison to 109.2 million in 2019.

The hotel industry in Malaysia also recorded a decrease in the average occupancy rate to 30.9% in 2020, as compared to 58.8% in 2019 as recorded by Tourism Malaysia's Strategic Planning Division.

At the same time, Malaysia also saw a change of government in 2020 where Yang Berhormat Dato' Sri Hajah Nancy Shukri was appointed as the new Minister of Tourism, Arts and Culture on 10 March 2020 to replace Yang Berhormat Datuk Mohamaddin Ketapi.

Despite the change of government, Tourism Malaysia continued to intensify its promotional

activities as a safe tourist destination through increased public relations activities to assist the tourism industry affected by the pandemic. Tourism Malaysia also responded to the UNWTO's call to make the 'Dream Now Travel Later' campaign a success with the hashtag #TravelTomorrow on social media. The move aimed to increase the country's visibility on the world tourism radar as well as to keep Malaysia in the memory of tourists while waiting for the international borders to reopen.

THE IMPORTANCE OF THE DOMESTIC TOURISM SECTOR

During the implementation of the Movement Control Order (MCO), Tourism Malaysia has conducted a Post-MCO Domestic Travel Survey from 7-13 April 2020 to identify the sentiments and perceptions of domestic tourists. In addition, this study aimed to obtain information related to the willingness of domestic tourists to travel, their preferences, and their perceptions of vacation and travel after MCO. The study involved a total of 13,797 respondents.

Among the key findings in the study was that the majority of respondents believed that the COVID-19 pandemic affects the travelling trend where most of them are more likely to travel within the country (71.3%) than abroad. Almost all respondents chose cleanliness and safety as a priority based on consideration for travel.

Therefore, Tourism Malaysia's efforts in promoting the Cuti-Cuti Malaysia campaign is in line with the needs of Malaysians who desperately need a holiday with their loved ones.

IMMEDIATE PLANNING ON INDUSTRY REVIVAL

The Tourism Recovery Plan is designed to give priority to promotional activities through digital platforms such as websites, blogs and social media. The main focus is to restore the confidence of the local and international communities to return to travel by highlighting Malaysia as a safe destination to visit as well as emphasising the health and safety protocols that are in place.

Tourism Malaysia also collaborated with influencers and Key Opinion Leaders (KOLs) from within and outside the country through the production of adventure videos as well as the uniqueness of Malaysia's culture and gastronomy such as The Food Ranger from Canada and Blimey from South Korea.

Apart from that, Tourism Malaysia also targeted the arrival of foreign tourists through 'cross-border tourism' involving the short-haul market (ASEAN) through possible travel bubbles. This move is in consideration of the strategic location of the neighbouring countries that share the land access to Malaysia. Moreover, neighbouring countries such as Singapore, Thailand, Brunei, and Indonesia represent the largest share in terms of tourist arrivals in 2019 at 68.5%.

INITIATIVES TO ASSIST TOURISM INDUSTRY ACTIVITIES

Tourism Malaysia does not miss out on helping industry players to promote tourism packages and products through the 'Deals & Packages' section on the malaysia.travel website.

Besides that, the corresponding grant assistance, namely the Malaysian Tourism

Incentive (GAMELAN) was also continued and facilitated from time to time to the industry to boost the country's tourism sector.

Malaysia's success in curbing the COVID-19 pandemic in mid-2020 has enabled the re-operation of the domestic tourism sector beginning 10 June 2020. This has given a ray of hope, especially to the tourism industry players who have been greatly affected during the implementation of the Movement Control Order (MCO) and Conditional MCO (CMCO).

To revive the tourism industry, Tourism Malaysia has focused on the Tourism and Culture Recovery Plan formulated by the Ministry of Tourism, Arts and Culture (MOTAC) through five short and medium-term strategies as follows:

- (i) Restoring public confidence to return to travel through the Clean and Safe Malaysia Campaign;
- (ii) Reviving domestic tourism;
- (iii) Exploring the potential of international tourist arrivals through cross-border tourism such as travel bubbles with neighbouring countries or green zone destinations. However, the implementation of this travel bubble is subject to bilateral discussions between the countries involved to ensure that the mutually-agreed safety and health protocols can be implemented in a systematic and orderly manner;
- (iv) Giving priority to government-authorised tourism segments such as health tourism, theme parks, and the Meetings, Incentives, Conventions, and Exhibitions (MICE) segments; and
- (v) Maximising existing resources through collaboration with various agencies.

In addition, the tourism community has also been encouraged to adopt a new culture in adherence to standard operating procedures (SOPs) that have been set as the new norm. A total of 13 SOPs have been introduced for the tourism, arts and culture sectors.

The government has provided incentives and assistance through the Prihatin Rakyat Economic Stimulus Package (PRIHATIN), PRIHATIN PKS TAMBAHAN (Additional SME), and the National Economic Recovery Plan (PENJANA) which can be utilised by players in the tourism and hospitality industries. This assistance has been channelled to tourism industry players such as the Malaysian Hotel Association (MAH), Malaysian Hotel Owners Association (MAHO), Malaysian Budget Hotel Association (MyBHA), Malaysian Association of Travel and Tourism Agents (MATTA), and Malaysian Inbound Tourism Association (MITA). This assistance was aimed to help the industry to continue its existing activities as well as improve its tourism products.

IMPROVEMENT OF DOMESTIC TOURISM

On 3 September 2020, Tourism Malaysia launched a special package in conjunction with the special Cuti-Cuti Malaysia campaign for civil servants to boost domestic tourism as well as a token of appreciation to the frontline staff.

The program is a collaboration between the Malaysian Tourism Promotion Board Employees Union (LPPM) and the Congress of Unions of Employees in the Public Service (CUEPACS). A total of more than 400 packages were offered and as of October 2020, the recorded sales value was RM115,549.

Although Malaysia was facing its third wave of COVID-19 involving foreigners and new variants with a high epidemic contagion rate starting 20 September 2020, Tourism Malaysia continues with its tourism promotion and marketing activities digitally. This effort aimed to ensure that Malaysia remains in the memory of our tourists.

Tourism Malaysia's social media platforms such as Facebook, Twitter, Instagram, and YouTube actively highlighted various existing and new attractions, including its gastronomy as well as 'Instagrammable' destinations.

Tourism Malaysia has also enhanced its domestic campaign, especially on social media with the use of the hashtag #CutiCutiMalaysia, where Malaysians can share their holiday experiences as well as get interesting suggestions through various articles, photos, and videos produced by Tourism Malaysia, including those re-shared from netizens.

At the international level, webinar sessions and collaborations with foreign travel agencies were also continued through Tourism Malaysia's Overseas Offices. In the wake of the COVID-19 pandemic that hit the world, 2020 saw for the first time the world's largest tourism event, the Internationale Tourismus-Börse Berlin (ITB), was cancelled at the last minute while the World Travel Market (WTM) London had to be hosted virtually.

INDUSTRY COOPERATION MAKES THE DOMESTIC TRAVEL BUBBLE SUCCESSFUL

On 22 November 2020, the government announced a Domestic Travel Bubble for Green Zone states throughout the implementation

of the CMCO nationwide. The travel bubble involved permission to move across districts and states without having to obtain permission from the Royal Malaysian Police.

Following the announcement of the travel bubble, various initiatives were offered by Tourism Malaysia in collaboration with local tourism associations, theme parks, homestay associations, craft entrepreneurs, and shopping malls. In addition, cooperation was also established with industry players such as MAH, MyBHA as well as airlines including Malaysia Airlines, Firefly, AirAsia, and Malindo Air.

Overall, the Economic Stimulus Package (PRE) under the Tourism Recovery Plan offered various incentives to the public to encourage tourism activities. Among the incentives were accommodation vouchers, holiday package discounts, frontline staff package discounts, transportation discounts, and shopping discounts.

INCLUSIVE AND SUSTAINABLE DEVELOPMENT OF THE TOURISM INDUSTRY

Facing the challenges of redeveloping the tourism industry affected by the COVID-19 pandemic, Tourism Malaysia strives to contribute to socio-economic development to achieve a better future.

As the theme of World Tourism Day 2020, 'Tourism and Rural Development', emphasised the importance of the tourism sector as a link to rural development, let us all ensure that no party is marginalised in efforts to preserve the country's tourism sector.

TOURISM MALAYSIA'S SOCIAL MEDIA ANALYSIS

Tourism Malaysia has established a Social Media Unit in the Corporate Communications Division to promote domestic and international tourists, in line with the National Tourism Policy (DPN) 2020-2030 in realising the digitalisation of tourism.

Along with the establishment of the Social Media Unit, Tourism Malaysia's social media accounts recorded a significant increase in engagements of 66.7%, followed by reach (52.1%), and impressions (33.8%) in comparison to the previous year.

<i>Social Media Analytics</i>	<i>2019</i>	<i>2020</i>	<i>Growth</i>
Engagements	1.53 million	2.55 million	66.7%
Reach	21.7 million	33 million	52.1%
Impressions	46.5 million	62.2 million	33.8%

Through the new unit, Tourism Malaysia not only produced promotional videos, posters, and infographics, but also organised online competitions to increase the number of social media followers. In 2020, Tourism Malaysia managed to gain 91,978 new followers on its social media platforms compared to 81,662 recorded in 2019. The number of postings on social media platforms was also increased from 2,204 in 2019 to 3,917 in 2020.

As of 31 December 2020, the number of followers of Tourism Malaysia's social media account platform is as follows:

Tourism Malaysia's Social Media Platforms





malaysia.truly.asia



12,137 views

malaysia.truly.asia Nothing beats the multi-colour of the bustling cityscape.

#cuticutimalaysia #malaysiatrulyasia

View all 328 comments

5 DAYS AGO

INDUSTRY PERFORMANCE

DOMESTIC TOURISM PERFORMANCE IN 2020

MAIN INDICATORS

Domestic Tourists (Million)



2020: 131.7
2019: 239.1

-44.9%

Number of Trips (Million)



2020: 147.0
2019: 332.4

-55.8%

Total Expenditure (RM Billion)



2020: 40.4
2019: 103.2

-60.8%

5 TOP STATES OF DOMESTIC VISITORS (MILLION)

19.7



Selangor

13.2



Perak

12.4



Federal Territory
of Kuala Lumpur

10.3



Sabah

10.1



Kedah

5 MAIN PURPOSES OF TRIPS BY DOMESTIC VISITORS

42.3%



Shopping

32.0%



Visiting Friends &
Relatives (VFR)

16.9%



Holiday/ Quality Time

4.2%



Medical Treatment/
Wellness

1.7%



Entertainment/
Events/ Sports

EXPENDITURE COMPONENTS OF DOMESTIC VISITORS

52.6%



Shopping

18.6%



Food &
Beverage (F&B)

9.0%



Automotive Fuel

6.2%



Transportation

5.2%



Accommodation

4.4%



Expenditure
of Visited
Households

2.9%



Other
Activities

1.1%



Expenditure Before
the Trip/ Packages/
Entrance Fees/
Tickets

Source: Domestic Tourism Survey, Department of Statistics Malaysia

DOMESTIC TOURISM PERFORMANCE

The Domestic Tourism Survey (DTS) 2020 conducted by the Department of Statistics Malaysia is an annual statistic related to the performance of domestic tourism regarding domestic visitors, travel, expenditure, social profile and demographics. This study was conducted in accordance with the guidelines and recommendations of the World Tourism Organisation (UNWTO) based on the International Recommendations for Tourism Statistics 2008 (IRTS 2008).

DTS 2020 recorded domestic visitor arrivals in 2020 with a decrease of 44.9% to 131.7 million visitors compared to 239.1 million in 2019. Overall, the government's measures to implement travel restrictions to curb the spread of the COVID-19 pandemic have affected the domestic tourism sector in Malaysia.

Domestic tourism expenditure also saw a decline of 60.8% with a total of RM40.4 billion in 2020 in comparison to RM103.2 billion in 2019. The fall was the first since the Department of Statistics Malaysia began compiling Domestic Tourism Survey statistics in 2008.

The lower performance of domestic tourism expenditure was driven by the decline in the number of tourists (-45.4%) and daily visitors (-44.7%) which in turn contributed to the negative growth in total expenditure, of -65.9% and -51.1% respectively. The number of domestic visitor trips decreased 55.8% compared to 2019 to 147 million trips.

In 2020, shopping activity recorded the highest percentage of total tourism expenditure with a contribution of 52.6% (compared to 37.8% recorded in 2019) followed by food and beverage (18.6%) and automotive fuel (9%). The trend of spending on food and beverage being ahead of spending on automotive fuel occurred for the first time this year.

The percentage of shopping activities as the main purpose of domestic travel (42.3%) also surpassed travel to visit relatives and friends (32%) for the first time followed by holiday/quality time (16.9%).

Selangor is the most visited state by domestic visitors in 2020 with 19.7 million visitors followed by Perak (13.2 million), the Federal Territory of Kuala Lumpur (12.4 million), Sabah (10.3 million), and Kedah (10.1 million). The top five destinations for domestic visitors in Selangor are The Curve Shopping Mall, Sunway Pyramid Shopping Mall, One Utama Shopping Center, Zoo Negara, and Pantai Morib.

INTERNATIONAL TOURISM PERFORMANCE

International tourist arrivals to Malaysia recorded a sharp decline of 83.4% to 4,332,722 in 2020 compared to 26,100,784 recorded in 2019. According to the World Tourism Organisation's (UNWTO) data, Asia and the Pacific also saw a decline in international tourist arrivals of 84%. Based on data from the Pacific Asia Tourism Association (PATA) and national tourism organisations (NTOs), neighbouring countries such as Singapore also recorded a similar trend with a decline in the number of international tourists by 85.7% followed by Thailand (-83.2%), Vietnam (-78.7%) and Indonesia (-75%).

The country's tourism revenue in 2020 also recorded a decrease of 85.3% to RM12.69 billion compared to RM86.14 billion in the previous year. The average per capita expenditure by tourists decreased by 11.3% to RM2,928 compared to RM3,300 in 2019.

Overall, the negative growth of tourists covered all markets, namely the short-haul market (-83.5%), medium-haul market (-84.7%) and long-haul market (-79.7%). The decline was due to the closure of the country's borders to international tourists from 18 March 2020 in line with the announcement by the World Health Organisation (WHO), declaring the outbreak of the COVID-19 as a pandemic on 11 March 2020.

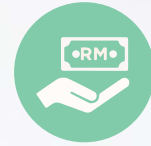
ASEAN remained the largest contributor to international tourist arrivals at 68% (2,949,363) followed by 20.1% by East Asia and South Asia (870,314). Meanwhile, West Asia, the Middle East, the Americas, Oceania, Europe, and Africa accounted for 11.8% with 512,484 tourist arrivals.

The top 10 international tourist arrivals to Malaysia are from Singapore (1,545,255), Indonesia (711,723), China (405,149), Thailand (394,413), India (155,883), Brunei (136,020), South Korea (119,750), Japan (74,383), Australia (72,680), and Vietnam (64,184).

The top five contributors to tourist expenditure were from Singapore with a record RM2.71 billion, a decrease of 86.8%, followed by Indonesia (RM1.95 billion, -84.9%), China (RM1.82 billion, -88.1%), India (RM741.9 million, -79.5%), and Thailand (RM605.2 million, -84.7%).

Tourist arrivals by land and air travels recorded a decrease of 84.4% and 82.9% respectively. The influx of foreign tourists since the closure of the Malaysian borders involves the category of essential movement, expatriate pass holders, the influx of foreign spouses and family members married to Malaysian citizens, long-term visit pass holders, and vaccine experts from China, US and the UK. In addition, the movement of Singaporeans through the reciprocal green route (RGL) and periodic shuttle (PCA) to Malaysia from 17 August 2020 also contributed to a positive impact.

