

TOURISM MALAYSIA INTEGRATED PROMOTION PLAN 2018 ▶ 2020



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Tourism Malaysia**

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MESSAGE FROM

DIRECTOR GENERAL

TOURISM MALAYSIA





It gives me great pleasure to present Tourism Malaysia Integrated Promotion Plan 2018-2020, which sets out the general outlook and perspectives for the overall marketing programme for Tourism Malaysia. ”



This plan continues the strategic path laid out in the previous plans and paves the way for the achievement of the country's ultimate goal of 36 million tourist arrivals and RM168 billion in tourist receipts, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.

Our major focus is to enhance Malaysia's appeal as an attractive top-of-mind tourism destination while promoting domestic tourism. Guided by MTTP 2020, we have undertaken various strategies and dynamic efforts over the last few years to boost the country's arrivals and tourism revenue, including the promotion of Visit Malaysia Year 2014 and Malaysia Year of Festivals 2015.

Moving forward, we have to be cognisant of the fact that challenges in the global travel and tourism industry will continue to increase. We foresee greater competition for the global tourism dollar, in addition to the threat of natural disasters, volatile economic trends, and changing travel patterns and preferences, which can affect this industry. Though vulnerable, the tourism industry is also resilient and has always managed to bounce back.

Therefore, in order to achieve our goal and ensure that the industry continues to prosper, we need to forge ahead with greater resolve and introduce bold measures. For the next three years, cooperation between industry players from the public and private sectors is crucial as we focus on promotional programmes that will build momentum and culminate with the celebration of the country's fifth Visit Malaysia Year in 2020. Therefore, this promotional plan will be a useful reference for all industry players to steer our tourism sector in the right direction.

I would like to take this opportunity to thank all our tourism partners and stakeholders who have contributed by way of inputs into this plan. We look forward to working closely together with them to reap the economic benefits of the tourism industry for the overall development of Malaysia.

Thank you.

DATUK SERI MIRZA MOHAMMAD TAIYAB
Director General

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ABOUT US

Malaysia Tourism Promotion Board or Tourism Malaysia is an agency under the Ministry of Tourism and Culture Malaysia. It focuses on the specific task of promoting tourism in Malaysia and overseas. Since its inception in 1972, Tourism Malaysia has grown by leaps and bounds and it has played a prominent role in the international tourism arena.

To date, Tourism Malaysia has 30 overseas offices and 7 marketing representative offices in locations identified as Malaysia's key markets. In addition, there are 4 regional offices, 2 TIC supervisory offices, and 19 TICs at strategic locations within Malaysia.

Driven by its aspiration to promote Malaysia as a destination of excellence in this region, Tourism Malaysia continues to propel the industry to greater heights. In 2016, Malaysia's tourism industry became the third largest contributor to the country's GNI whilst still maintaining the growth trend from year to year.

Our Vision

To make the tourism industry a primary source of national revenue and a prime contributor to the socio-economic development of the nation.

Our Mission

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

Our Functions

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

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

Our Objectives

- Increase international tourist arrivals
- Extend the average length of stay of visitors to increase tourism revenue
- Stimulate the growth of domestic tourism
- Increase the benefits/share obtained from the MICE market



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EXECUTIVE SUMMARY

In 2016, Malaysia's tourism industry continued to build on the country's prominence as a world-renowned tourism destination. It recorded 26.8 million tourist arrivals, bringing in a revenue of RM82.1 billion to the country's economy.

Malaysia also continued to gain international recognitions and was named Asia's Leading Destination at the World Travel Awards Asia & Australasia 2016 for the second consecutive year, and the No. 1 World's Top Muslim-friendly Destination, according to MasterCard-CrescentRating Global Muslim Travel Index 2016.

Besides that, the country also clinched the Best Asian City Destination and Best Asian Culinary Destination at the 2016 Travvy Awards, while Kuala Lumpur was listed among the top 5 destinations in Expedia UK's list of the World's Best Shopping Destinations 2016. Furthermore, George Town was listed in Lonely Planet's Top 10 Cities for Best in Travel 2016, while Ipoh was in Lonely Planet's Top 10 Best in Asia 2016 list.

Through the Tourism & Culture Lab 2.0, held by the Ministry of Tourism and Culture Malaysia, several new areas of opportunities have been identified, such as culture, arts, heritage, and crafts, as well as niche sector, namely birding, diving, and homestay. In addition, the ecotourism cluster and cruise industry have also continued to provide strong

opportunities for growth. Malaysia has also emerged as one of the region's top business destinations, hosting highly accredited MICE events.

Another major highlight for the industry in 2016 included the introduction of Visa-free entry and eVisa facilities to facilitate Chinese travel. This initiative resulted in a 26.7% growth in Chinese tourist arrivals for the year. The eVisa has also been extended to nationals from India, Bangladesh, Nepal, and Myanmar, who are residing in their respective countries.

In line with its objective to intensify the use of digital marketing, Tourism Malaysia signed a Memorandum of Understanding (MoU) with Alitrip, an e-commerce platform owned by the Alibaba Group, to strengthen promotion in China. The Alitrip Malaysia Tourism Pavilion was launched by the Prime Minister of Malaysia the Hon. Dato' Sri Mohd Najib Tun Abdul Razak on 4 November 2016. Through this e-marketplace, Chinese travellers can now access Malaysia's travel and tourism products and services directly, while Malaysian travel trade players can get a bigger slice of the Chinese outbound market.

Besides that, Tourism Malaysia's shopping promotion arm, SSM, has also embraced digital media by launching Miss SHOPhia, its digital icon who provides guidance to shoppers on fashion trends, the latest news on when and where to shop, what to look out for and get the best out of shopping in Malaysia. It marks a departure from the conventional static advertising.

Moving forward, our strategies to attract arrivals from key markets revolve around forming strategic partnerships with airlines and corporate bodies,

utilising digital media platforms for marketing and publicity, organising fam trips for selected markets, and taking part in major international tourism trade shows.

Therefore, taking into consideration the country's tourism target under MTTP 2020 and the development of the tourism industry, Tourism Malaysia Integrated Promotion Plan for 2018-2020 will be based on the following strategic directions:

1. Optimise the use of the latest information technology

2. Leverage on upcoming major events

3. Synergise with the development of mega projects

4. Enhance initiatives made under the NKEA

5. Maximise integrated marketing campaigns

6. Promote Malaysia as a filming destination

Cameron Highlands, Pahang





GLOBAL TOURISM

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OUTLOOK AND TRENDS

Tourism has evolved into one of the most important economic sectors and social activities. Today, it contributes directly to 5% of the world's GDP, one in 12 jobs globally, and is a major export sector for many countries, both in the developing and developed world.

According to UNWTO, international tourist arrivals are set to increase by an average of 43 million a year. Its Secretary-General Taleb Rifai explained that at the projected pace of growth, we will surpass the 1 billion mark by 2012, up from 940 million in 2010. By 2030, the number is anticipated to reach 1.8 billion, which means in two decades' time, 5 million people will cross international borders for leisure, business, or other purposes, such as visiting friends and family every day, besides four times as many tourists travelling domestically.

UNWTO's Tourism Towards 2030 reported the following projections for 2010-2030 international tourism flows:

Global growth in international tourist arrivals will continue, but at a more moderate pace

The number of international tourist arrivals worldwide is forecast to increase by 3.3% a year, on average, in the period 2010-2030, compared to an average of 3.9% a year in the period 1995-2010.

International tourist arrivals will increase by 43 million a year on average between 2010 and 2030

The projected rate of growth in the period 2010-2030 represents an increase of some 43 million

international tourist arrivals a year on average, compared to an average increase of 28 million a year in the period 1995-2010.

International tourist arrivals will reach 1.8 billion by 2030

At the projected pace of growth, international tourist arrivals worldwide are expected to reach close to 1.4 billion by 2020, and 1.8 billion by 2030.

Emerging economy destinations expected to surpass advanced economy destinations in international arrivals from 2015

International arrivals in emerging economy destinations are expected to keep growing at double the pace (+4.4% a year) of advanced economy ones (+2.2% a year). In absolute terms, emerging economies will add on an average of 30 million arrivals a year, compared to 14 million by advanced economies. As a result, from 2015, emerging economies will receive more international tourist arrivals than advanced economies and will surpass 1 billion arrivals by 2030.

The number of international arrivals received in emerging economies is still modest compared to the size of their population

In terms of the number of international tourist arrivals received per 100 of population there is still a large distance between advanced and emerging economies, as the majority of humanity (85% in 2010 and 87% in 2030) lives in emerging economy. While the number of arrivals in advanced economies is set to rise from 49 to 70 per 100 of population between 2010 and 2030, in emerging economies the number will rise from 8 to 14 per 100 of population.