MALAYSIA'S TOURISM PERFORMANCE 2020/2019

FOREIGN
TOURISTSFOREIGN
EXCURSIONISTSTOURIST
REVENUEAVERAGE
PER CAPITA

2020

4,332,722
Tourists1,768,656
TouristsRM12.7
Billion

RM2,928.40

2019

26,100,784
Tourists8,944,841
TouristsRM86.1
Billion

RM3,300.40

▼ 83.4%











▼ 80.2%

▼ 85.3%











▼ 11.3%

10 TOP MARKETS THAT CONTRIBUTE TO INTERNATIONAL TOURIST ARRIVALS 2020-2019

2020

- | | | |
|--|---|--|
| 1  Singapore | 5  India | 9  Australia |
| 2  Indonesia | 6  Brunei | 10  Philippines |
| 3  People's
Republic of
China | 7  South Korea | |
| 4  Thailand | 8  Japan | |

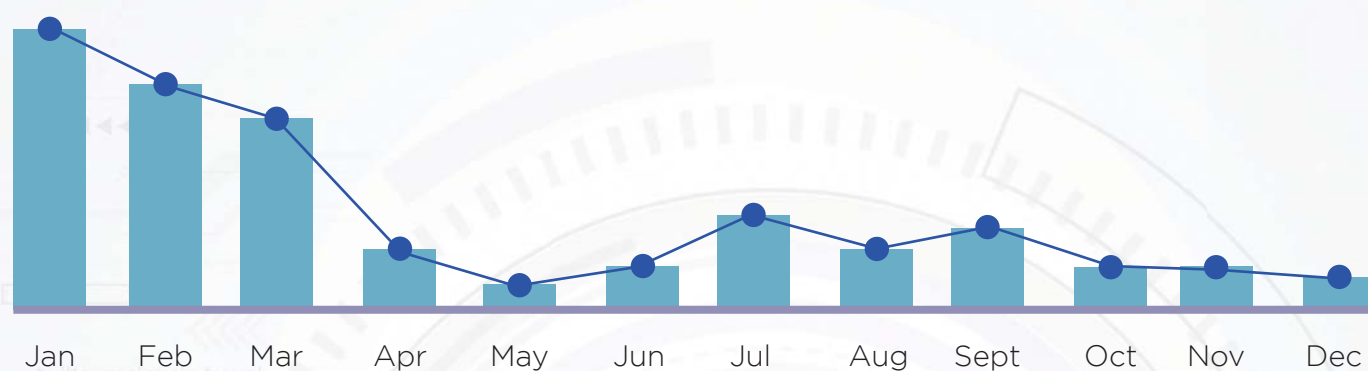
2019

- | | | |
|--|---|---|
| 1  Singapore | 5  Brunei | 9  Australia |
| 2  Indonesia | 6  India | 10  Vietnam |
| 3  People's
Republic of
China | 7  South Korea | |
| 4  Thailand | 8  Japan | |

Source : **TOURISM
MALAYSIA**

INTERNATIONAL TOURIST ARRIVALS & TOURISM REVENUE STATISTICS IN 2020

Tourist Arrivals According to Month



Tourist Arrivals & Tourism Revenue According to Year

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



INTERNATIONAL & DOMESTIC PROMOTIONS

TOURISM PROMOTION ACTIVITIES BEFORE THE COVID-19 PANDEMIC

SOUTH ASIA TRAVEL & TOURISM EXCHANGE (SATTE), NEW DELHI

Welcoming the much-anticipated year of 2020, Tourism Malaysia actively carried out tourism promotion activities in the international market through its participation in the South Asia Travel & Tourism Exchange (SATTE) which took place at India Expo Mart, New Delhi on 8 to 10 January 2020. A total of 40 Malaysian delegates consisting of local tourism representatives led by former Malaysian Deputy Minister of Tourism, Arts and Culture, Muhammad Bakhtiar Wan Chik, participated in the exhibition.



SATTE, New Delhi

The exhibition focuses on the Visit Malaysia 2020 Campaign (VM2020) as well as niche products such as shopping, luxury tourism, motoring, and weddings. A total of RM3.2 million in sales revenue was achieved by Malaysian representatives during the three-day expo with a total visit of 15,100 visitors.

PENANG TOURISM PROMOTION ROADSHOW 2020 IN CHINA

On 8-12 January 2020, Tourism Malaysia Guangzhou in collaboration with Hong Cheng (Guangzhou) International Air Transport Co. Ltd. and Penang Global Tourism (PGT) organised roadshows from 8-12 January 2020 at several shopping malls involving several cities in southern China including Changsha, Fuzhou, Quanzhou, and Xiamen. The roadshows aimed to launch and promote charter flights twice a week from Changsha to Penang due to the increasing demand in conjunction with the Chinese New Year holiday each year. The programme received extensive coverage especially in Hunan Province and Fujian Province and was officiated by the Consul General of Malaysia in Guangzhou, Mr Beh Ching Chye.



Penang Roadshow 2020

ASEAN TOURISM FORUM (ATF) 2020

Malaysia has participated in the ASEAN Tourism Forum (ATF) 2020 with the participation of 450 delegates at the BRIDEX International Conference Center, Bandar Seri Begawan, Brunei from 14 to 16 January 2020.

The largest annual tourism event in the ASEAN region, ATF 2020 was officiated by His Royal Highness Paduka Seri Pengiran Muda Mahkota Pengiran Muda Haji Al-Muhtadee Billah, Senior Minister in the Prime Minister's Department, Brunei Darussalam.

The participation was aimed to promote the Visit Malaysia Campaign (VM2020) through the 'Luncheon and Launching of VM2020' programme as well as the launch of Astaka Malaysia which was officiated by the former Minister of Tourism, Arts and Culture, Datuk Mohamaddin Ketapi. Tourism Malaysia has also collaborated with Royal Brunei Catering to organise the promotion of Malaysian cuisine and culture (Citarasa Malaysia) at Horizon Seafood Restaurant.



ASEAN Tourism Forum (ATF) 2020

THAI INTERNATIONAL TRAVEL FAIR

Organised by the Thai Travel Agents Association (TTAA), the Thai International Travel Fair took place from 16-19 January 2020 at Impact Muangthong Thani, Bangkok, Thailand. Malaysia's participation in the annual tourism fair, which is held twice a year, aimed to promote travel packages to Malaysia directly to consumers, including the corporate segment.

The Malaysian delegation consisted of Malaysia Airlines, Mitsui Outlet Park, and seven travel agencies. Among the tourist destinations in Malaysia that are the choice of visitors are Penang, Sabah, Melaka, and Kuala Lumpur.

In total, the programme was attended by 325 organisations from the private and government sectors involving 25 countries including Malaysia with an attendance of 400,000 visitors.

COLLABORATION BETWEEN TOURISM MALAYSIA AND MALAYSIA AIRLINES

In collaboration with Malaysia Airlines, Tourism Malaysia held a Malaysian cuisine promotion programme under the Visit Malaysia 2020 Campaign (VM2020) through a Christmas Buffet Lunch on 20 January 2020 at Café Malacca, Hotel Jen, Hong Kong.

A total of 366 guests comprising Hong Kong and Malaysian nationals attended the programme. The winners of the slogan competition were also given prizes for Malaysia Airlines flight tickets to Malaysia. The ceremony was officiated by the Consul General of Malaysia in Hong Kong, Mr Yap Wei Sin.



Christmas Buffet Lunch at Café Malacca, Hotel Jen, Hong Kong

LAUNCH OF NEW ROUTE TO PENANG BY STARLUX AIRLINES TAIWAN

Tourism Malaysia has collaborated with STARLUX Airlines in opening a new route connecting Taiwan with Penang from 23 January 2020. The launching ceremony was held at Taoyuan International Airport and was officiated by Taiwan's Minister of Transport and Communications, Mr Lin Chia-lung.

Through this new flight route collaboration, the STARLUX A321neo offers an additional capacity of 188 seats to passengers. Tourism Malaysia Taipei Office actively worked with travel agencies in Taiwan to promote travel packages to Penang until March 2020.



Launch of Taiwan's new route to Penang with Starlux Airlines

FERIA INTERNACIONAL DE TURISMO (FITUR) 2020, SPAIN



Feria Internacional De Turismo (FITUR) 2020, Spain

Malaysia has participated in the Feria Internacional de Turismo (FITUR) 2020 in Madrid, Spain which took place from 23-27 January 2020. The Malaysian delegation consisting of nine industry representatives namely eight travel agencies and a state tourism body was led by the Secretary General of the Ministry of Tourism, Arts and Culture, Dato' Dr Noor Zari Hamat and former Director General of Tourism Malaysia, Datuk Musa Yusof.

A total of 2,500 visitors visited Astaka Malaysia. FITUR 2020 saw the launch of the Visit Malaysia Campaign (VM2020) package by Spanish travel agencies such as Catai Viajes, Vive Malaysia, Tui Spain, and Tui Iberia. In addition, the programme also involved Tourism Malaysia's collaboration with airlines such as Qatar Airways, Etihad Airways and Singapore Airlines.

18th BELT & ROAD ROYAL LANGKAWI INTERNATIONAL REGATTA 2020

The four-day international sailing event which took place from 6-11 January 2020 that was hosted by the Royal Langkawi Yacht Club was also the focus of Tourism Malaysia to attract international sailors to Langkawi.

The opening ceremony was officiated by the former Prime Minister, YAB Tun Dr Mahathir Mohamed with the participation of 28 yachts involving 250 participants from 9 countries and received extensive coverage by 64 media representatives.



Royal Langkawi International Regatta

Tourism Malaysia provided support to the organisers in an effort to promote Malaysia as a yachting destination as well as to generate income for the local community.

REMINISCENCE CULTURE & HERITAGE OF KUALA KANGSAR

The programme which took place in Kuala Kangsar and Lenggong, Perak from 14-17 January 2020 was attended by 18 participants, consisting of print and electronic media representatives, bloggers, influencers, as well as three travel agencies and Tourism Malaysia officials.

The programme organised by Tourism Malaysia in collaboration with Kuala Kangsar Municipal Council, Lenggong District Council, and the Central Zone Heritage Department was an initiative to develop new packages that can be highlighted for the domestic and international markets. Among the interesting locations visited include Victoria Bridge, Lenggong Archaeological Museum, Bukit Jawa, Mariwasa Craft, Labu Sayong KZ Kraf, and D'Village Hotel.



Reminiscence Culture & Heritage of Kuala Kangsar

OUTBOUND TRAVEL MART (OTM), MUMBAI

The Outbound Travel Mart (OTM) exhibition was held on 3-5 February 2020 at the Bombay Exhibition Center, Mumbai. The opening of the Malaysia Pavillion was officiated by the Consul General of Malaysia in Mumbai, Encik Zainal Azlan Mohd Nadzir and was also attended by the Director General of Tourism Malaysia, Encik Zulkifly Md. Said. Tourism Malaysia's participation aimed to promote Malaysia through special interest markets such as shopping, luxury tourism, motoring, and weddings.

Malaysia's participation in the exhibition successfully generated sales of RM1.12 million during the three-day programme which was attended by a total of 3,000 business visitors. Among the industry players who participated were the Langkawi Development Authority (LADA), tour operators, and hotel representatives such as Lexis Hotel Group, The Frangipani Langkawi Resort & Spa, and The Pines Hotel Melaka.



Outbound Travel Mart (OTM), Mumbai

27th TRAVEL TOUR EXPO (TTE) 2020, PHILIPPINES



TTE 2020, Philippines

The expo took place from 7-9 February 2020 at the SMX Convention Center, MOA Complex, Pasay City Manila. A total of 80 industry players from the Philippines attended the Visit Malaysia Campaign Reception held at Malaysia Pavilion and hosted by the Malaysian Ambassador to the Philippines, HE Norman Muhammad.

The main mission of Tourism Malaysia's participation in the Travel Tour Expo (TTE) 2020 was to promote the VM2020 campaign. Malaysia Airlines and Air Asia each donated two economy class flight tickets for a lucky draw prize. The expo managed to attract 50,000 visitors.

BORSA INTERNAZIONALE DEL TURISMO (BIT) MILANO 2020, ITALY

Malaysia's participation in the Borsa Internazionale del Turismo (BIT) Milano 2020 held in Milan, Italy from 9-11 February 2020 was one of the efforts in promoting Malaysia as one of the preferred tourist destinations. The inauguration of the Malaysia Pavilion was officiated by the Malaysian Ambassador to Rome, Italy, Dato' Abdul Malik Melvin Castelino. Tourism Malaysia's commitment to continue to promote the country's tourism proves that Malaysia can compete as one of the attractive destinations in terms of value and choice, especially for the Italian and European markets.

BIT 2020 was attended by approximately 40,000 visitors comprising consumers, industry players, media, bloggers, and digital influencers. Among the activities carried out include interviews with the media, tourism seminars, and business matching programmes.



BIT Milano 2020, Italy

13th TEHRAN INTERNATIONAL TOURISM EXHIBITION, IRAN



Tehran International Tourism Exhibition, Iran

Efforts to promote Malaysia in the Middle East market were also intensified through participation in the 13th Tehran International Tourism Exhibition which took place from 12-15 February 2020 at the Tehran International Permanent Fairground. The presence of the Malaysian delegation consisting of five travel agencies received positive feedback when it managed to achieve sales of 609 tourism packages with a total value of RM2,745,400.

The programme, which was hoped to be a platform for disseminating information on Malaysian tourism to industry players in Iran, succeeded in attracting 250,000 visitors consisting of consumers and tourism trading partners.

[twitter/malaysia.travel](#)

JEDDAH INTERNATIONAL TRAVEL & TOURISM EXHIBITION (JTTX) 2020

[facebook/malaysia](#)

Apart from Iran, the promotional target is also focused on Malaysia's participation in the Jeddah International Travel & Tourism Exhibition (JTTX 2020) which took place for three days on 26-28 February 2020 at the Hilton Convention Center, Jeddah, Saudi Arabia.

The opening ceremony of Astaka Malaysia was officiated by Datuk Musa Yusof, former Director General of Tourism Malaysia. The Malaysian delegation involved include the Langkawi Development Authority (LADA) as well as several tourism agencies, hotels, and resorts. The Malaysian delegation received more than 325 responses related to packages offered worth RM3,703,180 during the programme with the attendance of 30,000 visitors.



JTTX 2020, Saudi Arabia

ADVENTURE & NATURE OF PENGKALAN HULU, PERAK

The programme organised by Tourism Malaysia in collaboration with Pengkalan Hulu Municipal Council and Perak State Parks Corporation took place from 4-7 February 2020. This programme took participants to explore unique destinations in Pengkalan Hulu and Royal Belum in Gerik, Perak.

Among the locations include Raban Lake, Denai Kabus Agro Farm and Adventure Resort, Drum Cave, Duck Cave, Rahman Hydraulic Tin, Sungai Tiang Orang Asli Village, and Royal Belum Rainforest.

The programme was attended by 21 participants comprising representatives of print, electronic media, bloggers, social media influencers, and representatives of travel agencies. This initiative was also to evaluate the development of new packages that could be highlighted for the international and domestic markets.



Adventure & Nature of Pengkalan Hulu, Perak

LAUNCH OF 'MY MALAYSIA EXPERIENCE PACKAGES'

Tourism Malaysia has launched 'My Malaysia Experience Packages' which aimed to increase the promotion of special interest tourism products comprehensively in the publication of the MYexperience booklet in conjunction with the Visit Malaysia Campaign (VM2020).

The launching ceremony was held at the World Trade Center Kuala Lumpur on 20 February 2020 and was officiated by the former Minister of Tourism, Arts and Culture, Datuk Mohamaddin Ketapi.



Launch of 'My Malaysia Experience Packages'

The collection of 500 packages of special interest tourism products in one booklet included the involvement of 109 registered tour operators. Apart from attractive and affordable prices, it also covered 23 segments including sports tourism, health, education, gastronomy, ecotourism, and shopping activities.

BANDAR MALAYSIA OPEN 2020

Held at Kota Permai Golf and Country Club, Bandar Malaysia Open 2020 was one of the prestigious professional golf tournaments and is recognised as one of the oldest to be organised in the Asian region.