Asia and the Pacific will gain most of the new arrivals

International tourist arrivals to Asia and the Pacific are projected to increase by 331 million in two decades, from 204 million in 2010 to 535 million in 2030. As a consequence, there will be increases in the global market shares of Asia and the Pacific to 30% in 2030, up from 22% in 2010.

South Asia will be the subregion with the fastest growth in international arrivals

South Asia will be the fastest growing subregion in relative terms (+6.0% a year), but from a low base.

North-East Asia will be the most visited subregion in 2030

In absolute numbers, North-East Asia is the fastest growing subregion, adding almost 9 million arrivals a year. By 2030, it will become the subregion to receive the most international arrivals, with 293 million, surpassing Southern and Mediterranean Europe (264 million) and Western Europe (222 million). Southeast Asia (187 million – representing 10.4% share) will become the fourth most visited subregion.

Future arrivals will be more evenly spread over destinations

The difference in growth rates between subregions will produce a significant shift in their shares in the total international tourist arrivals. As more and more destinations have been investing in tourism development, the traditional concentration of international tourist arrivals in a relative few destinations will be further reduced. Almost all of the less visited subregions are gaining share at the expense of the most visited ones.

Europe will continue to lead in international arrivals received per 100 of population

Western Europe, Southern and Mediterranean Europe, and Northern Europe continue to lead in terms of the number of international arrivals received in relation to population size. They are



Central Market, Kuala Lumpur

projected to receive respectively 114, 103, and 80 arrivals per 100 of population in 2030.

Asia and the Pacific will also be the outbound region that grows most

A large portion of the new arrivals in the two decades 2010-2030 will originate from the countries of Asia and the Pacific. Africa, however, records the highest rate of growth at an average of 5.7% a year, with Asia and the Pacific following at 5.0% a year. As the base volume of Africa is small, in absolute numbers, Asia and the Pacific is the region that grows most, generating on average an additional 17 million international arrivals every year.

Outbound tourism participation is highest in Europe and still low in Asia and the Pacific

Per 100 of population, the number of international tourist arrivals generated in the world is set to increase from 14 per 100 in 2010 to 22 in 2030. By region, there is quite a wide variation. Europe has the highest participation, which is expected to increase from 57 arrivals per 100 of population in 2010 to 89 in 2030. In Asia and the Pacific, the number is much lower, as the region has a very large population that has only just started to take part in international tourism. Between 2010 and 2030, Asia and the

Pacific will more than double its arrivals generated per 100 population, from 5 to 12.

Travel between regions will continue to grow slightly faster than travel within the same region

The large majority of arrivals in 2030 originate from the same region: 1.4 billion (78%) compared with 0.4 billion from another region (22%). As growth rates vary, in fast growing outbound regions, such as Asia and the Pacific, the share of arrivals from within the region will still rise somewhat (from 78% in 2010 to 80% in 2030), while in slower growing outbound regions, such as Europe, it will be going down (from 87% in 2010 to 86% in 2030).

Air transport will continue to increase its market share, but at a much slower pace

Over the past three decades, travel by air has outgrown travel over the surface (road, rail, water) by a considerable margin, respectively at a rate of 5.2% a year versus 3.4% a year. Air transport is expected to continue to grow at a slightly faster pace of 3.4%, versus 3.2% a year for transport over the surface. By 2030, 52% of international arrivals are expected to arrive by air versus 48% over the surface.

Arrivals for VFR, health, religion, and other purposes grow slightly faster than arrivals for leisure or business

The breakdown of arrivals by purpose of visit is not expected to vary substantially over time. Arrivals for leisure, recreation, and holidays will grow at the same rate as the total arrivals (3.3% a year), while arrivals for the purpose of visiting friends and relatives (VFR), health, religion, and others, will grow slightly faster, at 3.5% a year, and arrivals for business and professional purposes slightly slower, at 3.1% a year. By 2030, VFR, health, religion, and other purposes will represent 31% of all international arrivals; leisure, recreation and holidays 54%, and business and professional 15%.



Marini's on 57, Kuala Lumpur



MALAYSIA'S TOURISM

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OUTLOOK AND CHALLENGES

Destination Appeal

Malaysia continues to be rated as one of the world's most popular tourism destinations. The UNWTO ranked Malaysia as the 12th most visited country in the world for 2016.

The "Malaysia, Truly Asia" tagline has worked wonders to position our destination's diversity. Malaysia showcases a kaleidoscope of customs, religions, traditions, festivals, heritage, arts and crafts, and cuisines of the Malays, Chinese, Indians, and various ethnic groups that continues to fascinate visitors from all over the world.

Malaysia has also premised itself as a diverse tourism destination that offers world-class attractions, including nature, shopping, adventure, islands and beaches, as well as many international events, offering visitors a plethora of interesting choices. Besides that, the country is also a major destination for health tourism and MICE events.

In addition, the country has many new developments to facilitate travel, such as the MRT project, which has completed the Sungai Buloh-Kajang phase, offering travellers a user-friendly and convenient gateway into the city and the surrounding suburbs.

There is also the highly-anticipated Kuala Lumpur-Singapore High Speed Rail project, which aims to facilitate seamless travel between the two capital cities, enhance business linkages, and connect the peoples of both countries closer together. The express service is estimated to start operations by the end of 2026. Besides that, China's 'One Belt, One Road' initiative, a regional economic expansion, is expected to shower an abundance of trade opportunities and development on Malaysia's ports, railways, and airports. Melaka Gateway has been earmarked as a key port of call along this route.

Malaysia also has many new and upcoming tourist attractions, such as the Movie Animation Park Studios (MAPS) in Ipoh, Premium Shopping Outlets, international hotel chains, Desaru Coast development, and the upcoming 20th Century Fox World theme park in Genting Highlands.

Economic

Tourism is one of the most dynamic and fastest growing sectors of the economy. Every year, a bigger portion of the world population takes part in tourism activities, hence the total arrivals continue to rise each year.

According to UNWTO, over 581.6 million international tourist arrivals were recorded worldwide in the year 1999. By 2016, the figure increased to 1.235 billion. UNWTO forecasted that the tourist arrivals worldwide will hover at 1.8 billion by 2030 (average increase of 43 million each year).

International tourist arrivals to Asia and the Pacific are projected to increase by 331 million in two decades, from 204 million in 2010 to 535 million in 2030. Besides that, a large portion of the new arrivals in this period will originate from the countries of Asia and the Pacific, which are expected to generate on average an additional 17 million international arrivals every year.

In line with the global tourism trend, Malaysia's tourism industry has recorded significant growth. For instance, Malaysia welcomed 7.9 million tourist

arrivals in 1999, with total receipts of RM12.3 billion. The increase of tourist arrivals almost tripled by the year 2007 to 20.97 million and contributed RM46.1 billion in receipts. By 2016, Malaysia received 26.8 million tourist arrivals, with total receipts of RM82.1 billion.

In addition, the tourism industry has contributed greatly to the country's employment sector. In 1999, the industry employed 113,819 employees. By 2016, the number of employees in the tourism industry increased significantly to 3.2 million.

Despite many challenges and uncertainties, Tourism Malaysia remains optimistic that the country's tourism industry will continue to grow. This is due to the continued strong interest from the main markets, such as Brunei, Indonesia, Thailand, and China.

Outlook and Challenges

It is no doubt that the rationalisation measures by the national carrier, Malaysia Airlines Berhad (MAS), has affected tourist arrivals to Malaysia. The shortage of air accessibility has resulted in the dramatic decrease in tourist arrivals, particularly from Europe.

Before the rationalisation, a total of 58 direct flights from Europe travelled to Malaysia weekly in the first quarter of 2015, with seats capacity of 21,066 per week. After the rationalisation, only 37 direct flights per week from Europe were available in the first quarter of 2017, with seats capacity of 13,115 per week. In brief, the air accessibility from Europe has been reduced by 36.2% (-37.7% in seats capacity).

To counter the shortage, Tourism Malaysia has to establish smart partnerships with other prominent

airlines, such as Singapore Airlines, Etihad Airways, and Turkish Airlines, to increase tourist arrivals from the affected region.

In recent years, neighbouring countries, such as Thailand, Indonesia, and the Philippines, have invested heavily in tourism. Their efforts have created strong competition in the region, which in turn has impacted the number of tourist arrivals to Malaysia. In fact, according to UNWTO, Malaysia was ranked 9th in 2010 as the most visited country



Macalister Mansion, Penang

in the world. However, in 2016, Malaysia's position dropped to 12th.