The 55th edition was officiated by the President of the Malaysian Olympic Council, Dato' Sri Mohamad Norza Zakaria and managed to attract 156 participants from 23 countries. Tourism Malaysia has given strong support to the organisation of this event to promote Malaysia as a golf tourism destination when Malaysia is also listed in the Asian Tour tournament series. The tournament garnered 11,434 views on YouTube as well as 10,200 hits on Twitter besides Facebook (8,825), and Instagram (5,011).



Bandar Malaysia Open 2020

MALAYSIA TRAVEL FAIR 2020

This tourism exhibition took place from 13-15 March 2020 at Dewan Tun Hussein Onn, World Trade Center, Kuala Lumpur. Malaysia Travel Fair 2020 was an initiative initiated by the Malaysia Association Tour Agency (MATA) in collaboration with Tourism Malaysia to help revitalise the tourism industry which faced uncertainty at the beginning of the COVID-19 outbreak. This tourism exhibition aimed to encourage Malaysians to travel within the country as well as support the tourism industry in Malaysia.

A total of 70 industry players comprising travel agencies, hotels, entrepreneurs, and product owners participated in the sale at the Cuti-Cuti Malaysia exhibition pavilion. A total of 647 packages were also sold involving sales revenue worth RM196,189.



Malaysia Travel Fair 2020

TOURISM MALAYSIA SURFCASTING 2020

The Cuti-Cuti Malaysia promotional campaign continued for the niche product market through a fishing event on the coast of Port Dickson, Negeri Sembilan on 15 March 2020 in collaboration with the state government and Negeri Sembilan Tourism Board.

The programme was held in collaboration with WakJali Event Management with the participation of 1,515 participants. The publicity generated through the print media for this event is estimated to be worth RM12.8 million.



Tourism Malaysia Surfcasting 2020



The winners of Tourism Malaysia Surfcasting 2020

‘MALAYSIA GOLDEN MONTH HOLIDAY’ CAMPAIGN, LAOS

The seminar and business-to-business (B2B) session held simultaneously with the ‘Malaysia Golden Month Holiday’ Campaign in Vientiane, Laos on 4 March 2020 was officiated by the Malaysian Ambassador to Laos, HE Mohd Aini Atan.

The programme organised by Tourism Malaysia aimed to promote tourism products and packages with the involvement of 39 representatives of travel agencies in Laos to make the Visit Malaysia Campaign (VM2020) a success. The programme also received coverage from nine Laotian media agencies.



Malaysia Golden Month Holiday Opening Ceremony in Laos

TOURISM PROMOTION AMID THE COVID-19 PANDEMIC

TOURISM PROMOTION THROUGH NEW MEDIA IN GUANGZHOU

Tourism Malaysia Guangzhou Office in China took to the virtual platform to continue promoting Malaysia's tourist destinations to social media users in the Chinese market.

The promotion through the TikTok platform started on 20 March 2020 with the screening of 51 short videos including 'Underwater of Miri, Sarawak', 'Miri-Sibuti Marine National Park', and 'SOP of Malaysia Airport'. The total number of views reached 122,987.

In addition, the promotion through the involvement of 'key opinion leader' (KOL), Sina Yi who has 4 million followers on social media on 25 May 2020 has managed to attract 800,000 views in an hour.



Promotion with KOL, Sina Yi

STAYCATION PROMOTION WITH DORSETT, HONG KONG

Through this creative approach, a Malaysia-themed hotel room promotion programme was held in collaboration with Dorsett Kwun Tong Hotel in Kowloon, Hong Kong from June to September 2020. The main purpose was to promote Malaysia among hotel guests and the opening ceremony was officiated by the Malaysian Consul General in Hong Kong, Mr Yap Wei Sin.



Staycation Promotion in Hong Kong

LAUNCH OF JOM CUTI BERSAMA FIREFLY

The launching ceremony of the 'Jom Cuti Bersama Firefly' campaign was held on 19 July 2020 in conjunction with the 'Ekspresi Media Kelantan' Programme at Hotel Perdana, Kota Bharu, Kelantan. The campaign offers free one-night accommodation for a minimum booking of two nights for the purchase of flight tickets and accommodation by using the promotional code JOMCUTIKBR. The booking period started from 20-26 July 2020 for travel dates from 27 July to 31 December 2020.

During the same period, the 'SuperFly' campaign by Firefly also offered a discount on flight ticket prices of between 10 to 30 per cent for every purchase of two tickets and above. The campaign successfully attracted 6,579 flight ticket bookings to Kota Bharu.



Jom Cuti Bersama Firefly

Cuti-Cuti at Home Music Video Competition

The competition was organised from 18 April to 9 June 2020, to provide an opportunity for the public to showcase their creative talents throughout sitting at home when the Movement Control Order (MCO) came into force.

A total of three categories were competed, namely singing, playing musical instruments, and sketching. Participants had to submit a creative presentation using the theme song of Cuti-Cuti Malaysia or Malaysia Truly Asia.



Cuti-Cuti at Home Music Video Competition

The programme successfully attracted 115 participations, including Malaysians who were abroad and citizens of various races consisting of professionals such as executives, lecturers, musicians, YouTubers, artists, and students.

TOURISM MALAYSIA COOPERATION WITH GENTING CRUISE TAIWAN

In conjunction with the National Day and Malaysia Day celebrations from 30 August to 13 September 2020, Tourism Malaysia Taiwan Office collaborated with Genting Cruise Taiwan through promotions on six Explore Dream Cruise ships carrying more than 6,000 passengers.

Apart from the Malaysia-themed decoration for the cruise ship, a promotional video on Malaysia was also shown in the ship's lobby. The crew also donned Malaysian traditional clothing and served Malaysian cuisine.



The crew donning traditional clothes



A promotional video of Malaysia shown in the ship's lobby

COLLABORATION WITH BHPETROL

Tourism Malaysia partnered with Boustead Petroleum Marketing Sdn Bhd (BHPetrol) to launch the 'Jom! Cuti-Cuti Malaysia Bersama BHPetrol' competition that took place from 18 August to 26 October 2020. The campaign aimed to boost the domestic tourism sector affected by the COVID-19 pandemic through the use of BHPetrol.

eCard members only needed to make a minimum purchase of RM30 for petrol or groceries at any BHPetrol petrol station to participate in the contest. The grand prize was a three-day two-night (3D2N) accommodation holiday package at selected Hotel Royale Chulan chains and BHPetrol cash vouchers worth RM4,000 each for 30 winners.

The ceremony was officiated by the former Director General of Tourism Malaysia, Datuk Musa Yusof and was also attended by the Chief Executive Officer of BHPetrol, Mr Leslie Ng.



Launching Ceremony of Jom! Cuti-Cuti Malaysia Bersama BHPetrol

LAUNCH OF CUTI-CUTI MALAYSIA CAMPAIGN TV PROMO

The launching ceremony of the promotional video for the Cuti-Cuti Malaysia campaign was held at the World Trade Center, Kuala Lumpur and officiated by the Minister of Tourism, Arts and Culture, Dato' Sri Hajah Nancy Shukri on 26 August 2020.

The promotional video was broadcast on Radio Televisyen Malaysia (RTM), TV Okey, and social media. The Cuti-Cuti Malaysia campaign is one of Tourism Malaysia's efforts to revitalise the domestic tourism industry and convince the public that Malaysia is safe to visit.



Cuti-Cuti Malaysia Campaign TV Promo

The event was held concurrently with the announcement of the winners of the Cuti-Cuti at Home Music Video Contest and received extensive coverage from mainstream and social media.

KLIA CRAZY SALE & CUTI-CUTI MALAYSIA MINI TRAVEL FAIR

To further invigorate the domestic tourism promotion campaign, Tourism Malaysia in collaboration with Malaysia Airports Holdings Berhad (MAHB) organised KLIA Crazy Sale and Tourism Malaysia's Cuti-Cuti Malaysia Mini Travel Fair at the Kuala Lumpur International Airport (KLIA) Departure Terminal twice, on 26-31 August 2020 and 25-30 September 2020.

The event targeted the sale of branded goods from business premises at KLIA as well as offers of domestic holiday packages through the participation of 10 exhibitors from airlines, travel agencies, hotels, and tourism products.



Launch of KLIA Crazy Sale & Cuti-Cuti Malaysia Mini Travel Fair

This initiative was, among others, to help industry players continue with operations after being severely affected following the enforcement of the Movement Control Order (MCO) and the closure of the country's borders. Apart from announcements on social media, interview slots on the Selamat Pagi Malaysia (SPM) programme and radios under the Radio Televisyen Malaysia (RTM) network were also utilised to further increase the publicity of the programme.

TOURISM MALAYSIA'S COLLABORATION WITH AMSPA

This collaboration was held with the Association of Malaysian Spas (AMSPA) in conjunction with the World Wellness Weekend from 19-20 September 2020 where Malaysia was listed in the Top 10 Wellness Countries 2020.

From August to December 2020, a total of 100 webinar sessions involving virtual programmes including talk shows, seminars, and online certifications were conducted through e-learning on Facebook Live.



AMSPA Facebook Live #MyWellness Series

The programme received an encouraging reaction from fans of the spa and wellness industry, where sharing sessions related to massage techniques were also shared virtually. The programme garnered 98,000 views and at the same time has helped industries affected by the pandemic.

COLLABORATION WITH KOREAN INFLUENCER, BLIMEY

For the South Korean market, Tourism Malaysia partnered with an international influencer, Blimey; three South Korean women who have fairly extensive knowledge of Malaysia, especially in terms of lifestyle. A total of 22 episodes were successfully created with the display of three main themes, namely Nasi Lemak Stall in Seoul (10 episodes), Malaysia Talk in Korea (8 episodes), and Travel Destination in Malaysia (4 episodes) on YouTube, Facebook, and Instagram channels between 17 September to 27 December 2020. Overall, the number of views reached 2.15 million.



Malaysia Talk in Korea by Blimey



Nasi Lemak Stall in Seoul by Blimey

CHENGDU PANDA INTERNATIONAL FOOD AND CULTURE CARNIVAL 2020

Chengdu Panda International Food and Culture Carnival 2020 which took place at Chengdu IFS Mall in Sichuan Province, China was an initiative of Chengdu FAO and Chengdu TV Station in introducing exciting Asian food and culture.

In this regard, Tourism Malaysia Guangzhou Office has taken this opportunity to promote Musang King durian in the carnival to offer a special Malaysian experience in Chengdu besides showcasing traditional Malaysian fashion and games.



Chengdu Panda International Food & Culture Carnival 2020

More than 1,000 visitors attended the event and enjoyed Asian food during the carnival which took place from 28 September to 4 October 2020.

Meanwhile, in Hong Kong, a campaign to promote Malaysia (Kuala Lumpur and Penang) through the Mid-Autumn Festival was also announced on the PAM Holidays website on 30 September 2020 and received 778 views.

MALAYSIAN DURIAN FESTIVAL, HONG KONG

Promotional activities for Malaysian cuisine were continued with the Malaysian Durian Festival, organised by Tourism Malaysia Hong Kong Office, which took place from 22 August to 20 September 2020 at the Icon Hotel, Hong Kong.

The festival was officiated by the Consul General of Malaysia in Hong Kong, Mr Yap Wei Sin and was attended by about 3,000 guests.



Malaysian Durian Festival at Hong Kong

LAUNCH OF CUTI-CUTI MALAYSIA PACKAGES FOR CIVIL SERVANTS

Tourism Malaysia partnered with the Congress of Unions of Employees in the Public and Civil Services Malaysia (CUEPACS) in launching the special Cuti-Cuti Malaysia Packages for civil servants on 3 September 2020 at Malaysia Tourism Center (MaTiC). The launching ceremony was officiated by the Minister of Tourism, Arts and Culture, Dato' Sri Hajah Nancy Shukri. The packages targeted interesting destinations around the Klang Valley.

The development of the packages aimed to encourage civil servants to travel within the country through attractive package offers. The launch received coverage from 18 media agencies with a publicity value of RM93,944.



Launch of Cuti-Cuti Malaysia Package for Civil Servants

TOURISM E-PROMOTION SEMINAR

The Tourism e-Promotion Seminar was held on 23 September 2020 at the St Giles Wembley Hotel Georgetown, Penang. A total of 75 tourism companies and organisations, especially from Penang, Kedah, Perak, and Perlis participated in this seminar. The number of participants, however, had to be limited to 100 people to adhere to the standard operating procedures (SOP) set by the authorities.

The seminar featured three qualified instructors in the field of promotion and digital media, providing exposure to digital promotion for the industry players to market their tourism products and packages through social media platforms and Google.



Tourism E-Promotion Seminar in Georgetown Penang

COLLABORATION WITH PETRON

Tourism Malaysia partnered with Petron Malaysia and Payments Network (PayNet) to make the 'Fuel Penuh Gaya MyDebit Je dengan Kad ATM Anda!' campaign a success from 1 October to 31 December 2020. The campaign was launched by the Minister of Tourism, Arts and Culture, Dato' Sri Hajah Nancy Shukri at Petron NKVE petrol station on 30 September 2020.

The campaign aimed to encourage Malaysians to travel and spend within the country. People stood the chance to win attractive prizes offered by simply purchasing petrol at a minimum of RM5 through the use of a debit card at any of Petron's 720 petrol station branches nationwide.



Launching Ceremony of 'Fuel Penuh Gaya MyDebit Je dengan Kad ATM Anda!' Campaign

TAIPEI INTERNATIONAL TRAVEL FAIR 2020

Tourism Malaysia took part in the largest tourism exhibition in Taiwan, the Taipei International Travel Fair 2020 from 30 October to 2 November 2020, at the Taipei Nangang Exhibition Center Hall. The tourism exhibition was attended by 166,731 visitors and was officiated by the President of Taiwan, Tsai Ing-Wen.

This tourism exhibition was a fitting platform for Tourism Malaysia to channel the latest information related to the current situation in Malaysia and promote Malaysia to the people of Taiwan.



Taipei International Travel Fair 2020

PROMOTING MALAYSIA THROUGH SOCIAL MEDIA PLATFORMS FOR THE CHINESE MARKET

Tourism Malaysia participated in the 'Long Time No See' Destination Branding Update video project which was organised by Fliggy.com on 21 October 2020. Publicity on the production was specifically aimed at 34.5 million Alibaba-Fliggy's Weibo followers, resulting in Tourism Malaysia winning the 'Best Collaborated Tourism Board of the Year 2020'.

Additionally, the live streaming session between Tourism Malaysia and Alibaba-Fliggy Double 11 'Travel, Long Time No See' Carnival was held on 5 November 2020 at Farm in the City, Seri Kembangan and managed to record 10,032 views on Alibaba-Fliggy's Weibo.



Live streaming session at Farm in the City



Best Collaborated Tourism Board Award of the Year 2020

SUZHOU INTERNATIONAL TRAVEL FAIR (SITF)

Tourism Malaysia's promotional mission continued at the Suzhou International Travel Fair (SITF) which took place on 6-8 November 2020 at the Suzhou International Expo Center. SITF is the largest tourism exhibition in Jiangsu Province.

Malaysia's participation in the SITF was to enhance Malaysia's image as a preferred tourist destination for the Chinese market. Apart from that, it also aimed to increase Chinese tourist arrivals to Malaysia when the country's international borders reopen.



Suzhou International Travel Fair

WATER LANTERN FESTIVAL, TAIWAN

The festival organised by the Taipei City Government was held on 22 November 2020 at Chengmei Riverside Park, Rainbow Bridge Side, Taipei and was officiated by the Mayor of Taipei, Ko Wen-je.

Tourism Malaysia's involvement in the festival aimed to promote Malaysian cuisine, tourist destinations, handicrafts, and traditional clothing to visitors. In addition to interacting directly with 500 visitors, Mayor Ko Wen-je also received more than 2 million 'likes' through sharing his posts about the festival on his Facebook account.



Taipei Mayor Ko Wen-je visiting a Malaysian stall and experiencing teh tarik at the Water Lantern Festival

8TH MACAO INTERNATIONAL TOURISM EXPO (INDUSTRY)

Tourism Malaysia participated in a hybrid tourism expo on 6-8 November 2020 at Venetian Resort, Macao. The expo was a platform to promote attractive tourist destinations in Malaysia.