The weakening of the Ringgit may provide an intriguing proposition for tourists, as Malaysia becomes a more value for money destination. However, the weakening of our currency also causes adverse effects as the costs in promotional activities and advertising, particularly overseas, increases significantly.

In addition, inflation has seen media cost skyrocket compared to previous years. For instance, the cost for 30 secs TVC on CNN was RM4,408 in 1999. However, the media cost for the same spot increased 130.3% to RM10,152 in 2017. This causes the investment made to devalue greatly, thus reducing Malaysia's visibility through advertising. It was estimated that due to the currency devaluation and rising costs in advertising and promotion, the "Opportunity to See" (OTS) has been reduced by 70%.

In the coming years, any further routes rationalisation of the national carrier, cancellation of foreign airlines, as well as adverse travel advisories, will put a damper on our tourist arrivals from some medium and long-haul markets. Besides that, direct competition from other Southeast Asia destinations with aggressive promotional efforts will also have impact on arrivals to Malaysia.

Having said that, we are making progress in responding to the challenges by easing the visa rules, engaging in smart partnerships with airlines, working with the private sector and Malaysian agencies under the NBOS initiatives, and maximising the use of digital marketing.

In addition, new tourist attractions and development of packages will help make Malaysia "fresh" in the minds of tourists. For instance, lung washing packages, making Malaysia a filming destination, and promoting Malaysia as a wedding and honeymoon destination, are some of the new packages that are being promoted to the relevant markets.



Mantanani Island, Sabah



MALAYSIA'S TOURISM

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PERFORMANCE 2016

After the slowdown in 2015, Malaysia's tourism industry showed signs of recovery in 2016 with significant growth in several markets. In addition, international recognitions and accolades also kept pouring in, either for Tourism Malaysia's promotional efforts overseas, or Malaysia as a tourist destination.

5.1 Tourist Arrivals

Tourist arrivals to Malaysia for 2016 registered a hike of 4.0% compared to the same period in 2015. The country received 26,757,392 tourists compared to 25,721,251 tourists in 2015.

The top 10 tourist generating markets to Malaysia in 2016 were Singapore (13,272,961), Indonesia (3,049,964), China (2,124,942), Thailand (1,780,800), Brunei (1,391,016), India (638,578), South Korea (444,439), the Philippines (417,446), Japan (413,768), and the United Kingdom (400,269).

The ASEAN region continued to be the largest contributor of tourist arrivals to Malaysia with a 75.8% share of its total arrivals. Thailand registered the highest growth of 32.5%, followed by Laos (27%), Brunei (22.7%), Indonesia (9.4%), and Singapore (2.6%).

The medium-haul markets contributed 15.7% share of Malaysia's total arrivals. Markets that registered positive growth included China (26.7%), Taiwan (6.2%), and South Korea (5.5%).

Tourist arrivals from the long-haul markets constituted 8.5% share of the total arrivals to Malaysia. Saudi Arabia tourist arrivals showed a growth of 24.2%, Egypt (+17.9%), and Iraq (+12.1%).

Malaysia's stronger tourism performance in 2016 is attributed to improved flight accessibility and travel facilitation, as well as the foreign exchange rate.

5.2 Tourist Receipts

Tourist receipts rose by 18.8% in 2016, contributing RM82.1 billion to the country's revenue against RM69.1 billion in 2015. It translated to an average per capita expenditure of RM3,068.2. Total receipts in shopping also recorded positive growth, with RM26 billion in 2016 compared to RM21.6 billion in 2015, an increase of 20.3%.

Meanwhile, the ALOS of a tourist increased by 0.4 in 2016 to 5.9 nights. Generally, the West Asians stayed the longest at 9.6 nights, followed by the Australians (7.6 nights), New Zealanders (7.5 nights), Americans (7.3 nights), Europeans (7.1 nights), East Asians (5.9 nights), ASEAN tourists (5.2 nights), and South Asians (4.9 nights).



Legoland Theme Park, Johor

5.3 Domestic Tourism

On the domestic front, Tourism Malaysia initiated various local consumer and trade shows to help stimulate domestic tourism among the public and corporate sectors. As a result, there were 66.0 million domestic tourists in 2016, signifying a growth of 5.3% compared to 62.7 million in 2015. For the same period, receipts from domestic tourists increased by 9.5% to RM48.4 billion from RM44.2 billion.

Meanwhile, the average per capita expenditure for domestic tourists rose 4.0% to RM733 from RM705, while their average length of stay remained the same, which was 2.3 nights.

In 2016, shopping recorded the highest share of expenditure by domestic tourists with 22.1%. In terms of purpose of visit, VFR continued to dominate in 2016 with 72.2%, followed by holiday/leisure/relaxation/getting away (19.6%), and official business/education (4.0%).

The percentage share of tourists who stayed at relatives and friends' houses was the highest (67.6%), while paid accommodation recorded in 2016 was 32.4%.

The top five states that received the highest number of tourists in 2016 were Johor (7.4 million), followed by Perak (7.2 million), Pahang (6.9 million), Selangor (5.5 million), and Negeri Sembilan (5.3 million).

The main tourist generating states were Selangor (15.52 million), Kuala Lumpur (6.08 million), Johor (5.66 million), Sarawak (4.86 million), and Pahang (4.79 million).

5.4 Hotels and Average Occupancy Rate

Up to 2016, Malaysia has a total of 4,961 hotels (+3.4%), offering 321,972 rooms (+5.7%). The top five states with the highest number of paid accommodation were Sabah (608), Johor (585), Kuala Lumpur (472), Pahang (455), and Sarawak (410), while the top five states with the highest number of rooms/units were Kuala Lumpur (58,963), Johor (33,585), Pahang (30,907), Sabah (30,023), and Selangor (28,867).

The hotel industry in Malaysia recorded an average occupancy rate of 60.9% in 2016, signifying a drop of 1.0 percentage points compared to 61.9% in 2015.

The states that recorded higher than national average occupancy rate were Pahang (74.6%), Putrajaya (70.6%), Kuala Lumpur (66.1%), Sabah (64.5%), Penang (63.9%), Selangor (62.4%), and Johor (61.0%).

The total paid accommodation guests in 2016 was 72.3 million, registering a growth of 1.17%. It was comprised of 35.8% (25.9 million – an increase of 1.32%) international guests and 64.2% (46.4 million – an increase of 1.08%) domestic guests.

The five states that recorded the most number of hotel guests were Kuala Lumpur (16.2 million), Pahang (10.3 million), Johor (7.0 million), Penang (6.4 million), and Sabah (6.2 million). A total of 84.1% (60.9 million) guests (international and domestic) stayed in Peninsular Malaysia and only Kuala Lumpur registered a higher share of international paid accommodation guest.

New hotels that are expected to open in 2018 include Courtyard Marriott, Penang; Impiana Resort Melaka; i-City 2 Hotel, Shah Alam; Jen Hotel, Kota Kinabalu; Royal Cameron Highlands Hotel; Ramada Resort Lumut, Perak; Four Seasons, KLCC, Kuala Lumpur; and Ibis Kuala Lumpur City Centre. These hotels will contribute a total of 2,599 rooms.

Several new hotels are also expected to open in 2019, namely Park Hotel Melaka, Pulau Perhentian Marriott Resort & Spa, Ibis Styles Penang George Town, Ibis Styles Penang Resort, and Sheraton Nusajaya Medini Hotel, contributing 1,424 rooms.



Four Seasons Resort, Langkawi

5.5 Industry Performance

Overall, the tourism sector maintained its position as the third highest contributor to Malaysia's GNI in 2016 with RM73.3 billion.

The growth in tourist arrivals and spending in 2016 was attributed to the successful implementation of the initiatives under the MTTP 2020.

Moving forward, our focus for the period of 2018 to 2020 is on achieving the MTTP target of 36:168:2020 – to bring in 36 million tourists and RM168 billion in tourist receipts by the year 2020. With concerted efforts, Malaysia's tourism industry will be well on its way towards becoming a major economic contributor for the country.



STRATEGIC DIRECTION

6

2018 – 2020

Tourism Malaysia Integrated Promotion Plan 2018-2020 is developed by taking into account the country's brand policy, market and travel trends, available resources, budget, network, trade and economic policy, travel formalities, technology know-how, manpower skills, and support from the stakeholders, at both international and domestic levels.