A total of 22,921 visitors visited the expo while 262,000 spectators watched it simultaneously through 120 live broadcasts online.



Macao International Tourism Expo (Industry) at Venetian Resort, Macao

INSIGHT 2020

The virtual conference organised by the Malaysia Healthcare Travel Council (MHTC) was held on 23-26 November 2020 and was officiated by the former Minister of Health Malaysia, Dato' Sri Dr Adham Baba.

The conference discussed the potential of medical tourism involving 32 speakers from within and outside the country. Several segments such as 'live conference' sessions, sales missions, and virtual exhibition booths were held throughout the conference.

A total of 156 Tourism Malaysia officers from the Overseas Offices and headquarters attended the conference. Tourism Malaysia's virtual booth received a total of 588 visits involving representatives from private hospitals, tour operators, and health product suppliers.



INSIGHT 2020 Virtual Conference

CHILLAX EAST COAST MEDIA @ BENTONG

The three-day, two-night (3D2N) adventure programme was held on 25-27 November 2020 around Janda Baik and Berjaya Hills Bentong. A total of 18 media practitioners from Pahang and Kelantan, including social media influencers, were brought to participate in the programme.

The purpose of the programme was to promote tourism products in Pahang such as Canopy Villa Glamping Park, Ulu Tampik Waterfall, Rimba Luxury Resort Club, Berjaya Hills Resorts (The Colmar Tropicale, The Chataeu, Japanese Garden & Adventures Park), and Bidaisari Resort.

The programme received coverage in both mainstream and online media. The programme was also joined by the international social media influencer, Jet Lag Warrior.



Chillax East Coast Media @ Bentong Programme

COLLABORATION WITH MALAYSIAN HOTEL ASSOCIATION (MAH)

Tourism Malaysia in collaboration with the Malaysian Hotel Association (MAH) launched the 'Jom Cuti-Cuti Malaysia! Experience Malaysia Like Never Before' under the Economic Stimulus Package (PRE) 1.0 starting 31 December 2020.

Buyers had the opportunity to redeem an e-voucher of RM50 with the purchase of a minimum stay of 3 days 2 nights in hotels (1-3 stars) and RM100 (4-5 stars) nationwide based on a first-come, first-served basis. A total of 18,750 earliest buyers also had the opportunity to enjoy an additional voucher of RM20.



'Jom Cuti-Cuti Malaysia! Experience Malaysia Like Never Before' Campaign Poster

COLLABORATION WITH MALAYSIAN BUDGET HOTEL ASSOCIATION (MyBHA)

Tourism Malaysia in collaboration with the Malaysia Budget Hotel Association (MyBHA) organised a "Jom Nginap" campaign starting 31 December 2020 to boost domestic tourism. Users only needed to book a hotel room at a minimum rate of RM50 through the Touch 'n Go eWallet application to get a cashback of RM20 within three working days.



'Jom Nginap' Campaign Poster



malaysia.truly.asia



11,967 views

malaysia.truly.asia Discover the trenches of the deep blue sea.

#cuticutimalaysia #malaysiatrulyasia

View all 328 comments

5 DAYS AGO

ADVERTISING, COMMUNICATIONS, & PUBLICITY

COLLABORATION WITH TELEKOM MALAYSIA

Tourism Malaysia collaborated with Telekom Malaysia (TM), its telecommunications strategic partner in making the Visit Malaysia 2020 (VM2020) Campaign a success. The collaboration focused on three main thrusts, namely broadband internet connectivity, campaigns through TM's digital assets, and campaigns through TM's assets at the domestic and international levels.

International tourists visiting Malaysia can register for a unifi Travel Pass with an unlimited high-speed data SIM offer so that they can stay in touch while in Malaysia. Tourists can get it at Tourism Malaysia's Tourism Information Centre (TIC) at Kuala Lumpur International Airport (KLIA) and KLIA2.



Collaboration with Telekom Malaysia

COLLABORATION WITH XIAOMI

Tourism Malaysia partnered with Xiaomi to promote the Visit Malaysia 2020 Campaign (VM2020) through its latest gadget, Mi Note 10. The gadget is the world's first smartphone equipped with a 108-megapixel penta camera.

Through this collaboration, a three-minute promotional video on the beauty of Malaysia was displayed on Xiaomi Malaysia's official social media platforms, namely Facebook, YouTube, and Sina Weibo. The announcement of the collaboration was made by the former Director General of Tourism Malaysia, Datuk Musa Yusof on 10 January 2020.



Collaboration with Xiaomi

COLLABORATION WITH FIREFLY

Tourism Malaysia and Firefly launched the Visit Malaysia Campaign (VM2020) logo (livery) and 'The Best of Langkawi Discovery' tourism package on 17 February 2020 at Subang Skypark. The ceremony was officiated by the former Minister of Tourism, Arts and Culture, Datuk Mohamaddin Ketapi.

Information on various state tourism products was also displayed on the upper storage area and in-flight dining area. Apart from that, the interior decoration of the Firefly aircraft was also enlivened with various images of food, art, culture, beaches, ecotourism destinations, and beautiful sceneries of Malaysia. Firefly offered a 30 per cent discount for tourists to enjoy various attractive travel packages.



VM2020 Campaign logo (livery) Launching Ceremony and 'The Best of Langkawi Discovery' Tour Package

COLLABORATION WITH SHARP

Tourism Malaysia in collaboration with SHARP Electronics (Malaysia) launched two videos of the Visit Malaysia 2020 Campaign (VM2020) themed 'Amazing' and 'Diversity' with the use of SHARP's 8K technology. The launching ceremony was held on 28 February 2020 at Pavilion Bukit Jalil Shopping Mall and was officiated by the Secretary General of the Ministry of Tourism, Arts and Culture, Dato' Dr. Noor Zari Hamat.

The video was produced by the renowned director Mark Toia in collaboration with Chilli Pepper Films. The production of 'Truly Aquos 8K, Truly Asia Malaysia' recorded various interesting tourist locations throughout the country with a detailed visual display for the viewers to experience through the video.



VM2020 Campaign Video Launching Ceremony in Collaboration with Sharp

'LET'S WALK WITH FIREFLY' ADVERTISING CAMPAIGN

This advertising campaign took place from 8-26 July 2020 with the involvement of all Firefly platforms such as agents, websites, mobile apps, and call centres for booking flight tickets for the travel period from 8-31 December 2020. A 20 per cent discount was given for basic fares for all domestic destinations. In addition, the Jom Jalan Bersama Firefly campaign also offered flight ticket packages and hotel accommodations with promotional codes.

Tourism Malaysia helped with publicity through advertising in Sinar Harian and Metro Online. A total of 321,459 visitors visited the Firefly website and 23,329 made domestic bookings.



'Let's Walk With Firefly' Advertising Campaign Poster

ADVERTISING CAMPAIGN WITH KLIA TV

The joint advertising campaign with KLIA TV through two large screen displays and 381 HD TV units at Kuala Lumpur International Airport (KLIA) and KLIA2 was conducted for 12 months from 1 July 2020 to 30 June 2021. The collaboration considered the strategic location of KLIA and KLIA2 with a record passenger movement reaching 65 million people in 2019.

This campaign was aimed to increase the visibility and awareness of the public to travel within the country. Among the HD TV locations were in the airport arrival halls, the main terminal building, VVIP rooms, domestic departure rooms, waiting rooms, and dining areas. There were 96 broadcast spots per day for a 30-second video advertising featuring food specialties, travel, culture, beaches, and events in Malaysia.



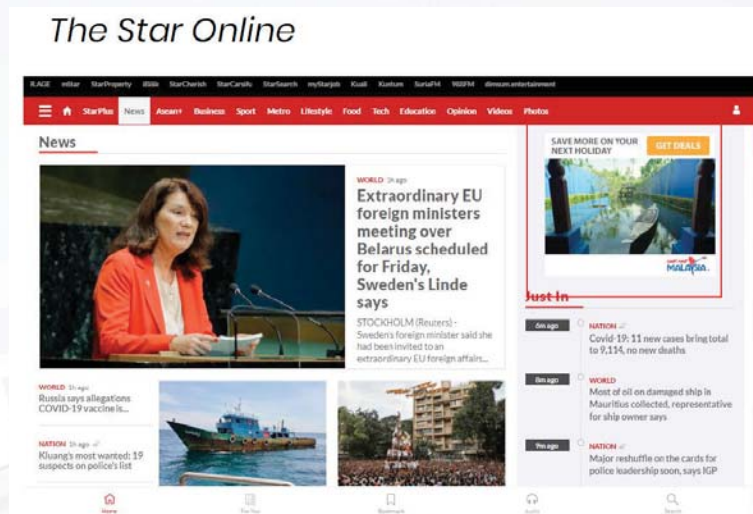
Advertising campaign with KLIA TV

DEALS & PACKAGES ADVERTISING CAMPAIGN THROUGH STAR MEDIA GROUP

Tourism Malaysia partnered with airlines, hotels, and tourism associations in developing special packages through the Deals & Packages section displayed on the Tourism Malaysia website.

The Deals & Packages campaign was promoted through Star Media Group's digital platform, namely The Star Online from 12-14 August 2020 and mStar Online from 12-18

August 2020. Through Star Online, the campaign managed to get 266,201 impressions on social media with a record of 326 clicks and 0.12% CTR. Meanwhile, through Mstar Online, it managed to reach 1,090,886 impressions, 2,617 clicks, and 0.24% CTR.



Advertising campaigns through The Star Online and mStar Online

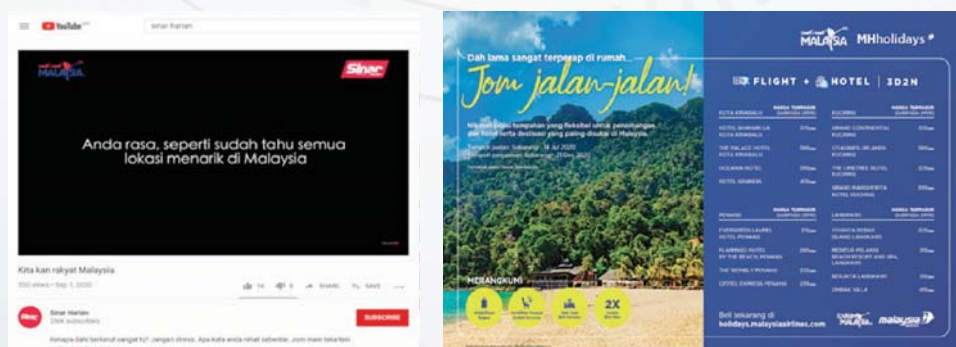
The campaign focused on 'hard sell' sales where Malaysia Airlines has successfully sold 6,521 packages (average 3 days 2 nights package) with a value of RM2,601,879.

Meanwhile, the Malaysian Inbound Chinese Association (MICA) successfully received 300 bookings to Pulau Lang, Terengganu, Ipoh Hotspring Range (200 rooms), The Haven (160 rooms), and Lost World of Tambun (200 rooms) with a total value of RM364,700.

PROMOTION OF DOMESTIC TOURISM PACKAGES THROUGH SINAR HARIAN

The 'Jom Jalan-Jalan' domestic tour packages in collaboration with Malaysia Airlines were promoted through two full pages in the Sinar Harian newspaper to encourage people to return to travel after a long period of staying at home.

In addition, an advertising promotion was also held through a vox pop video (Kita Kan Rakyat Malaysia) on 1 September 2020 which managed to garner 55,423 unique views on social media, with 30,000 views on Sinar Harian's Facebook page, Sinar Harian Instagram (6757 views), Sinar Plus Facebook (912 views), and Sinar Harian YouTube (350).



Domestic tourism promotion campaign through Sinar Harian

PROMOTION OF DOMESTIC TOURISM PACKAGES THROUGH NANYANG SIANG PAU

Domestic travel packages in collaboration with Malaysia Airlines and Malindo Air were promoted through the Nanyang Siang Pau newspaper from March to July 2020. This promotion aimed to raise the awareness of the Chinese community to travel within the country.

In addition, the promotion was also made through the Nanyang Siang Pau online platform which managed to reach a total of 246,641 hits on Facebook with 267,802 impressions as well as 428 total page views on the website along with 412 unique page views.



Promotion Of Domestic Tourism Packages Through Nanyang Siang Pau

PROMOTION OF DOMESTIC TOURISM PACKAGES THROUGH MEDIA PRIMA OMNIA

Domestic tourism packages have been developed through Tourism Malaysia's collaboration with state tourism bodies, local tourism industry players and non-governmental organisations (NGOs).

The tour package with themed #TRAVELLAHLOKAL was advertised on Media Prima Omnia through 24 spots on TV3 from 4-10 July 2020. The promotion featured a 30 second Jalan-Jalan Makan Angin capsule video that highlighted the beauty of the islands in Malaysia and received about 564,000 views.



Promotion of domestic travel packages through Media Prima Omnia

DOMESTIC TOURISM PACKAGE PROMOTION THROUGH RTM

Domestic tourism packages in collaboration with state tourism bodies, local industry players and non-governmental organisations (NGOs) were promoted through the Cuti-Cuti Malaysia Campaign on the RTM platform from July to December 2020. The promotion was displayed through a two-minute capsule video and 30-second television and radio commercials.



Domestic Tourism Package Promotion Through RTM

Among the RTM television and radio channels involved were TV1 (Selamat Pagi Malaysia), TV2, TV Okey, Nasional FM, Radio Klasik, Traxx FM, Asyik FM, KL FM, Ai FM, Minnal FM, Sabah FM, and Sarawak FM.

The campaign successfully generated an estimated publicity return of RM1,042,868.

PROMOTION OF DOMESTIC TOURISM PACKAGES THROUGH OSSAI LABORATORY

Domestic travel packages were promoted in the Makkal Ossai newspaper during from September to November 2020. The promotion was aimed at raising the awareness of the Indian community to travel within the country.

The promotion included eight half-page coloured insertions with a focus on thematic advertising in addition to tactics.



Promotion of Domestic Tourism Packages Through Makkal Ossai

MEDIA RELATIONS & PUBLICITY

X-CHANGE SESSION PROGRAMME

The X-Change Session programme was organised virtually involving four series from February 4 to November 6, 2020. This programme provided an opportunity for industry players to share the latest developments of their tourism products to Tourism Malaysia officials including those in the Overseas Offices for promotional purposes in domestic and international markets.

Among the industry representatives who were invited to participate were KidZania, Beast Park & Platinum Charters Sdn Bhd, Sunway Berhad, LokaLocal, Only World Group, Desaru Coast, Kwa Chai Hong, and The Saujana Hotels. The entire programme garnered 12,000 views and 228 shares on social media.



X-Change Session Programme

It's Summer Time in Malaysia 2020 Programme

This programme took place from 11-15 February 2020 in conjunction with the Visit Malaysia Campaign (VM2020) and the organisation of the PATA Adventure Travel Conference & Meeting (ATCM) 2020 in Kota Kinabalu, Sabah.

A total of 36 media practitioners from 11 countries such as Cambodia, the Philippines, India, Indonesia, Japan, South Korea, Laos, Malaysia, Singapore, Taiwan, Thailand, and the United Arab Emirates (UAE) participated in the five-day-four-night (5D4N) programme.

Participants experienced ecotourism, adventure, and extreme activities segments by participating in water activities at Tagal Tinopikon Park, visits to Klias Wildlife Safari River Cruise, Mari Mari Culture Village, Penampang, Inanam and white water rafting at Sungai Kiulu, Tamparuli.



It's Summer Time in Malaysia 2020 Programme

TV & RADIO INTERVIEWS/ EXCLUSIVE MEDIA INTERVIEWS

A total of 18 television interview slots and 14 radio interview slots on Radio Televisyen Malaysia (RTM) were used from 14 February 2020 to 24 September 2020 for the purpose of publicity and tourism promotion involving Tourism Malaysia's top management representatives, state tourism bodies, tourism industry players, as well as non-governmental organisations (NGOs).