The Plan will drive Malaysia's tourism industry forward and achieve its objectives and targets for the next three years – 33.1 million tourist arrivals and RM134 billion in tourist receipts for 2018, and 34.5 million arrivals and RM151 billion in receipts for 2019. All the promotional efforts will culminate with the celebration of Visit Malaysia Year 2020 to achieve the country's ultimate goal of 36 million tourist arrivals and a revenue of RM168 billion.

To achieve our objectives and goals for the period of 2018-2020, Tourism Malaysia is adopting 6 strategies for the successful implementation of the country's tourism promotion plan:

1. Optimise the use of the latest information technology

to create a fresh and exciting approach in promotion, publicity, and advertising

2. Leverage on upcoming major events

in Malaysia, such as hosting PATA Travel Mart 2018, Commonwealth Heads of Government Meeting, APEC Economic Leaders' Meeting, and World Congress on Information Technology in 2020

3. Synergise with the development of mega projects

such as Bandar Malaysia and High-Speed Rail and East Coast Rail Link, which are expected to revitalise the tourism industry

4. Enhance initiatives made under the NKEA

through smart partnerships with industry players by developing tourism packages, encouraging charter flight operations, promoting shopping, and focusing on high-yield tourist markets and specific niche tourism, such as MICE, ecotourism, cruise, diving, birding, and wellness

5. Maximise integrated marketing campaigns

by partnering with government agencies, such as MITI, MATRADE, MIDA, and the Ministry of Education, to position Malaysia as an education, medical, investment, and trade destination

6. Promote Malaysia as a filming destination

by working together with FINAS and other agencies

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INTERNATIONAL

PROMOTION STRATEGIES

The international promotion strategies to ensure the steady inflow of tourist traffic into Malaysia are important, and must therefore be formulated based on market trends and preferences throughout the period, and flexible enough to respond to any abrupt changes in travel patterns and in times of crisis.

7.1 Short-haul

In 2016, the ASEAN region remained as the highest contributor of tourist arrivals to Malaysia with a share of 75.8% (20,271,144) of its total arrivals and 68.4% (RM56.18 billion) of its total receipts.

Thailand registered the highest growth of 32.5%, followed by Laos (27%), Brunei (22.7%), Indonesia (9.4%) and Singapore (2.6%).

Selected Market Analysis

In 2016, a total of 13,272,961 Singaporean tourists visited Malaysia, registering a growth of 2.6% compared to 12,930,754 tourists in 2015. Correspondingly, the total receipts from the market recorded an increase of 29.2% from RM29.5 billion to RM38.1 billion. The ALOS of tourists from this market was 4.0 nights compared to 3.3 nights in 2015.

Singapore has a low population growth, with 3.44 million citizens (+0.89%) in 2016, but high growth in tourist arrivals target – 15.43 million (+16.27%). At the current rate, each Singaporean is expected to visit Malaysia at least four times a year.

The traffic congestion at the borders is a factor that contributed to the drop in tourist arrivals from Singapore via land. At the current rate, the arrivals from Singapore via land is expected to decrease by 5.2%.

In 2016, Malaysia received a total of 3,049,964 Indonesian tourists, signifying a growth of 9.4% compared to 2,788,033 tourists in 2015. Correspondingly, the total receipts from the market recorded an increase of 33.3% from RM6.6 billion to RM8.8 billion. The ALOS of tourists from this market was 5.3 nights compared to 5.6 nights in 2015.

For the period of January–September 2017, Indonesian tourist arrivals via air recorded a growth of 17.4% from 745,395 in the same period of 2016 to 875,107. However, arrivals via land and sea dropped 6.5% and 19% respectively, which contributed to the downtrend of arrivals from Indonesia.

In 2016, a total of 1,780,800 Thai tourists visited Malaysia, registering a growth of 32.5% compared to 1,343,569 tourists in 2015. Correspondingly, the total receipts from the market recorded an increase of 40.7% from RM2.53 billion to RM3.56 billion. The ALOS of tourists from this market was 6.1 nights compared to 6.0 nights in 2015. The implementation of 24-hour operations of Bukit Kayu Hitam ICQS complex beginning 1 January 2019 is set to boost border tourism by encouraging more tourists from Southern Thailand to visit Malaysia.

Focus Market and Product Appeal

For the short-haul markets, the focus is on Singapore, Thailand, Indonesia, Brunei, Vietnam, and the Philippines. The potential attractions for tourists from these markets include shopping, theme parks, highland, islands & beaches, health & wellness, motorsports, and education tourism.

Market Segmentation

The segments of travellers from the short-haul markets include family, business travellers, millennials, students, and Ibu Arisan (Indonesia).

Action Plans

Optimise the use of the latest information technology

- Organise celebrity Holiday with Fan Club
- Launch over-the-air and website promotion campaign, in collaboration with agoda.com, booking.com, expedia.com, traveloka.com, etc.
- Organise fam trips for bloggers and vloggers
- Organise programmes that involve ASEAN celebrities and bloggers to maximise publicity and exposure:
 - ASEAN Celebrity Explore Quest Malaysia 2018
 - ASEAN Celebrity Explore Quest Reunion Malaysia 2019
 - ASEAN Celebrity Amazing Race Malaysia 2020
 - ASEAN Media Bloggers Nature & Adventure Treasure Hunt 2018
 - ASEAN Media Bloggers Heritage 2019
 - ASEAN Media Bloggers Big Bike Food Hunt 2020

Leverage on upcoming major events

- ASEAN Buskers & Food Festival 2018
- ASEAN Make It Malaysia 2019
- ASEAN Fishing 2019
- VMY 2020 – Seminar/Workshop
- Tilawah Al-Quran Package
- Malaysia IT Fair Package Promotion

Synergise with the development of mega projects

- Joint Campaign with Themed Attraction to promote Desaru Water Park
- Travel by Train (ETS)
- Campaign in conjunction with the opening of 20th Century Fox World, Genting Highlands
- Premium Outlets Shopping – KL Premium Outlets and Mitsui 2nd phase

Kuala Gandah Elephant Conservation Centre, Pahang



Enhance initiatives made under the NKEA

- Package promoting anchor events for Visit Malaysia Year 2020
- Malaysia Mega Sale – to promote Malaysia as a shopping haven

Maximise integrated marketing campaigns

- Upin & Ipin Extravaganza
- Tour Operator Support
- NKEA – Health Tourism
- Sales Missions
- Exhibitions and fairs – Brunei, Jakarta, Medan, Philippines, and Singapore
- Malaysia Week – Food and Culture Week, Fashion Week, Education Week
- ASEAN Tourism Forum (ATF)
- Thailand International Travel Fair (TITF)
- Thai Top Influencer Gateway
- Myanmar International Tourism Exhibition (MITE)
- Myanmar International Travel Mart (MITM)
- Viet Nam International Travel Mart (VITM)
- International Travel Expo (ITE) Ho Chi Minh City
- Regional Networking & Product Update Session 2018 – northern region
- Regional Networking & Product Update Session 2019 – east coast region
- Regional Networking & Product Update Session 2020 – Sabah & Sarawak

Promote Malaysia as a filming destination

- Easy Cooking – TV show in Thailand
- Music videos – Laos, Cambodia, and Vietnam
- Dramas and films in Thailand, Cambodia, Vietnam, and Indonesia
- Travelogue – Laos, Cambodia, and Vietnam
- Reality TV show

Suria KLCC, Kuala Lumpur

**7.2 Medium-haul**

In 2016, the medium-haul markets contributed 15.7% share of Malaysia's total arrivals. Markets that registered positive growth included China (26.7%), Taiwan (6.2%), and South Korea (5.5%).

Selected Market Analysis

In 2016, Malaysia received a total of 3,286,147 East Asian tourists, constituting 12% of its total arrivals. They contributed RM11.81 billion (14%) to the country's revenue.

A total of 2,124,942 Chinese tourists visited Malaysia, signifying a growth of 26.7% compared to 1,677,163 tourists in 2015. Correspondingly, the total receipts

from the market recorded an increase of 38.2% from RM5.73 billion to RM7.93 billion. The ALOS of tourists from this market was 5.0 nights compared to 5.8 nights in 2015.

More senior Chinese tourists (age ≥ 45 years) are visiting Malaysia. Based on DVS survey, a total of 32.4% of Chinese arrivals in 2016 were senior tourists, compared to 27.1% in 2015. Besides that, there was a downtrend of Chinese arrivals via air, from 60.52% in 2015 to 55.32% in 2017. For the same period, arrivals via land increased from 39.27% to 44.19%.