These interview slots were broadcast on TV1's Selamat Pagi Malaysia programme as well as several RTM radio networks such as KL FM, Traxx FM, Nasional FM, Sabah FM, Sarawak FM, Minnal FM, Asyik FM, AI FM and Klasik FM.

Apart from that, an exclusive media interview was also arranged at the request of Gaya Travel magazine on 5 February 2020 followed by Bernama TV (10 February 2020) and Instagram Malaysia Tanah Airku KUPTM (12 September 2020).

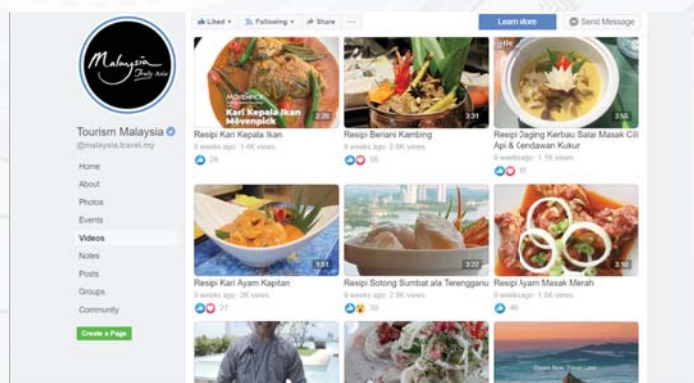


Interview Programme on Television & Radio

RAMADAN FOOD DEMONSTRATION PROMOTION BY HOTELS ON FACEBOOK

This initiative took place from 26 April to 20 May 2020 involving the participation of 22 hotels, aimed to help in promoting the food and beverage (F&B) segment involving the country's hotel industry which was affected by the enforcement of the Movement Control Order (MCO).

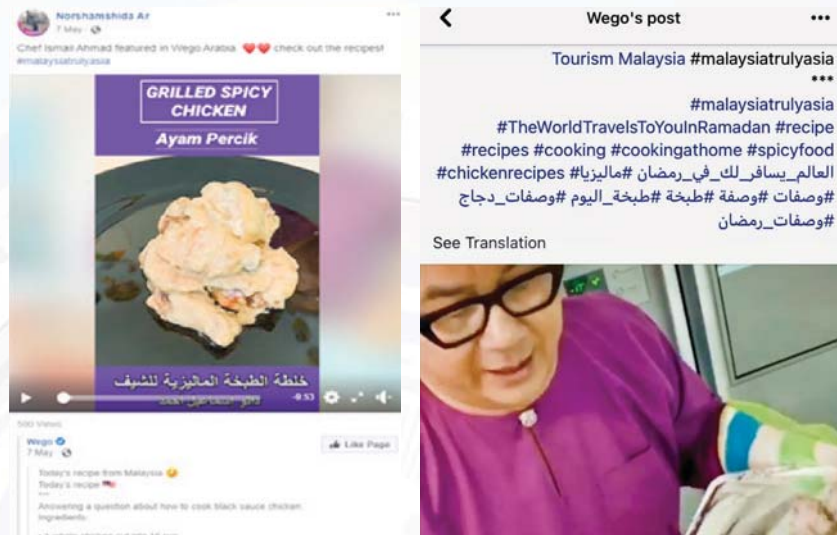
Hotels were invited to publish video demonstrations of their iftar cuisine. A total of 24 videos were produced and shared on Tourism Malaysia's Facebook social media site.



Ramadan Food Demonstration videos promoted on Tourism Malaysia's Facebook page

MALAYSIAN CUISINE DEMONSTRATION PROMOTION WITH DATO' CHEF ISMAIL

This video collaboration of Malaysian cuisine demonstration with the Ambassador of Tourism and Culture of Malaysia, Dato' Chef Ismail Ahmad was shared through the Facebook platform through the Wego Arabia account based in Dubai on 7 May 2020. The preparation of ayam percik aimed to promote the Malaysian cuisine, especially in the Middle East market. The uploaded video managed to garner 126,000 hits, 2,100 views, 107 'likes', and 15 shares.



Promotion of Malaysian Cuisine Demonstration video through Wego Arabia's Facebook account

SEMBANG SANTAI PROGRAMME

This sharing programme with the concept of 'story-telling' was held virtually involving six series from 9 June 2020 to 8 September 2020. The programme aimed to help tourism product operators affected by the COVID-19 pandemic to increase the promotion of tourism products through digital marketing. A total of six series were organised involving the destinations of Lembah Bujang, Tasik Kenyir, Kota Belud, Selama, Perlis, and Bung Jagoi, Sarawak.

The entire programme successfully recorded 143,790 hits, 33,900 views, and 14,596 engagements on social media.



Sembang Santai Programme Promotion Poster

MEDIA KOL & BLOGGER FAM TRIP PROGRAMMES

The Corporate Communications Division organised two Post-MCO Fam Trip programmes from 21-22 June 2020 and 3-4 July 2020 involving interesting destinations around Kuala Lumpur. The programmes aimed to increase the public's confidence to travel within the country in the new norm.

The programmes were attended by 10 representatives of print, electronic and new media. Tourist destinations visited include Aquaria, KL Bird Park, EQ Hotel, Rebung Restaurant, Craft Complex, Pavilion, Impiana KLCC, Avenue K, Old Malaya Restaurant, Saloma Bypass, Sunway Lagoon, and Muzium Negara. The programmes successfully generated a total of 27 articles and 81 submissions that were uploaded on social media with 15,338 page views and 17,444 likes on Facebook, Instagram, and blogs.



Media KOL & Blogger Fam Trip Programmes

EKSPRESI MEDIA KELANTAN

The programme took place from 16 to 20 July 2020 and was attended by 15 local media practitioners involving visits around the districts of Dabong and Kota Bharu, Kelantan. Emphasising the tourism aspect of the experience, the programme not only highlighted new tourist locations, but also included elements of arts, culture, food, and community-based tourism activities.

The programme successfully generated 51 articles including three television coverage with a publicity value of RM607,356 besides gaining 13,170,614 hits through posts on social media.



Ekspresi Media Kelantan Programme

VIDEO PROMOTION OF MALAYSIAN CUISINE DEMONSTRATION WITH DATO' CHEF ISMAIL FOR TRAVEL TALK MAGAZINE (GERMANY & AUSTRIA)

A video recording of a Malaysian cuisine demonstration involving Malaysia's Tourism and Culture Ambassador, Dato' Chef Ismail Ahmad was held at Rebung Restaurant, Kuala Lumpur on 28 August 2020. The video was produced to meet the demand of Tourism Malaysia Frankfurt Office which targeted tourists from the German and Austrian markets through Travel Talk Magazine.

The Mega Fam unit managed the demonstration recording the video was also shared on Tourism Malaysia Frankfurt Office's social media platforms.



Malaysian Cuisine Demonstration Video with Dato' Chef Ismail

facebook.malaysia.travel

MALAM WARTAWAN MALAYSIA 2020

Tourism Malaysia contributed RM10,000 for the Hadiah Kewartawanan MPI Petronas organised by the Malaysian Press Institute (MPI) at Hotel Istana, Kuala Lumpur on 11 September 2020.

Tourism Malaysia was part of 27 corporate companies, media organisations, and government agencies that have contributed RM335,000 to the successful organisation of Malam Wartawan Malaysia 2020.

The Hadiah Kewartawanan MPI Petronas awarded several categories to recognise their outstanding works in Malaysian journalism involving print, electronic, and online media.



Malam Wartawan Malaysia 2020

MALAYSIAN FOOD PROMOTION THROUGH 'THE FOOD RANGER'

Tourism Malaysia collaborated with a well-known food vlogger from Canada, Trevor James, or better known through his social media platform as The Food Ranger from September to November 2020.

This collaboration involved a series of exploration named 'The Ultimate Malaysian Road Trip' aimed at introducing and promoting local food from the states of Pahang, Kelantan, and Terengganu. Tourism Malaysia garnered a publicity of 128 million views and 262 million impressions on Facebook in addition to 7 million views on Youtube when five videos were uploaded on the The Food Ranger's social media platform in September and October 2020.

On 10 December 2020, Trevor James @ The Food Ranger received an award from the Minister of Tourism, Arts and Culture, Dato' Sri Hajah Nancy Shukri in a ceremony held at the Sultan Abdul Samad Building, Kuala Lumpur.



Malaysian Food Promotion Collaboration with The Food Ranger

PANTUN PELANCONGAN TOURISM MALAYSIA 2020 COMPETITION

The competition was held in hybrid on 16 November 2020 in conjunction with the Gerakan Bahasa Kebangsaan Campaign. The competition aimed to highlight the function and role of the national language in the construction of national civilisation as well as to strengthen national unity through literary activities.

The competition was participated by 18 participants consisting of Tourism Malaysia staff at the headquarters and three representatives from the state offices.



Pantun Pelancongan Tourism Malaysia Competition

COLLABORATION WITH OPPO MALAYSIA

Tourism Malaysia partnered with OPPO Malaysia in organising the photography contest “Be A Renographer: Clearly Your Best Moment” to promote domestic tourism during the Conditional Movement Control Order (CMCO) from 18 December 2020 to 9 January 2021.

A total of 10,163 entries were received involving 3,974 participants among OPPO users and 6,189 non-OPPO users respectively. The competition aimed to encourage Malaysians to appreciate the beauty of Malaysia through the art of photography.

Among the categories competed were Clearly Your Best Night, Clearly Your Best Portrait, Clearly Your Best Landscape and Clearly Your Best Creativity. The promotion of this competition successfully generated 13,537,975 hits on social media and a publicity value of RM125,226.

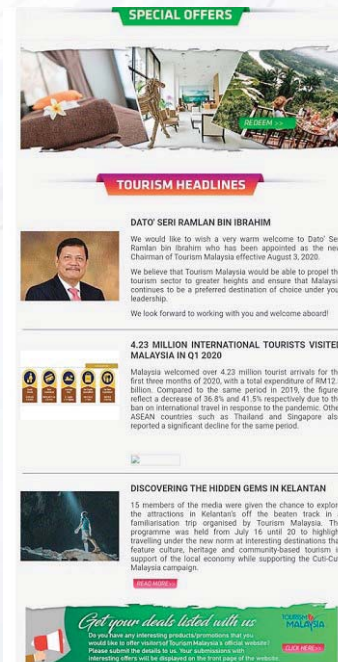
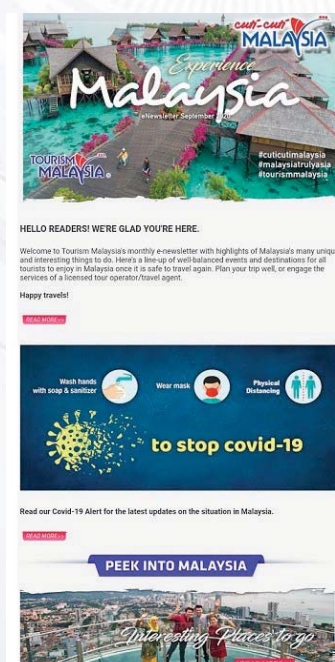


**‘Be A Renographer: Clearly Your Best Moment’
Photography Contest**

EXPERIENCE MALAYSIA TOURISM MALAYSIA E-NEWSLETTER

Tourism Malaysia’s Corporate Communications Division through the Editorial Unit produced 12 editions of e-newsletters every month, disseminating the latest information on interesting tourism products and destinations as well as the latest information related to the tourism industry.

The e-newsletters subscription was sent through ‘email blasting’ to 116,238 individuals in and outside the country, including industry players who registered their emails on Tourism Malaysia’s website, malaysia.travel. In 2020, improvements were made with the introduction of the ‘Do You Know’ segment.



INDUSTRIAL RELATIONS

PATA ADVENTURE TRAVEL CONFERENCE & MART (ATCM) 2020

The programme which promoted sustainable tourism and ecotourism was held in Kota Kinabalu, Sabah on 12-14 February 2020 and was officiated by the former Minister of Tourism, Arts and Culture, Datuk Mohamaddin Ketapi.

The conference was attended by 368 participants from 33 countries and served as a platform for tour operators to enhance their business cooperation in promoting travel tourism products.

Apart from covering pre- and post-conference visits as well as travel marts, the programme also attracted tourism experts comprising university lecturers, industry players, as well as officials from the public and private sectors.



PATA Adventure Travel Conference & Mart (ATCM) 2020 di Kota Kinabalu, Sabah

HOSPITALITY PROGRAMME IN CONJUNCTION WITH WORLDWIDE ACADEMY SEMINAR & IALA DIPLOMATIC CONFERENCE 2020

This programme was a collaboration between the Ministry of Transport and Tourism Malaysia to celebrate the international delegation to the International Association of Marine Aids to Navigation and Lighthouse Authorities (IALA) Diplomatic Conference and Worldwide Academy Seminar 2020 programme in Kuala Lumpur on 26 February 2020.

Participants consisted of government officials and delegations from Argentina, Iran, Peru, Romania, the United Kingdom, and Malaysia. They were taken to visit several interesting locations around Kuala Lumpur such as KLCC, Rumah Penghulu Abu Seman, and Menara KL. The visit was also attended by the Director General of Tourism Malaysia, Mr. Zulkifly Md Said.

ASEAN TOURISM CRISIS COMMUNICATION TEAM (ATTCT) SPECIAL VIDEO CONFERENCE

On 4 June 2020, former Director General of Tourism Malaysia, Datuk Musa Yusof chaired an online ASEAN Tourism Crisis Communication Team (ATTCT) meeting to discuss the steps to be taken to address the crisis and the impact of the COVID-19 pandemic. All ASEAN members shared the best approaches that were taken by their respective countries.

On 26 August 2020, the second ATTCT meeting was once again chaired by Malaysia and represented by Tourism Malaysia's Director of International Promotion Division (Southeast Asia), Encik Noran Ujang. The meeting discussed practical measures to promote Southeast Asia as a tourist destination during a pandemic.



ATTCT Special Video Conference

PATA DREAM TO TRAVEL FESTIVAL

The festival, which targeted 'travel trade business', was organised by the Pacific Asia Tourism Association (PATA) for four weeks virtually with the Malaysia Segment lasting for 5 days from 29 June to 3 July 2020.

Serving a virtual 'sneak peek' related to Malaysian tourism products while waiting for the international borders to reopen, promotional activities were planned through the Online Live Experience, Digital Platform, Story Telling, and Interview with BBC segments. A total of 16 Malaysian tourism industry players participated and Tourism Malaysia's digital booth received 328 engagements. In addition, the entire programme also recorded 18,909 views and 229 shares.



Virtual PATA Dream to Travel Festival

NETWORKING VISITS

The Corporate Communications Division organised a series of three networking visits from 18 August 2020 to 24 September 2020 aimed at maintaining good relations with tourism industry players as well as promoting tourism products in compliance with the new standard operating procedures (SOPs).

The tourism products visited were Kwa Chai Hong, Saloma Link, and Illumination Museum (18 August 2020), as well as Royal Klang Heritage Walk and Wyndham Acmar Hotel Klang with Tourism Selangor (8 September 2020) and Paya Indah Wetlands (24 September 2020).



Networking Visits

PATA MALAYSIA CHAPTER ANNUAL GENERAL MEETING (PMC)

The 40th Annual General Meeting of PATA Malaysia Chapter (PMC) was held on 24 August 2020 at Sunway Putra Hotel, Kuala Lumpur. The meeting was attended by 70 members of the PMC and was chaired by the former Director General of Tourism Malaysia, Datuk Musa Yusof who is also the Chairman of the PMC.

Among the agenda of the meeting were to discuss annual activities such as interstate tourism networking trips, Career Fairs, and Youth Symposiums.

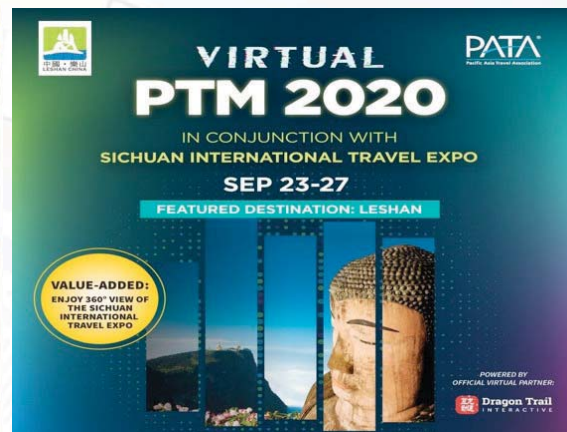


PATA Malaysia Chapter Annual General Meeting (PMC)

VIRTUAL PATA TRAVEL MART 2020

The 43rd event took place virtually from 23-27 September 2020 with the concept of interactive exhibitions and 'walk-in meetings'. The programme was officiated by the former Chief Executive Officer of PATA, Dr. Mario Hardy as a platform to promote exciting tourist destinations covering arts, culture, food, as well as community-based tourism.

A total of 19 business appointments were successfully arranged by Tourism Malaysia with 17 organisations from 12 countries such as China, Australia, Philippines, New Zealand, India, Netherlands, Japan, Argentina, Saudi Arabia, Indonesia, and Germany.



Virtual PATA Travel Mart 2020

DIGITAL TRAVEL APAC VIRTUAL SUMMIT

The virtual conference was organised by the Worldwide Business Research (WBR) Singapore and PATA on 22 September 2020. A total of 1,294 participants registered to participate in the programme which also involved several national tourism organisations (NTOs) such as Singapore Tourism Board, Tourism New Zealand, Tourism Australia and Switzerland Tourism. Tourism Malaysia was represented by its former Director General, Datuk Musa Yusof.

The conference aimed to discuss the current tourism situation in each country as well as measures taken to help industry players including long-term plans to gain the confidence of tourists to return to travel.



Digital Travel APAC Virtual Summit



**INDUSTRIAL
DEVELOPMENT**

GALAKAN MELANCONG MALAYSIA (GAMELAN) MATCHING GRANT

The Galakan Melancong Malaysia (GAMELAN) matching grant was first introduced on 9 July 2019 with an allocation of RM5 million. This allocation was announced by the Minister of Finance during the 2019 Budget Presentation. However, this one-off initiative was postponed on 18 March 2020 due to the implementation of the Movement Control Order (MCO). The COVID-19 epidemic has caused many events and programmes to be postponed or cancelled.

The GAMELAN incentive implemented by Tourism Malaysia aims to intensify promotional and marketing programmes to increase international tourist arrivals to Malaysia as well as boost domestic tourism. This allocation is provided in a refund to the industry through a special fund of the Ministry of Finance channelled to the Ministry of Tourism, Arts and Culture (MOTAC).

Companies in the qualified tourism industry can claim as much as 50% of the actual expenditure amount or according to the maximum limit that has been set for each project category. Each grant recipient will be given an allocation ceiling of RM200,000 to

ensure that the distribution of grants is fair and equitable.

Industry players who are eligible to apply for GAMELAN must be registered with the Malaysian authorities such as tourism associations, travel agencies, accommodation operators, shopping associations, Community-Based Tourism (CBT) operators, clubs and associations that promote special interest products such as golf vacations, bird watching, scuba diving, fishing tourism, wedding tourism, cycling tourism, hiking tourism, mountaineering and aerobics, motoring tourism as well as gastronomic tourism. In addition, companies that provide servicing programmes or promote Meetings, Incentives, Conventions and Exhibitions (MICE) locally and abroad are also eligible to apply.

Projects eligible for consideration are divided into three main categories, namely participation in tourism fairs, organisation of sales missions and roadshows, as well as servicing programmes and MICE promotions.

Programmes Approved In 2020

NO	PROGRAMME	TOTAL (RM)
1.	6th Real Estate Brokerage Industry Summit 2020 Industry Expo on 9-10 January 2020	5,000.00
2.	FITUR 2020 on 21-29 January 2020 (4 Applicants)	19,142.67
3.	South Asia Travel & Tourism Exhibition (SATTE) 2020 on 8-10 January 2020 (17 Applicants)	99,626.79
4.	Sales + Marketing Trip to Bangkok, Thailand on 14-19 January 2020	2,371.40
5.	Fam Trip to Royal Belum on 15 January 2020	3,600.00
6.	Outbound Travel Mart (OTM) 2020 in Mumbai, India on 3-5 February 2020 (6 Applicants)	31,665.28
7.	Diving Resort Travel (PRT) KLCC on 14-16 February 2020	2,415.00

8.	Asian Pacific Incentives & Meetings Event - AIME 2020 on 17-19 February 2020	13,500.00
9.	ASEAN Tourism Forum (ATF Brunei) on 13-17 January 2020 (2 Applicants)	9,377.08
10.	Domestic Fam Tour to Perlis on 18-21 February 2020	1,800.00
11.	Penang Roadshow 2020 - India on 13-20 January 2020 (2 Applicants)	10,000.00
12.	MATTA Travel Mart (MTEX) Makassar, Indonesia on 4-5 March 2020 (6 Applicants)	8,013.13
13.	Luxury Travel Mart Moscow, Russia on 27-28 February 2020 (2 Applicants)	30,000.00
14.	Visit Truly Asia Malaysia Promotion - Let's Go Belitung & Yellow Fabulous Golf Tournament on 28 February - 1 March 2020 (5 Applicants)	25,000.00
15.	Jeddah International Travel Exhibition (JTTX 2020) on 26 February - 1 March 2020	10,843.72
16.	Asia Pacific Incentives and Meetings Event (AIME) on 17-19 February 2020	15,000.00
17.	Tourism Selangor & Tourism Malaysia Product Presentation in Chennai, India on 6 January 2020	100.00
18.	Sales Call to Makassar on 23-29 February 2020 (2 Applicants)	1,208.50
19.	Sales Call to Medan, Indonesia on 9-14 March 2020	583.90
20.	South Tamilnadu Association of Travel & Tourism Networking B2B Madurai on 29 February 2020	1,444.00
21.	ATCM PATA 2020, Sabah on 12-14 February 2020 (4 Applicants)	12,738.38
22.	Seminar & B2B with Tourism Malaysia in Laos on 2-6 November 2020	726.36
23.	PATA Exchange Business to Business Meeting and Two-Day Sales Appointment in London on 9-11 March 2020	5,000.00
24.	Sales Trip (Batam Indonesia) on 12-16 February 2020	580.54
25.	Group Tour to KL & JB from Bangladesh on 22 February 2020	710.00
26.	ITB, Berlin on 4-8 March 2020 (16 Applications)	108,749.15
27.	ASEAN Travel Forum, Brunei 2020 on 12-16 January 2020	15,000.00
28.	Pre-JTX 2020 Roadshow to Doha, Qatar, Medina & Saudi on 23-28 February 2020	6,001.22
29.	PTAA Travel Tour Expo on 7-9 February 2020	2,050.00
30.	Jeddah International Travel Exhibition (JITX 2020) on 24-29 February 2020	3,646.94
31.	3rd Kuala Lumpur Travel Mart 2020 on 13 February 2020 (2 Applications)	821.89
32.	Malaysia Travel Fair 2020 on 13-15 March 2020 (24 Applicants)	75,414.70
33.	Nissan Go Anywhere Malaysia on 24-26 February 2020 (2 Applicants)	3,878.45
34.	Accor Live Limitless Hotel & Wedding Fair - Jakarta on 12-16 February 2020 (2 Applicants)	7,178.50
35.	PCEB Travel Trade - India on 13-20 January 2020	2,954.90

36.	Nanzan University Japanese Student Homestay Programme (Homestay Relau, Kedah) on 28 February - 1 March 2020	5,000.00
37.	Iwata Japan Student Homestay Programme (Homestay Relau, Kedah) on 14-16 February 2020	5,000.00
38.	Molecula Professional MICE Workshop, Moscow on March 11, 2020	6,252.03
39.	KL & Melaka Familiarisation Program 2020 on 4-10 February 2020	1,473.78
40.	Ambiente, The Giving, Living & Dining INR Trade Fair, Frankfurt on 7-11 February 2020 (8 Applicants)	83,381.73
41.	Moscow Dive Show (MDS) 2020 Sokolniki Exhibition Center on 6-9 February 2020	2,394.60
42.	TTC Travel Mart Jakarta & Surabaya 2020 on 16-20 February 2020	3,394.06
43.	MTEX India on 23-26 September 2020 (4 Applicants)	8,283.22
44.	32nd TTC Travel Mart Indonesia on 17-20 February 2020 (2 Applicants)	7,064.00
45.	Post-ITB BERLIN Roadshow to Poland on 9-10 March 2020 (2 Applicants)	7000.37
46.	Malaysia My Travel Destination Vietnam on 10-12 February 2020	1,162.50

GRAND TOTAL 2020

666,548.79

TOURISM, ARTS & CULTURE SUPPORT GRANTS (GSPSB)

The Tourism, Arts and Culture Support Grant (GSPSB) is a one-off allocation approved by the Ministry of Finance on 13 November 2019 with an allocation of RM30 million. This grant aims to boost the tourism, arts and culture sectors to remain competitive.

Following the implementation of the Movement Control Order (MCO), GSPSB was postponed on 18 March 2020 due to the COVID-19 outbreak which has caused many events and programmes to be postponed or cancelled. This allocation will be used in February 2021 with the remaining current allocation of RM24 million.

Programmes Approved In 2020

DATE	NAME OF EVENT	ORGANISER	TOTAL (RM)
ALLOCATION			30,000,000.00
February 2020	Le Tour De Langkawi	Human Voyage Sdn Bhd	3,000,000.00
March 2020	Bandar Malaysia Open	Malaysia Golf Association	3,000,000.00
Amount Paid			6,000,000.00
BALANCE			24,000,000.00
(The balance of this allocation is frozen from 18 March 2020 following the implementation of MCO and the cancellation of VM2020 by YBM)			

Following the COVID-19 pandemic and the implementation of international border closures, several amendments have been made to the GSPSB Guidelines to help the industry cope with economic challenges. The guidelines were approved by the Board of Tourism Malaysia on 22 October 2020.

MALAYSIA TOURISM AND CULTURE AMBASSADORS

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

The Malaysia Tourism Ambassador Programme was first introduced in 2019. From 2019 to 2020, a total of nine personalities were appointed to raise the country's tourism image to the international level. These individuals were selected among the well-known and outstanding figures in their respective markets, especially to help Tourism Malaysia achieve the objectives of its establishment in making Malaysia a preferred tourist destination in the region.

The appointment of each ambassador is on a voluntary basis and serves the country in the interest of the country's tourism industry. The appointment of Malaysia's Ambassador for Tourism and Culture involves a period of one or two years and can be resumed based on the needs and approval of the Minister of Tourism, Arts & Culture on the advice of Tourism Malaysia.



TOURISM MALAYSIA'S MARKETING MANAGERS CONFERENCE

Tourism Malaysia organised the Overseas Office Marketing Managers Conference for the first time from 16-20 February 2020 at Zenith Hotel, Putrajaya. The programme was officiated by the former Director General of Tourism Malaysia, Datuk Musa Yusof.

This programme was a collaboration between MAHB, the promotional partner for the Joint International Tourism Development Programmes (JITDP) project in presenting proposals for programmes to be held with international airlines in their respective markets.

A total of 46 proposal papers for promotional cooperation and JITDP programmes were presented for 2020 which is estimated to be worth RM8.5 million. However, the planned JITDP activities could not be carried out due to the COVID-19 pandemic.

Among other activities that took place during the conference were the presentation of tourism products by the state government as well as the Breakout Session with industry players. In addition, marketing managers also made 'Quick Win' presentations on their respective markets.



Tourism Malaysia Marketing Managers Conference

DIGITAL MARKETING COURSE FOR TOURISM INDUSTRY PLAYERS

This course aimed to provide exposure and awareness to industry players on the need to change conventional promotional methods digitally as the new norm in the wake of the COVID-19 pandemic.

A total of two series of courses were organised on 16 May and 21 December 2020 for participants comprising industry players such as hotel operators and travel agencies.

Participants were exposed to digital marketing campaign techniques, content development on social media, as well as analysis of consumer trends on digital platforms. In addition, they were also exposed to methods of promoting tourism products through Facebook, Instagram, Prezi, and QR Code construction methods.



Digital Marketing Course Poster



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71,251 views

malaysia.truly.asia There's something about hot air balloons in the sky that makes anything feels possible.

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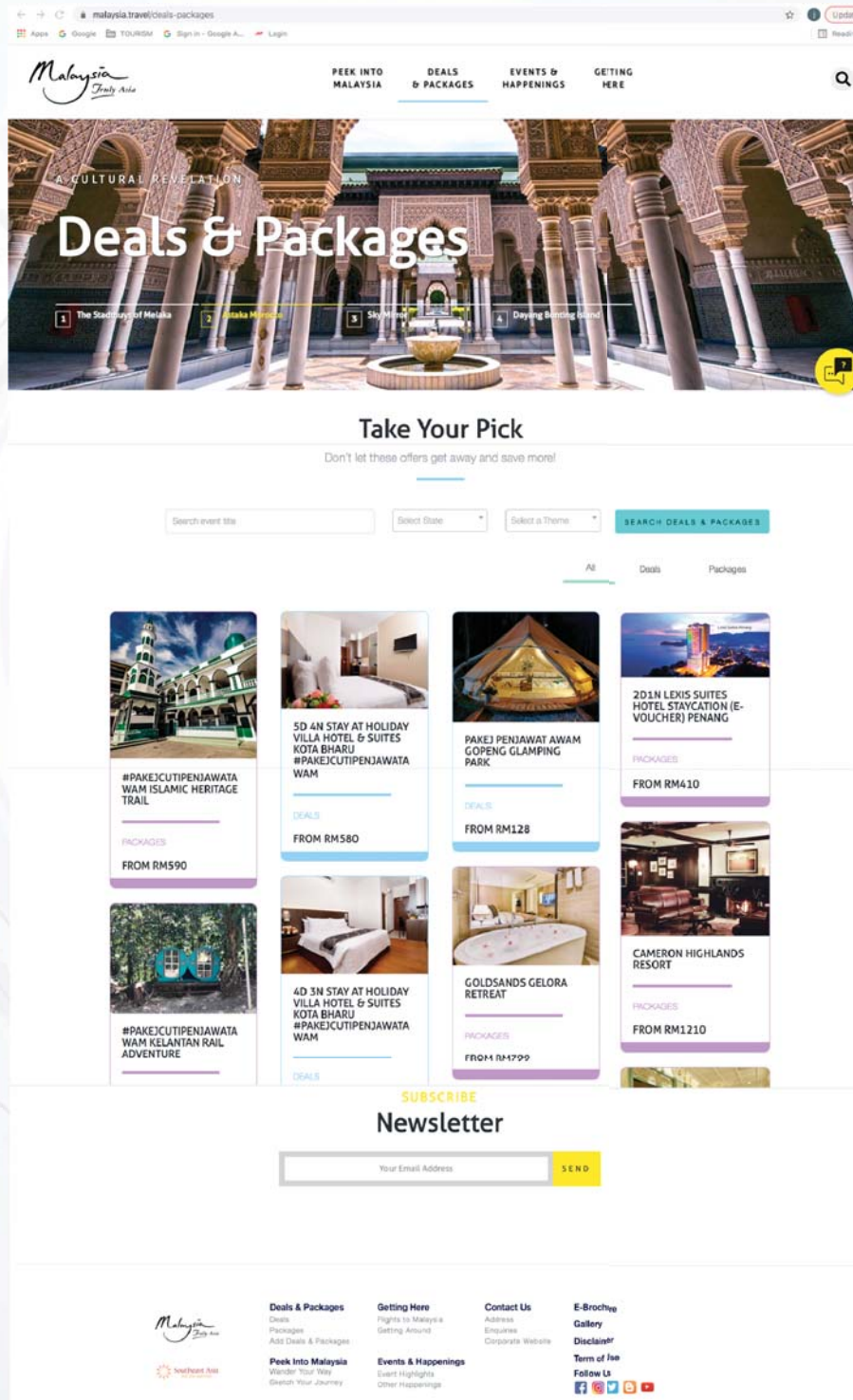
5 DAYS AGO

PROMOTIONAL SUPPORT

DEALS & PACKAGES PLATFORM

Tourism Malaysia has developed the Deals & Packages platform through Tourism Malaysia's official website, <https://www.malaysia.travel/deals-packages> in June 2020. This platform aims to help industry players to advertise their products and packages.