A total of 413,768 Japanese tourists visited Malaysia, registering a drop of 14.4% compared to 483,569

tourists in 2015. Correspondingly, the total receipts from the market recorded a decrease of 14.6% from RM1.57 billion to RM1.34 billion. The ALOS of tourists from this market was 6.2 nights compared to 6.1 nights in 2015.

Tourist arrivals from Japan continue to decrease despite an increase in seats capacity. In contrast, Malaysians outbound to Japan has increased, in line with the increase of seats capacity. At the current rate, the number of Malaysian tourists to Japan is expected to reach 460,373 (AMGR = +17.5%), compared to Japanese to Malaysia 391,456 (AMGR = 8.74%).

In 2016, the number of South Korean tourists to Malaysia increased by 5.5%, from 421,161 in 2015 to 444,439. Koreans between the ages of 31 and 40 contributed the highest segment who travelled abroad in 2016, which was 4.4 million.

Malaysia received a total of 911,496 South Asian tourists in 2016, constituting 3% of its total arrivals. They contributed RM3.5 billion (4%) to the country's revenue.

A total of 638,578 Indian tourists visited Malaysia, registering a drop of 11.6% compared to 722,141 tourists in 2015. Despite the drop in arrivals, the total receipts from the market recorded an increase of 2.7% from RM2.59 billion to RM2.66 billion. The ALOS of tourists from this market was 7.0 nights compared to 6.9 nights in 2015.

Focus Market and Product Appeal

For the medium-haul markets, the focus is on China, India, Japan, Korea, and Taiwan. The potential attractions for tourists from these markets include shopping, theme parks, nature, islands & beaches, food, culture, health & wellness, honeymoon, as well as Muslim-friendly destinations and incentive tours.

Market Segmentation

The segments of travellers from the medium-haul markets include family, business travellers, honeymooners, Muslim millennials, DINK, SINK, and retirees.

Action Plans

Optimise the use of the latest information technology

Focus on digital marketing in all its market by leveraging on:

- Social media (Facebook, Instagram, WeChat, Line, Weibo, YouTube)
- TV home shopping
- Mobile application
- Online training
- Online promotion by tour operators

Leverage on upcoming major events

Some of the major events that Tourism Malaysia will be involved in include:

- PATA Travel Mart 2018
- KOTFA 2018
- Sales Mission VMY 2020
- SATTE
- Dhaka Travel Mart
- OTOAI Convention
- ITB 2019 Partner Country



Royal Belum Rainforest, Perak

Langkawi Sky Bridge



Synergise with the development of mega projects

The mega projects that Tourism Malaysia will take part in include:

- PyeongChang 2018 Winter Olympics
- Fukuoka-Ipoh (Twin Cities promotion)
- Historical Malacca to Okinawa
- MotoGP

Enhance initiatives made under the NKEA

- Joint promotions with airlines, tour operators, airports and private sectors, charter flights, and roadshows
- MICE campaigns
- Promotion of niche products
- UNESCO 10th Anniversary celebration
- Tourism exhibitions

Maximise integrated marketing campaigns

Some of the main programmes include:

- ASEAN Culinary Festival 2018
- Mother Hash Malaysia 2018

- Malaysia Week in Japan
- JATA Tourism Expo
- Roadshows
- Health tourism

Promote Malaysia as a filming destination

- Work closely with production houses, agencies, and local government authorities to facilitate filming in Malaysia, for the filming of movies, documentaries, drama, reality shows, or cooking shows
- Create a travelogue
- Participate in film festivals

7.3 Long-haul

Tourist arrivals from the long-haul markets constituted 8.5% share of the total arrivals to Malaysia. Saudi Arabia tourist arrivals showed a growth of 24.2%, Egypt (+17.9%), and Iraq (+12.1%).

Selected Market Analysis

Malaysia received a total of 287,398 Middle Eastern tourists in 2016, who contributed RM2.56 billion to the country's revenue.

A total of 123,878 Saudi Arabian tourists visited Malaysia in 2016, registering a growth of 24.2% compared to 99,754 tourists in 2015. Correspondingly, the total receipts from the market recorded an increase of 28.6% from RM0.98 billion to RM1.26 billion. The ALOS of tourists from this market was 10.8 nights compared to 10.7 nights in 2015. The decreased in spending power due to reduction in salary and benefits for civil servants has affected Saudi Arabians. The Saudi Arabia Government has also been promoting domestic tourism. Besides that, the political upheavals in West Asia have also affected the tourism trend in the region.

In 2016, a total of 1,111,899 European tourists visited Malaysia, constituting 4% of its total arrivals, and contributed RM4.58 billion (6%) to the country's revenue.

Malaysia received 400,269 tourists from the United Kingdom in 2016, which was a drop of 0.2% against 401,019 tourists in 2015. Despite the decrease in arrivals, the total receipts from the market recorded an increase of 4.0% from RM1.77 billion to RM1.84 billion. The ALOS of tourists from this market was 6.6 nights compared to 7.3 nights in 2015.

Limited direct accessibility from long-haul destinations has affected tourist arrivals from Germany, Amsterdam, Paris, and Brisbane. Besides that, negative media reports and adverse travel advisories have also affected arrivals to Malaysia.

In 2016, Malaysia received 322,334 tourists from North America, who contributed RM1.06 billion in tourist receipts. Tourist arrivals from the United States of America to Malaysia were 217,075, signifying a drop of 8.7% compared to 237,768 tourists in 2015. Similarly, the total receipts from the market recorded a decrease of 10.1% from RM0.79 billion to RM0.71 billion. The ALOS of tourists from this market was 6.3 nights compared to 6.7 nights in 2015.

In terms of tourist arrivals from Oceania, Malaysia received 377,727 Australian tourists in 2016, registering a decrease of 22.4% from 486,948 tourists in 2015. Arrivals from New Zealand recorded a drop of 12.3% from 60,846 tourists to 53,352 tourists.

Focus Market and Product Appeal

For the long-haul markets, the focus is on the United Kingdom, Germany, France, Spain, Italy, the Netherlands, Australia, Saudi Arabia, the United Arab Emirates (UAE), and Iran. The potential attractions for tourists from these markets include islands & beaches, nature, food and culture, heritage, affordable luxury, honeymoon, and Muslim-friendly attractions.

Titivangsa Lake Garden, Kuala Lumpur



Market Segmentation

The segments of travellers from the long-haul markets include family, business travellers, honeymooners, Muslim millennials, DINK, SINK, and retirees.

We will leverage on our collaboration with travel trade partners, such as ECTAA as the Preferred Destination 2018 and ITB 2019 Partner Country status. In addition, we will maximise diving as a top niche product for the long-haul markets. We will collaborate with our Diving Ambassador Mr. Clement Lee to participate in Underwater Tour 2018 in Australia, Dive Show in Moscow, and The Diving Equipment & Marketing Association (DEMA Show) in Florida, USA.

Synergise with the development of mega projects

- Highlight ETS/MRT for programmes, such as Amazing Race Europe
- Premium retail outlets
- Theme parks
- Silk Road

Enhance initiatives made under the NKEA

- Tactical campaign – charter flights
- Collaborate with Condor Airlines from Germany, which operates direct flight from Frankfurt to Kuala Lumpur 3 times per week, with 286 seats per flight, amounting to 858 seats per week and 44,616 seats per year
- TUI UK & Thomson Cruise Charter Flight – to introduce new cruise programme in Malaysia during Winter 2018/2019, with the TUI Discovery Cruise ship Homeporting in Langkawi. Fly & Cruise programme will take place on 20 December 2018, with potential of 7,200 pax capacity in the first year of operation

Tourism Malaysia at ITB, Berlin



Action Plans

Optimise the use of the latest information technology

- All stations will participate in major travel/trade fairs
- Review and identify strategies for each region
- Initiate new initiatives and plans for 2018-2020
- Encourage more bookings via online travel platform
- Enhance online promotion
- E-hailing – tap customers through special offers with partners, such as Grabcar, Uber, and Lazada
- Phone apps and virtual reality

Leverage on upcoming major events

- Capitalise on major events, including World Travel Market London (WTM), ITB Berlin, Arabian Travel Market (ATM), FITUR in Madrid, MATKA in Helsinki, Top Resa in France, EMITT in Istanbul, and PATA Travel Mart 2018 in Langkawi
- Rainforest Music Festival
- MotoGP

- Joint venture with airlines – tactical campaign (e.g. MAS, KLM, British Airways)

- Dual destination – joint venture with airlines (e.g. Philippines Airlines to Kuala Lumpur via Manila; Turkish Airlines to Kuala Lumpur via Istanbul)

Maximise integrated marketing campaigns

- Joint venture with shopping retailers (e.g. Miss Shophia in Eastern Europe)
- MYOrchid – to promote orchid garden – Sabah Orchid Garden
- Photography/videography with drone

Promote Malaysia as a filming destination

- Collaborate with foreign travel agencies, airlines, production houses, and filming agencies (e.g. Turkish movie titled 'Victoria'; Russian TV channel 'Let's Go Let's Eat')
- To propose the finale of 'The Bachelorette' to be held in Malaysia

DOMESTIC

PROMOTION STRATEGIES

Over the years, Tourism Malaysia has been promoting domestic tourism aggressively through several campaigns, namely 'Kenali Malaysia', 'Cuti-Cuti Malaysia', 'Zoom Malaysia' and the latest 'Cuti-Cuti Malaysia Dekat Je'. Its objective is to encourage Malaysians and expatriates to travel domestically and remind them that there are many fascinating and exciting destinations around the country for them to go on holiday.

The campaigns also educate and introduce Malaysians and expatriates to new tourism products and local destinations that are unique and rich in history, besides to show that domestic travel is an excellent way to bring people closer together, be it among family members and friends, between couples, or even a group of adventurous youth.

For 2018 to 2020, Tourism Malaysia aims to:

- encourage domestic tourists to stay at paid accommodation (increase share from 32.4% to 35%).
- increase domestic tourism expenditure through MICE segment.
- convert excursionists/day trippers to domestic tourists.
- increase the ALOS from 2.31 nights to 3.0 nights.
- rebrand and strengthen domestic signature events.
- enhance the functions of TIC and TMCC as centres of reference for tourism information and to include elements of commercialisation in selected TICs by selling tourism products, such as packages, hotels, and tickets.

Action Plans

Optimise the use of the latest information technology

- Online Travel Fair – with MDEC
- Viral Tourism Video Online Competition
- Online Shopping (tour packages)
- Augmented Reality Tourism Malaysia Treasure Hunt
- Waze #DekatJe Campaign 2020
- Enhance TICs functions

Leverage on upcoming major events

- Support sports events:
 - SUKMA 2018 (Perak)
 - SUKMA 2020 (Johor)
 - Malaysia Super League
 - AFC Cup
- Support Visit State/District Year 2018/2019:
 - Visit Keningau Year 2018
 - Visit Penampang 2018
 - Visit Miri 2018
 - Visit Sarawak Year 2019
- Receptions at Entry Points in conjunction with VMY 2020
- Incorporate major events by establishing Dekat Je Mini Carnival

Synergise with the development of mega projects

With the rapid growth of public transportation usage amongst domestic travellers, Tourism Malaysia will promote intrastate travel using the MRT and LRT within the Klang Valley, and interstate travel using ETS.

Enhance initiatives made under the NKEA

Tourism Malaysia plans to increase tourism expenditure through domestic MICE via Corporate Travel Bazaar.

Maximise integrated marketing campaigns

Through NBOS programmes, Tourism Malaysia will forge smart partnership with the private sector and other Government ministries/agencies to expand the Dekat Je campaign to boost domestic tourism. Tourism Malaysia will also support major tourism events, such as LIMA, MATTA Travel Fair, and MITA Travel Fair.

Organise tourism events

- Malaysia Open House Celebration
- Malaysia Fest
- Malaysia Tourism Awards 2018/2019 & 2019/2020
- Enhance tourism events – Magic of the Night, Homestay Carnival, etc.
- Double Joy Holiday Extravaganza

Commercialisation of TICs

- Maximise the function of TICs and TMCCs as centres of reference for tourism information
- Include element of commercialisation in selected TICs, such as selling crafts and souvenirs, packages, hotels, and tickets

Mah Meri Cultural Village, Selangor



NICHE/HIGH-YIELD SEGMENT STRATEGIES

To implement the key strategies, Package Development division will continue to support the plan for 2018-2020 by focusing more on the promotion of niche tourism segment, particularly shopping, diving, cruise, homestay, and ecotourism, as it has big potential to generate high returns.

Based on the Tourist Refund Scheme (TRS) Report by IRIS Global Blue, the highest market to claim tax refund was China (44%), followed by Indonesia (13%), Singapore (7%), India (5%), Bangladesh (3%), and Australia (2%). A total of 14% of the global luxury market are consumed by Chinese tourists and they accounted for 33% of global spending.

For diving, the world's largest recreational diving membership and diver training organisation PADI has issued over 25 million diving certificates in over 200 countries. A total of 75% of Chinese divers have been certified outside China, while 50,000 Chinese divers have been certified in Malaysia.

Cruise tourism is also an attractive and unique product that has big potential in generating high returns. Major global source markets for cruise tourism are China, Japan, Taiwan, Hong Kong, and India. For cruising within Asia, 81% of the cruise departs and returns to the same port. The focus of this segment is on home port and fly & cruise packages.

Malaysia's homestay programme is another niche tourism product that is becoming increasingly popular among local and foreign tourists. Up until July 2017, there are 201 homestays in Malaysia, and 80% are ready to be promoted. The target markets for this product are ASEAN countries, Japan, Korea, China, Europe, and Australia.

Malaysia is also well-known as a destination for a number of ecotourism and nature-based activities. The country is rich in flora and fauna, with million-year-old rainforests, and recognised as one of the 12 mega biodiversity countries in the world. The ecotourism segment attracts the mainstream international (families, honeymooners, MICE), special interest international (birdwatchers, hikers, volunteers, botanists), and domestic (recreation, educational groups, health & wellness, and activity-driven).

Action Plans

Optimise the use of the latest information technology

Promote niche tourism products through the following platforms to increase website's visitors from the relevant markets, increase social media followers, and enhance engagement with active followers:

- Existing website and social media
- WeChat
- Uber
- Weibo
- www.birdsmalaysia.my
- e-bird apps
- www.padi.com

Leverage on upcoming major events

To boost tourist spending on shopping and promote Malaysia as a sports tourism destination, as well as to promote community-based tourism and offer a variety of niche packages for experiential holidays, the following events/programmes will be organised:

- "365 Days Malaysia Shopping Spree"
- Miss Shophia Shopping Hunt 3.0
- Malaysia International Bird Festival
- Malaysia Diving Conservation & Environment Month (MDCE)
- Malaysia Sports Fiesta (CIMB Classic, LPGA, MotoGP, WAITGC, Malaysia International Cycle Tourism Fest)
- International Student Homestay Programme
- MyMe Packages (cycling, homestay, lung washing)
- Coral conservation programme

Synergise with the development of mega projects

To increase awareness of public transport's direct accessibility in Kuala Lumpur and neighbouring states, the following actions will be taken:

- Special campaign to promote accessibility to all the major malls, including the new mega project Tun Razak Exchange Mall, via MRT/LRT/Monorail
- Develop Rail Tourism Packages (ERL, ETS, MRT, LRT)

Enhance initiatives made under the NKEA

- Continue promoting new shopping zone (Penang, Johor, Kota Kinabalu) and extend shopping promotions beyond shopping malls (flea market, Indian jewellery shop, day & night bazaars)
- Intensify special packages (diving, birding, sports, fly & cruise)
- Promote Malaysia as a wedding destination

Maximise integrated marketing campaigns

To brand Malaysia as a shopping and entertainment haven, we will:

- Promote "Malaysia: Land of Shopping & Entertainment" integrated packages.
- Develop packages by combining shopping and entertainment activities, such as indoor theme parks, waterparks, and accommodation.