In total, there are 900 deals displayed each month with participation by 537 merchants including travel agencies, hotels, homestays, shopping malls, spas, and restaurants.



'Deals & Packages' platform on Tourism Malaysia's official website

TRAVEL ALERT

The latest information on the development of the COVID-19 situation in Malaysia has been produced by the Editorial Unit, Corporate Communications Division starting 1 February 2020 on Tourism Malaysia's official website, <https://www.malaysia.travel/alert>.

Among other developments that were also featured included important announcements by the government such as the Tourism

Recovery Plan which involves programmes under the Economic Stimulus Package (PRE) as well as the domestic travel bubble guidelines.

The World Tourism Organisation (UNWTO) has made this Travel Alert site the main reference in obtaining the latest information on Malaysian policies as well as government support for the tourism industry during the COVID-19 pandemic.

COVID-19 Information

Dear Travellers, Travel & Media Partners,

In the wake of the outbreak of the 2019 novel coronavirus (COVID-19), we would like to bring to your attention the latest updates on the travel situation in Malaysia.

WEDNESDAY, 17 MARCH 2021

Dear Friends of Malaysia,

We are glad to let you know that our KL International Airport (KLIA) has recently been named as one of the world's top ten airports in the global Airport Service Quality (ASQ) survey by Airports Council International (ACI) for the category of over 40 million passengers per annum for the year 2020.

This reflects our continuous commitment to increase our passengers' confidence and satisfaction in our facilities and

MALAYSIA COVID-19 CURRENT STATUS 16.3.2021

Confirmed Cases	Total Active Cases	New Recovered Cases	New Deaths
1,063	15,204	1,365	5
Local Cases: 1,059 Import Cases: 4	Total ICU Cases: 152 Including: 68 Medical Ventilators		

CORONAVIRUS: HEALTH SCREENING FOR TRAVELLERS INTENSIFIED

The Health Ministry of Malaysia has intensified health screening for all travellers from China at 64 international entry points into the country.

INVOLVING:

- International airports
- Ports
- Land entry points

APPROACHES:

- Fever screening using thermal scanners
- Cooperation with Malaysian Immigration Department to refer any travellers for further examination by medical officers at the entry points
- Putting up bunting & carrying out periodic announcements to advise travellers to go to the health check centres at the entry points
- Random checks on Malaysian citizens that use the autogate

SUBSCRIBE Newsletter

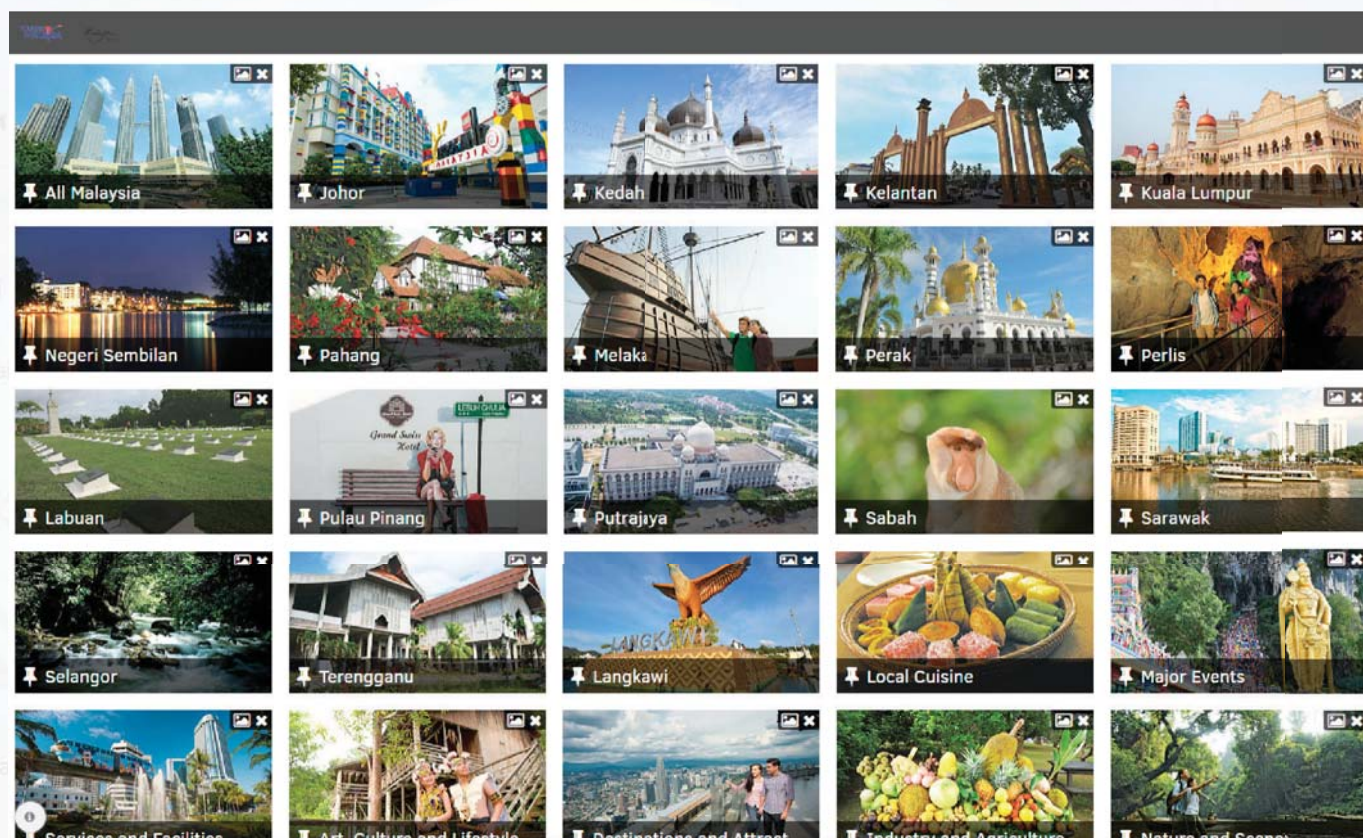
Your Email Address

Travel Alert section on Tourism Malaysia's official website

TOURISM MALAYSIA'S IMAGE GALLERY

The image gallery has been developed by Tourism Malaysia through the Production Division with the aim of promoting Malaysia's tourist destinations through attractive photographs. The image gallery can be accessed and downloaded for promotional use in print media and social media both domestically and

internationally. During 2020, a total of 1,971 images were downloaded from the Tourism Malaysia Image Gallery.



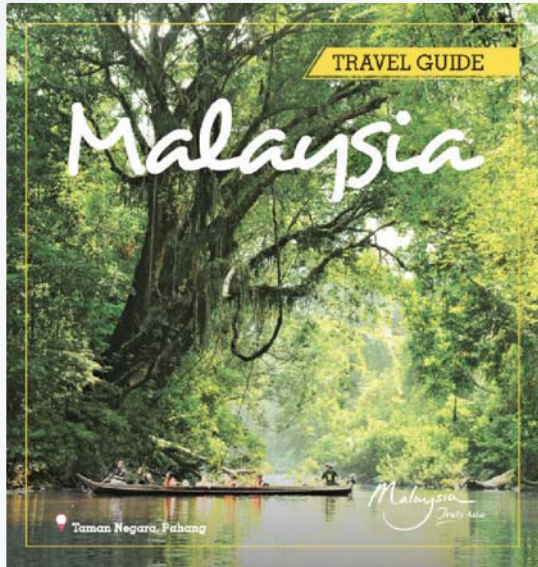
Tourism Malaysia's Image Gallery

Analysis of Tourism Malaysia's Image Gallery 2020



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL
PAGEVIEW	653	660	477	399	987	481	534	466	332	314	318	270	5,891
UNIQUE VISITOR (USER)	454	469	362	287	593	349	376	299	251	232	238	198	3,750
VISIT (SESSION)	590	604	440	367	660	435	481	424	298	294	297	242	5,132


Total images downloaded by users in 2020: 1,971






The Production Division has also conducted filming at several locations throughout Malaysia for the publication of the Malaysia Travel Guide brochure on 8-20 September 2020.





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37,091 views

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divided we fall.

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5 DAYS AGO

HUMAN RESOURCES & ADMINISTRATION

MEMORANDUM OF COOPERATION (MOC) TOURISM MALAYSIA WITH UiTM

A Memorandum of Cooperation (MOC) between Tourism Malaysia and Universiti Teknologi MARA (UiTM) was signed on 17 August 2020 at the UiTM Shah Alam Hotel. This collaboration aims to enhance beneficial synergies between industry players and academics in bridging the gap in knowledge and skills.

The memorandum also involves the exchange of expertise in the tourism industry through cooperation in programmes such as the organisation of conferences, short- and long-term courses as well as tourism research and development. In addition, both parties can promote activities jointly on their respective websites.

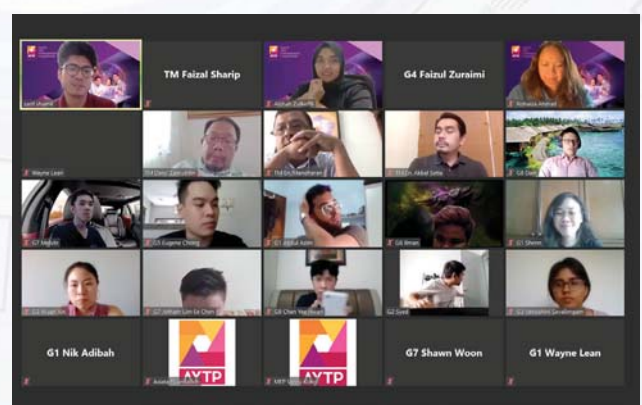


***Memorandum of Cooperation Signing Ceremony
Between Tourism Malaysia and UiTM***

'YOUNG CEO' DEVELOPMENT PROGRAM COLLABORATION BY AXIATA

The leadership development programme organised by AXIATA aimed to provide participants with the skills, competencies, and critical leadership as a Chief Executive Officer (CEO).

The program targeted professionals between the ages of 22 to 28. A total of 80 participants participated in this programme. Participants were exposed to the current prospects and challenges in running an organisation or business. Tourism Malaysia was represented by a Senior Director who acted as a mentor and advisor on the strategies presented by the participants.



'Young CEO' Development Program by AXIATA

APPOINTMENTS, RETIREMENT, & AWARDS

In 2020, there were a total of 899 posts in Tourism Malaysia comprising 561 staff at the headquarters, 122 at the Regional Offices and Tourism Information Centres (TIC), and 70 at the Overseas Offices as well as 146 Kakitangan Ambilan Tempatan (KAT).

Five new appointments were made involving five contract officers and one permanent officer. A total of 22 Tourism Malaysia staff retired in 2020. Of that number, 10 staff underwent compulsory retirement, eight (8) opted for optional retirement and four (4) went for issued pensions.

Tourism Malaysia also implemented a total of 128 work rounds throughout the year 2020. A total of 22 staff were promoted involving the executive group, namely four officers through substantive promotion and 18 officers on a time-based basis of excellence (TBK). The renewal of contract officers involved a total of 43 people.

Meanwhile, a total of 59 staff received the Special Management Award (AKP) while another 59 were recipients of the Excellent Service Award (APC).

HUMAN CAPITAL DEVELOPMENT

The development of quality human capital is the core of integrity and is an important element in achieving the mission of the organisation as well as the public service in general. The process of continuous learning in various fields is applied to Tourism Malaysia's officers and staff to increase their efficiency through trainings, skill development, and the cultivation of core values.

Throughout 2020, a total of 705 training programmes were conducted involving 4,260 participation from officers and staff of Tourism Malaysia, as well as public and private sectors as follows:

TOTAL OF TRAINING PROGRAMMES BASED ON ORGANISER CATEGORY

<i>Tourism Malaysia</i>	<i>Public Sector</i>	<i>Private Sector</i>	<i>Total</i>
132	511	62	705

TOTAL OF TRAINING PARTICIPATIONS BASED ON ORGANISER CATEGORY

<i>Tourism Malaysia</i>	<i>Public Sector</i>	<i>Private Sector</i>	<i>Total</i>
2813	1024	423	4260



Tourism Malaysia Overseas Offices File Matching and Classification Workshop held in collaboration with the Human Resource Division and the Administration Division

TOURISM MALAYSIA'S RETIREMENT CEREMONIES

A total of 10 retirement ceremonies were organised by the Administration Division throughout 2020 to celebrate 10 Tourism Malaysia staff who retired compulsorily.

The event was organised to appreciate the services of Tourism Malaysia officers before their retirement and were celebrated in a ceremony hosted by Tourism Malaysia's Top Management.



Retirement Ceremony organised by Tourism Malaysia

DISPOSAL OF RECORDS

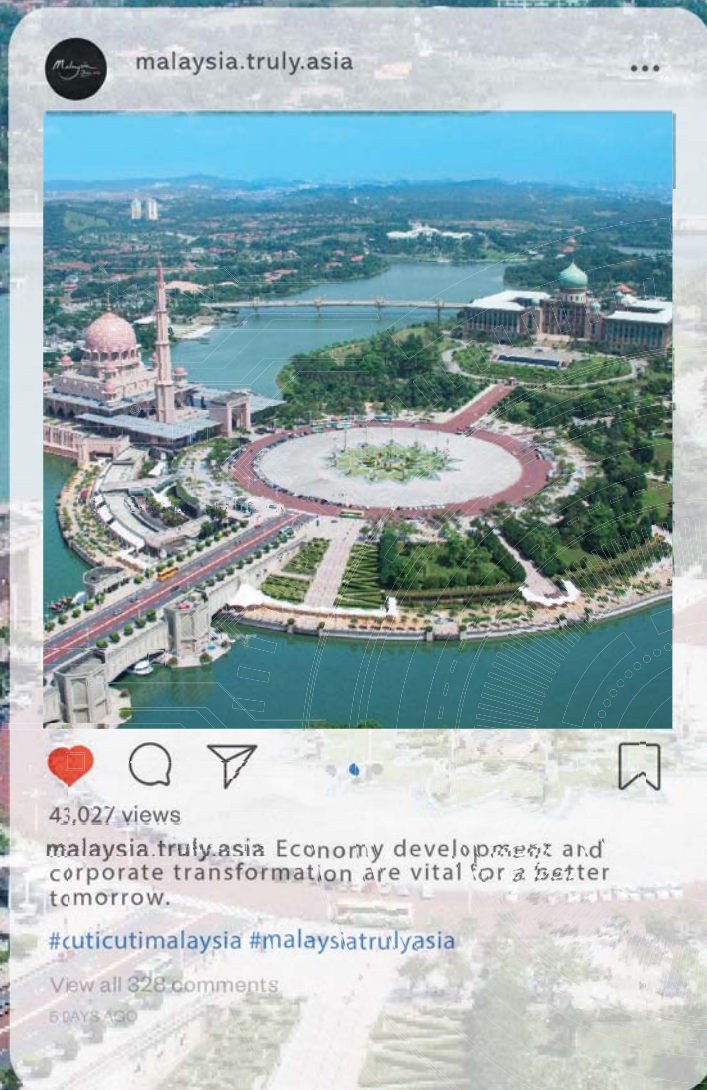
The Registry Sub-Unit of the Administration Division is responsible for controlling the creation, maintenance, and disposal of records in an efficient and systematic manner.

Promotion Division (ASEAN) and the Office of the Former Director General was carried out in accordance with the National Archives' standards to achieve the Key Performance Indicators (KPIs) of the Administration Division.