Promote Malaysia as a filming destination

- Promote homestay in Malaysia as filming destination

Homestay experience



INTEGRATED COMMUNICATION STRATEGIES

10.1 Advertising and Information Technology

To implement the key strategies, the Advertising and Information Technology divisions will continue to support the plan for 2018-2020 through the following actions:

Action Plans

1. Implement five advertising modules:

- Global Advertising
Medium
 - Satellite TV
 - In-flight magazines
- In-Market Advertising
Medium
 - Local TV
 - Radio
 - Print
 - OOH (for short-haul region)
 - Emphasise advertising in focus markets:
 - **Short-haul**
Singapore, Thailand, Indonesia, Brunei, Vietnam, and the Philippines
 - **Medium-haul**
China, Japan, South Korea, Taiwan, and India
 - **Long-haul**
United Kingdom, Germany, France, the Netherlands, Italy, Spain, Australia, Saudi Arabia, the United Arab Emirates (UAE), and Iran
- Digital Advertising
 - Search Engine Optimisation (SEO)
 - Search Engine Marketing (SEM)
 - Online travel portal
 - Social media marketing
 - Electronic Direct Mailer (EDM)
 - Marketing collaboration
 - Internet display marketing
- Domestic Advertising
Medium
Branded content with TV stations, event-based/contest/local promotions with radio stations, digital, out-of-home (OOH)
- Tactical Advertising
To generate quick win impact

- 2. Engage talents with unlimited usage**
- 3. Expose new products and less popular destinations within the country to Malaysians and expatriates, as well as international tourists**
- 4. Create a brand new website that is ready for Visit Malaysia Year 2020 with new contents that are relevant and personalised for the target markets**
 - Revamp www.malaysia.travel and build a new design, in line with the current trends
 - Provide a new content with new style of writings, photos, and videos
 - Provide content in five different languages
 - Ensure the content is streamlined with online advertising and other digital campaigns, including social media platforms
 - Boost content through smart partnerships with both local and international online travel providers
- 5. Build other digital platforms and activities to support the new website to reach more audience and drive conversion**
 - Build two mobile apps. The first mobile app to be developed in 2018 as a complement to the new website. The second mobile app will be developed in 2019 and will target niche market segment – games, ecotourism, etc.
 - Organise virtual/online travel fair in 2019 with bookable Visit Malaysia Year 2020 tourism products
 - Organise #BeautifulMalaysia video contest or similar campaigns via website. This is a continuation of the same successful campaign organised in 2015

10.2 Corporate Communication and Public Relations

To implement the key strategies, the Corporate Communication division will continue to support the plan for 2018-2020 through the following actions:

Action Plans

Optimise the use of the latest information technology

- Engage food bloggers to promote Malaysian food, such as hawker food and halal food, as well as high-end restaurants
- Provide support to bloggers/vloggers in producing live feeds for their respective travel channels
- Update and expand media database to ensure that it is current and not redundant
- Create contents that are engaging, fresh, and focused on destinations, products, and itineraries, for Tourism Malaysia's online and print platforms – website, facebook, blog, and newsletter

Leverage on upcoming major events

- Focus and promote tourism themes – nature adventure, luxury, ecotourism, city, heritage, food, culture, etc.

- Organise Tourism Malaysia Networking Day (TMND) and product updates to highlight hotels, theme parks, tourist attractions, restaurants, and tour operators
- Organise product update, specifically for local media, to promote the country's extensive tourism offerings, in order to enhance domestic tourism
- Attendance promotion of PATA Travel Mart 2018 at PATA Adventure Travel & Responsible Tourism Conference & Mart 2018 in UAE, and PATA Annual Summit 2018 in South Korea
- Host PATA Travel Mart 2018 in Langkawi from 12 to 14 September 2018, targeting 300 hosted buyers, 25 hosted international media reps, and 500 sellers, as well as airlines, hotels, international bloggers, NTOs, etc.



Sibuan Island, Sabah

Synergise with the development of mega projects

- Collaborate with the media, bloggers, and social influencers to promote Pahang and Johor
- Organise Media Appreciation Night to network and strengthen relationship with the media
- Organise a mega media event, in conjunction with the opening of 20th Century Fox World in Genting Highlands
- Launch an integrated marketing campaign by working together with local television and radio stations to gain wider publicity for national events

Promote Malaysia as a filming destination

- Encourage location scouting to Malaysia, which is a proactive way to promote filming location in the country
- Develop movie holiday packages, as movies can be an important and effective marketing tool to promote tourism destinations
- Provide support to small independent filmmakers or local content producers to do pitching in the international forums, through participation in film festivals, and to present filming support scheme to the international film industry players
- Capitalise on the establishment of Pinewood Iskandar Malaysia Studios in Johor
- Promote homestay in Malaysia as filming destinations to boost domestic tourists to homestay
- Highlight and package famous local films, locations, and dramas, to enhance intrastate and interstate travelling
- Holidays with celebrities together with their followers and members of their fan clubs to increase awareness of tourist destinations via social media

11



SUPPORT SERVICES AND DISTRIBUTION

11.1 Production

To implement the key strategies, Production division will continue to support the plan through the production of high quality brochures and collaterals based on the needs of the international and domestic markets. It aims to use the latest trends and methods in printing and production for more cost-effective promotional materials, as well as the use of environmentally friendly materials.

For 2018-2020, Production also intends to work closely with the key players in the relevant sectors to produce cost effective quality giveaway materials, as well as to synergise with the IT division to incorporate new digital technology in the production of promotional tools and improve the distribution management system.

Action Plans

Optimise the use of the latest information technology

- Leverage on QR code, VR, AR, and mobile apps to promote destination
- Proposed VR title: Cave Exploration, City Sightseeing, Culture & Festival, Entertainment Cities, Nature & Rainforest, Islands & Beaches, Museums & Galleries

Leverage on upcoming major events

- Produce special promotional collaterals, brochures, and videos, for VMY2020, PATA Travel Mart 2018, ITB 2019 Country Partner, APEC Summit, Commonwealth Games 2020, and other states events

Synergise with the development of mega projects

- Produce special brochures and videos on mega projects in Malaysia that are sellable as tourism products
- Among the mega projects are MRT, 20th Century Fox World, TRX, MAPS, and Desaru Coast Malaysia

Maximise integrated marketing campaigns

- Provide support to other divisions in producing special brochures, videos, and collaterals

Promote Malaysia as a filming destination

- Produce film footages for filmmakers, upon request
- Provide still images of Malaysia to filmmakers during the storyboard stage

Online Distribution System (e-TMDC)

- Upgrade to simplify the process of ordering and distribution
- Design with a 'shopping cart' concept
- Online inventory module – as an indicator to monitor stock balance and estimate subsequent reprinting

Smart partnership

- Organise International Tourism Photo Contest
- Work closely with the key players in the relevant sectors, such as Kraftangan Malaysia, Selangor Pewter, The Arch, and batik manufacturers, to produce cost effective quality giveaway materials



11.2 Strategic Planning and Resource Centre

Research activities and references are crucial for the planning and execution of the promotional plan. Therefore, Tourism Malaysia will continue to invest in online and offline journals, studies, books, and subscriptions, as references for officers. This will provide them with good reference materials for project planning and management, paper presentations, speech writing, interviews, and other editorial purposes.

As in previous years, Tourism Malaysia has produced various in-house publications, such as 'Malaysia Tourism Key Performance Indicators 2016' and 'Malaysia Tourist Profile 2016 By Selected Market'.

A Tourism Gallery has also been set-up to collect and display memorabilia and collaterals produced by Tourism Malaysia, as well as awards received by the organisation to showcase its achievements and success of the country's tourism industry.

Action Plans:

Integrated online reporting system

To include the following reports to measure the effectiveness of the campaign:

- e-overseas offices monthly report
- e-state offices monthly report
- e-tactical campaign report
- e-advertising campaign report
- e-KPI report

Online Database Subscription (Big Data Marketing)

- Forwardkeys
- Euromonitor
- Business Monitor
- CAPA
- OAG Schedule Analysis & Traffic Analysis

12

CONCLUSION

Tourism Malaysia remains positive that the tourism landscape in the country will continue to be blessed with many success stories in the future. Nevertheless, we are also fully aware that the industry will face many challenges and obstacles along the way, as we strive to achieve the Government's target of 36 million tourist arrivals and RM168 billion in tourist receipts by the year 2020.

The promotional strategies and programmes for 2018-2020 are geared towards achieving the Government's goal, hence we will work closely together with local and international partners and stakeholders to ensure the success of all our plans. In addition, we have also designated 2020 as Visit Malaysia Year to further promote Malaysia's extensive tourism offerings and boost our tourist arrivals and receipts.

Generally, Tourism Malaysia will focus on its participation in major international trade shows and leverage on accessibility and connectivity, as well as place higher emphasis on digital marketing and optimise the use of the latest information technology in the promotion of the country's tourism.

In conclusion, this plan is prepared as a guide for users in planning and implementing tourism promotion activities and efforts for 2018-2020. There is still much room for these guiding principles to be applied according to the creativity and innovation of the user, as well as the suitability and needs at a specific time, place, and situation.

Tourism Malaysia is confident that the country's tourism industry has great potential for growth in the coming years, with many new infrastructures, attractions, and policies and incentives being formulated and implemented. We believe that Malaysia's tourism industry will continue to flourish as one of the nation's vital supporting economic pillars.