The disposal of records and files for the Asia and Africa International Promotion Division (ASAF), Southeast Asia International



Records' Disposal activities carried out by the Registry Sub-Unit



STATEMENT OF CORPORATE GOVERNANCE

STATEMENT OF CORPORATE GOVERNANCE

TERMS OF REFERENCE OF THE MEETING BOARD AUDIT COMMITTEE

The roles and responsibilities of the Board of Audit Committee have been outlined in the General Circular No. 3 of 1998 (SPA 3/98) para 5.17.

MAIN FUNCTIONS

The Board Audit Committee was established for the purpose of:

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

MEMBERS

As per SPA 3/98, the Audit Committee may consist of three to five members comprising non-executive Board Members. In 2020, the composition of the Board of Audit Committee is as follows:

Chairman

Dato' Anthony Firdauz Bujang

Members

1. YM Dato' Seri Tengku Dr. Zainal Adlin Tengku Mahamood;
2. Mr Mohd Zamri Mat Zain;
3. Mr Ibrahim Abdullah; dan
4. Mr Uzaidi Udanis

The Audit Committee must meet at least four times a year. However, this ruling cannot be fully implemented in 2020 due to several factors:

- a. Meeting No. 1 scheduled for 27 February 2020 had to be postponed following the instructions of the Chief Secretary to the Government (KSN) on 25 February 2020 so that all meetings at the Board level were postponed during the interim process;
- b. Change in the composition of the members of the Audit Committee where only 2 members remain following the change of Government in early March 2020. Pursuant to SPA 3/98, the Audit Committee must consist of 3 to 5 members from non-executive Board Members; and
- c. The appointment of the Chairman of LPPM can only be made on 3 August 2020 following the implementation of the Movement Control Order (MCO) which began on 18 March 2020 due to the COVID-19 outbreak.

NO.	ITEM	DATE	ATTENDANCE
1.	Audit Committee Meeting No. 1/2020	27 February	Cancelled following the instructions of the Chief Secretary to the Government (KSN) on 25 February 2020
2.	Audit Committee Meeting No. 1 and 2/2020	24 September	<ol style="list-style-type: none"> 1. YBhg. Dato' Anthony Firdauz Bujang 2. YM Dato' Seri Tengku Dr. Zainal Adlin Tengku Mahamood 3. Mr Mohd Zamri Mat Zain 4. Mr Ibrahim Abdullah
3.	Audit Committee Meeting No. 3/2020	16 Disember	<ol style="list-style-type: none"> 1. YBhg. Dato' Anthony Firdauz Bujang 2. YM Dato' Seri Tengku Dr. Zainal Adlin Tengku Mahamood 3. Mr Mohd Zamri Mat Zain 4. Mr Uzaidi Udanis

STATEMENT ON INTERNAL CONTROL

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

FREEDOM AND OBJECTIVITY

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

SCOPE OF WORK

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

- Reviewing the organisation within a specified period to determine whether the functions of planning, supervision, direction, and control based on management policies, instructions and rules have been implemented effectively in line with the objectives and good management practices;
- Determining the reliability and effectiveness of internal control systems and operational supervision;
- Reviewing the accuracy and validity of financial information and identifying ways to measure, classify and report information;
- Reviewing existing systems to ensure that they are in line with the policies and regulations in force are complied with by the organisation; Evaluating the benefits and effectiveness of the use of available resources, identifying opportunities to increase the use of resources, and suggest ways to overcome related problems;
- Evaluating the benefits and effectiveness of the use of available resources, identifying opportunities to increase the use of resources, and suggest ways to overcome related problems;
- Ensuring that programmes/activities/projects are managed efficiently, prudently and effectively by conducting performance audits;

- g. Involvement as an observer in management committees established to improve Tourism Malaysia's financial management and accountability performance;
- h. Implementation of special investigations under the direction of the Board of Directors, the Board of Audit Committee and Tourism Malaysia's Top Management;
- i. Coordinating duties of the Internal Audit Unit and the External Audit to avoid duplication of work; and
- j. Discussing issues raised either by the National Audit Department, the Internal Audit Unit of the Ministry of Tourism, Arts and Culture (MOTAC), or private audit firms appointed by the National Audit Department.

INTERNAL AUDIT UNIT SOURCES

As of 31 December 2020, the Internal Audit Unit has been approved with six posts comprising two Management & Professional posts, three Executive posts, and one Clerical post.

AUDIT PROGRAMMES IN 2020

Tourism Malaysia's Internal Audit Plan for 2020 was approved by the Board of Audit Committee at the Audit Committee Meeting No. 4/2019 on 19 December 2019. The plan includes Financial Management Audit (Compliance) and Performance Audit. The following is a list of programmes approved for implementation for 2020:

NO.	OFFICE	TYPE OF AUDIT	IMPLEMENTATION SCHEDULE
1.	TM Brunei	Financial Management (Compliance)	February
2.	TM Tokyo & TM Osaka		May - July
3.	TM Beijing & TM Shanghai		September - December
4.	TM Southern Region		Postponement Approved to 2021
5.	International Promotion Division (Asia/ Africa)		May - July 2020
6.	Joint International Tourism Development (JITDP) Management Programme to Increase Tourist Arrival Performance	Performance	November 2020 - February 2021

Following the outbreak of COVID-19, the government has implemented the Movement Control Order (MCO) as well as the closure of national borders starting March 18, 2020. Therefore, the Financial Management Audit (Compliance) programmes on Tourism Malaysia Osaka, Tourism Malaysia Tokyo, Tourism Malaysia Shanghai, and Tourism Malaysia Beijing Offices were conducted according to the new norm by remote audit. Remote audit was carried out through the inspection of documents available at the Headquarters, branch office documents uploaded through sharing folders developed specifically for each audit programme, virtual inspection through Microsoft Teams application, virtual conference with officers/ office staff, and explanations via email.

The status of the implementation of the audit program was presented at the Board of Audit Committee Meeting as well as at the Board Meeting as stipulated in General Circular No. 3 of 1998 which states that the meeting must be held 4 times a year.

EXTERNAL AUDIT PROGRAMME 2020

The Internal Audit Unit, MOTAC has conducted a Governance Effectiveness Audit at the LPPM Headquarters beginning 17 June 2020. The objective of this audit is to ensure that good governance practices are implemented and improved at LPPM. The audits conducted also involved internal control procedures, compliance with laws, and regulations that exist in the management and administrative control processes. The governance audit performance from 2018 to 30 June 2020 is satisfactory. This audit feedback report was presented to the Honourable Minister of MOTAC by the Chairman of the Board on 9 December 2020.

TRAININGS

Throughout 2020, officers of the Internal Audit Unit attended training programmes, conferences, and seminars organised by the Malaysian Institute of Accountants (MIA) as follows:

- a. MIA Women Leadership Symposium (5 March 2020)
- b. MIA Webinar - Big Data Analytics & Business Intelligence (25 June 2020)
- c. Webinar Series: Public Sector Internal Audit Conference 2020 (13 & 14 August 2020)
- d. MIA Complimentary Webinar: Applying Ethics During the Pandemic and Beyond (22 Dec 2020)

Functions of the Integrity Unit

- a. To ensure that the governance of LPPM is implemented in accordance with the rules set;
- b. To ensure the cultivating, institutionalisation and implementation of integrity in the organisation;
- c. To receive and act on all complaints/ information on criminal misconduct and violations of the code of conduct and ethics;
- d. To detect and confirm complaints of criminal misconduct as well as violations of the code of conduct and ethics of the organisation and ensure action is taken;
- e. To report criminal misconduct to the responsible enforcement agency;
- f. To ensure compliance with applicable laws and regulations; and
- g. To perform the functions of the Secretariat of the Disciplinary Board and the Anti-Corruption Committee (JAR) Meeting.

Integrity Unit's Programmes

The Integrity Unit conducted an Integrity Strengthening and Compliance Visit to TM Eastern Region Office, Kota Bharu TIC and Kuala Terengganu TIC from 5-9 October 2020.

The main objective of the visit was to identify issues and appropriate measures to implement governance and integrity actions through initiatives to prevent breaches of integrity, corrupt practices, abuse of power, malpractices, and weaknesses in governance.

Among the things that were emphasised in the visit session were:

- a. Cultivate integrity in every activity;
 - The integrity of a civil servant refers to a person who holds any position entrusted to him/her in the government service. Civil servants must act honestly and with trust in accordance with their jurisdiction and duties, transparent, free of personal conflicts, authoritative, accountable and in compliance with all rules and regulations;
- b. Clarify four reference terms for strengthening governance, integrity and anti-corruption in the management of government administration, namely:
 - Policies, Legislation and Regulations;
 - Systems and Procedures;
 - Detection, Compliance, Punitive and Recovery; and
 - Strengthening Governance and Integrity.
- c. Strengthen the noble values of each officer and staff in the aspects of Appreciation of the Value of Trust, Appreciation of the Concept of Compassion and Appreciation of Work as Ibadah;
- d. Explain the use of the e-Complaint System established for the convenience of officers and staff to make complaints; and
- e. Provide guidance on methods of managing and reporting disciplinary actions aimed at assisting supervisors in taking initial action to manage and report disciplinary cases as well as control and supervision of subordinate officers.

Attendance of Board Members to the Disciplinary and Appeals Committee Meeting 2020

NO.	TYPE OF COMMITTEE	ATTENDANCE OF BOARD MEMBERS
1.	Disciplinary Committee No.1/2020	1. Dato' Seri Haji Mustafar Haji Ali 2. Datuk Shahrom Mohamed
2.	Disciplinary Committee No.2/2020	1. Mr Ibrahim Abdullah 2. Mr Uzaidi Udanis
3.	Disciplinary Committee No.3/2020	1. Dato' Seri Ramlan Ibrahim 2. Dato' Indera Khairul Dzaimie Daud 3. Mr Ibrahim Abdullah



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5 DAYS AGO

**MOVING
FORWARD**

NATIONAL TOURISM POLICY (DPN) 2020-2030 & TOURISM RECOVERY PLAN

Tourism Malaysia has launched various initiatives to promote Malaysia as a preferred tourist destination in the region. The government's new direction has been outlined in the National Tourism Policy (DPN) 2020-2030. One of the efforts is through branding Malaysia as a leading ecotourism destination in the world.

DPN 2020-2030 was officiated by the Prime Minister, Tan Sri Muhyiddin Yassin online through the official Facebook of the Ministry of Tourism, Arts and Culture Malaysia on 23 December 2020.

The DPN's long-term strategy is divided into six main strategic thrusts as follows:

1. Strengthen Governance Capacity;
2. Create Special Tourism Investment Zones;
3. Embrace Smart Tourism;
4. Enhance Demand Sophistication;
5. Practice Sustainable and Responsible Tourism; and
6. Upskill Human Capital.

The development of a tourism industry based on digital technology is important to achieve the objectives of the DPN 2020-2030. Therefore, to encourage technology-oriented tourism investment, Malaysia will create Special Tourism Investment Zones for tourism projects. This zone is expected to increase public and private cooperations as well as attract more local and international investors in realising the digitisation of the tourism sector.

The government also intends to make Malaysia as the Top of the Mind Ecotourism Destination of the World. This move is in line with Malaysia's commitment in planning the 2030 Agenda as per the 17 Sustainable Development Goals under the United Nations (UNSDG), promoting sustainability of natural resources to drive new economic growth through ecotourism while creating jobs.

DPN 2020-2030's goal is to ensure the sustainability of the tourism industry thus making Malaysia a preferred tourism destination globally. Among the key approaches that will be implemented include the effective rehabilitation of the tourism industry based on new norms, strengthening competitiveness, sustainable and inclusive development of the tourism sector, as well as readiness to face all possibilities in the future.

This policy focuses on the development of sustainable tourism as well as increasing tourism income, which is the most important indicator of the country's economic development. Priority will be given to the segment of quality tourists or 'high-yield tourists' as well as awareness of the environment, culture, and heritage. This balance allows the wealth generated from tourism to spread widely to rural communities.

Overall, DPN 2020-2030's transformation agenda focuses on efforts to increase national income, encourage cooperation and investment, empower local communities, and strengthen the resilience and sustainability of the country's tourism industry.

NUP 2020-2030 was formulated based on existing policies such as the Mid-Term Review of the Eleventh Malaysia Plan, the National Ecotourism Policy (NEP) 2016-2025, and the principles of sustainable development or Sustainable Development Goals (SDGs).

Six sub-committees have been established to implement the DPN 2020-2030 framework to implement strategies, tactics, and activities as well as to formulate appropriate action plans in accordance with the current developments of the global tourism industry.

The committee includes:

1. Investment Sub-Committee;
2. Smart Tourism Sub-Committee;
3. Market and Product Development Sub-Committee;
4. Sustainable Tourism Sub-Committee;
5. Human Capital Development Sub-Committee; and
6. Promotion and Publicity Sub-Committee.

Tourism Malaysia has been tasked to be the Chief Coordinator for the Smart Tourism Sub-Committee as well as the Promotion and Publicity Sub-Committee to implement Strategy Thrust 3 (Tourism Digitalisation) and Strategy Thrust 4 (Improving Tourist Experience & Satisfaction).

In addition, Tourism Malaysia is also the Co-Chairman of the Market and Product Development Sub-Committee led by the MOTAC Cultural Policy Division. The role of the Smart Tourism Sub-Committee is to examine initiatives to integrate the tourism industry with the 4th Industry Revolution (IR 4.0) as well as the development of public data to predict future trends in the tourism sector and tourist behavior.

Meanwhile, the Promotion and Publicity Sub-Committee plays the role of planning, monitoring and evaluating marketing strategies including promotion and digital marketing. Focus will be given to faster access and networking to target markets and secondary markets as well as potential secondary cities. The policy involves 40 engagement sessions through the participation of 1,100 industry players comprising government agencies, state governments, industry players, non-governmental organisations, and the private sector.

The short-term plan under the DPN 2020-2030 is designed to implement the Tourism Recovery Plan in revitalising the country's tourism industry affected by the pandemic.

Among the strategies are as follows:

1. Restore public confidence to return to travel by adopting new norms such as safety, hygiene, and health as well as complying to Standard Operating Procedures (SOPs);
2. Revitalise domestic tourism through promotion of attractive tourism packages that highlight the uniqueness of 'hidden-gem' destinations on digital platforms in line with tourists' preferences for less-crowded and safer destinations;
3. Offer incentives and promotions in the form of voucher rebates, e-vouchers, cashback via e-wallets, and discounts;
4. Adopt the use of the latest secure contactless technology such as cashless payments, online bookings, as well as contactless transactions and check-in;
5. Strengthen public-private cooperation in improving existing tourism, arts and culture products to be more innovative and attractive; and
6. Upskill & reskill to improve the quality and credibility of the profession through adaptation to new norms.

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RECOGNITION AT THE INTERNATIONAL LEVEL

- Tourism Malaysia's promotional video titled 'Discover Breathtaking Malaysia' won a Silver Award under the 'non-broadcast' tourism/travel category at the 41st Annual Telly Awards based in New York, USA.
- Tourism Malaysia's promotional video titled 'Amazing' was voted by the judging board as the winner for the 'tourism board' category at the 2nd Asia Destination Film Forum in Bangkok, Thailand.
- Penang, Putrajaya & Kota Kinabalu won the ASEAN Clean Tourist City Standard Award (ACTCSA) at the ASEAN Tourism Forum (ATF) 2020 in Brunei.
- Kuala Lumpur/Chow Kit is ranked 20th in 52 Places to Visit in 2020 by The New York Times.
- Sabah is ranked 28th in 52 Places to Visit in 2020 by The New York Times.
- Penang's Assam Laksa is ranked 7th in the 50 Best Foods in the World by CNNTravel.
- Malaysia is ranked 7th in the World's 10 Best Places to Retire by International Living.com
- Malaysia is ranked 2nd in the 50 Most Friendly Cities in the World by Big Seven Travel Channel.
- Malaysia is ranked 14th in the 50 Most Photogenic Countries in the World by Big Seven Travel Channel.



Malaysia

Truly Asia



Mohd. Sharmi Mohad Sekeri



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