TOURISM MALAYSIA

13

PROMOTION PROGRAMMES 2018

13.1 ASEAN

NO	EVENT/PROGRAMME	TRADE/ CONSUMER	DATE	VENUE
HQ				
1	ASEAN Tourism Forum / Thailand	Trade	22-26 Jan	Chiang Mai Exhibition & Convention Centre Thailand
2	ASEAN Celebrity Explore Quest Malaysia 2018	Consumer	Sep	Kuala Lumpur, Pahang, Penang
Brunei				
1	Belait Travel Fair	Consumer	Feb/Mar	Pusat Ihsani Seria
2	Freme Travel Fair	Consumer	May	Radisson Hotel
3	Brunei Travel Fair	Consumer	Sep	TBA
Cambodia				
1	SEA Festival	Consumer	30 Dec 2017 - 1 Jan 2018	Kampot Province
2	Cambodia Travel Mart	Trade	Nov	Siem Riep
Indonesia - Medan				
1	Carmeta Travel Fair 2018	Consumer	2 - 4 Feb	Palembang
2	ASTINDO Travel Fair	Consumer	9 - 11 Mar	Medan
3	Misi Penggalakan Pelancongan Ke Medan, Pekan Baru & Palembang	Trade	22 - 27 Mar	Medan, Pekan Baru, Palembang
4	Malaysia Update - TravelMart/B2B Session	Trade	7 Jul	Medan
5	KL & Beyond Campaign Travel Fair	Consumer	13 - 15 Aug	Medan
6	ASTINDO Travel Fair	Consumer	17 - 19 Aug	Palembang
7	Malaysia Travel Fair 'Ayuh Ke Malaysia!'	Consumer	7 - 9 Sep	Padang
Indonesia - Jakarta				
1	Travel Mart - Manado	Trade	Feb	Manado
2	Garuda Travel Fair 2018	Consumer	6 - 9 Apr	Jakarta
3	Malaysia Showcase (NBOS Programs with MHTC & EM)	Consumer Consumer Consumer	Apr Aug Nov	Tangerang/Bekasi Surabaya Samarinda
4	Travel Mart - Pontianak	Trade	May	Pontianak
5	Travel Mart - Banyuwangi	Trade	Jul	Banyuwangi
6	Air Asia Travel Fair 2018	Consumer	Aug	Jakarta
7	ASITA Travel Fair	Consumer	Sep	Bandung
8	MAS Travel Fair 2018	Consumer	Oct	Jakarta
9	Garuda Travel Fair 2018	Consumer	Oct	Jakarta
10	Garuda Travel Fair 2018	Consumer	Oct	Surabaya
Laos				
1	Thatluang Festival	Consumer	Nov	Vientiane
2	Central Region Tourism Festival	Consumer	Dec	Vangvieng, Vientiane

Philippines				
1	PTAA Travel & Tour Expo	Consumer	8 - 13 Feb (Roadshow) 9 - 11 Feb (Fair)	SMX Convention Centre, Pasay City
2	Davao Mega Travel Sale	Consumer	16 - 18 Feb	Davao
3	NAITAS Tourism & Trade Bazaar	Trade	Apr	Manila
4	Travel Madness Expo	Consumer	Jul	Manila
5	International Travel Fair	Consumer	Jul	Cebu
6	Malaysia Travel Mart & Destination Update	Trade	Sep	Manila & Cebu
7	Travel and Business Exchange (TBEx)	Trade	Nov	Clark
Singapore				
1	Travel Malaysia Fair Siri I	Consumer	6 - 8 Apr	Singapore Expo
2	SPH Golf Travel Fair	Consumer	6 - 8 Apr	Marina Square Shopping Mall
3	Malaysia Travel Fair	Consumer	Jul	Batam
4	Travel Malaysia Fair Siri II	Consumer	Oct	Singapore Expo
Thailand				
1	Thailand International Travel Fair#22 & Roadshow To Bangkok & Phuket	Consumer/Trade	7-11 Feb	Phuket /Queen Sirikit National Convention Centre, Bangkok
2	Bike Ride To Malaysia	Consumer	4 - 8 May	Malaysia
3	Thailand International Travel Fair#23	Consumer	Jul	Bangkok
4	#3 World Halal Fest	Consumer	Aug	Bangkok
Vietnam				
1	Ho Chi Minh City Tourism Festival 2017	Consumer	Mar	Park 23/9, District 1, Ho Chi Minh City
2	Vietnam International Travel Mart	Consumer	29 Mar - 1 Apr	Hanoi International Exhibition Centre (ICE)
3	International Travel Expo (ITE)	Consumer/Trade	6 - 8 Sep	Saigon Exhibition & Convention Centre (SECC)
Myanmar				
1	Myanmar International Tourism Expo	Consumer	20-22 Jul	Tatmadaw Exhibition Hall, Yangon
2	Myanmar International Travel Mart	Consumer	Sep	Yangon

13.2 Asia / Africa

NO	EVENT/PROGRAMME	TRADE/ CONSUMER	DATE	VENUE
1	India International Travel & Tourism (IITT)	Trade	11 - 13 Jan	Mumbai, India
2	11th Tehran International Tourism Exhibition (TITEX)	Consumer/Trade	23 - 26 Jan	Tehran , Iran
3	South Asia Travel & Tourism Exchange (SATTE)	Trade	31 Jan - 2 Feb	New Delhi, India
4	Sapporo Snow Festival, Japan	Consumer	TBC	Sapporo, Japan
5	JATA Hiroshima Travel Fair	Consumer/Trade	Feb	Hiroshima, Japan
6	MICE Seminar	Trade	Mar	Busan, South Korea
7	Homestay Roadshow	Consumer/Trade	Apr	Tokyo & Kyoto, Japan
8	Roadshow to Sri Lanka & Bangladesh	Trade	Apr - May	Colombo & Dhaka
9	Dhaka Travel Mart	Consumer/Trade	5 - 7 Apr	Dhaka, Bangladesh
10	Arabian Travel Market 2018	Consumer/Trade	22 - 25 Apr	Dubai, UAE
11	15th East Asia International Travel Fair (EAITF)	Consumer/Trade	May	Shenyang, China
12	16th Shandong International Travel Fair (SITF)	Consumer/Trade	May	Jinan, China
13	ITB, Shanghai, China	Trade	16 - 18 May	Shanghai, China
14	World Travel Fair	Consumer/Trade	24 - 27 May	Shanghai, China
15	Pacific International Tourism Expo (PITE)	Consumer/Trade	May	Vladivostok, Russia
16	Malaysia Fair Japan	Consumer/Trade	May	Tokyo, Japan
17	Longstay Fair Japan	Consumer/Trade	May	Osaka, Japan
18	Wedding Roadshow	Trade	May	India
19	Beijing International Tourism Exhibition (BITE)	Consumer/Trade	Jun	Beijing, China
20	Hana Tour International Travel Show 2018	Consumer/Trade	7 - 10 Jun	Goyang, South Korea

21	Korea World Travel Fair (KOTFA) 2018	Consumer/Trade	14 – 17 Jun	COEX, Seoul, South Korea
22	Post KOTFA Homestay Roadshow	Trade	Jun	3 Cities (Seoul, Incheon, Suwon), South Korea
23	Xi'an Silk Road International Tourism Expo (XSRITE)	Consumer/Trade	08- 10 Aug	Xi'an, China
24	JATA Tourism Expo Japan	Consumer/Trade	20 – 23 Sep	Tokyo, Japan
25	Busan International Travel Fair (BITF) 2018, BEXCO	Consumer/Trade	7 – 10 Sep	Busan, South Korea
26	Post BITF MM2H Roadshow	Consumer/Trade	Sep	3 Cities (Busan, Ulsan, Changwon) South Korea
27	China (Guangdong) International Industry Expo (CITIE)	Consumer/Trade	Sep	Guangzhou, China
28	Asia Diving Expo (ADEX China)	Consumer/Trade	Sep	Beijing, China
29	China (Tianjin) Tourism Industry Expo	Consumer/Trade	Sep	Tianjin, China
30	China-Asean Expo October 2018 (CAEXPO)	Consumer/Trade	12 – 15 Sept	Nanning, China
31	Roadshow Malaysia Theme Parks	Trade	Sep – Oct	
32	Mode Tour Travel Fair 2018, SETEC	Consumer/Trade	Oct	Seoul, South Korea
33	Taipei International Travel Fair (ITF)	Consumer/Trade	3 – 8 Nov	Taiwan
34	Longstay Fair & MM2H Seminar	Consumer/Trade	Nov	Tokyo, Japan
35	China International Travel Mart (CITM)	Consumer/Trade	Nov	Shanghai, China
36	Pakistan Travel Mart (PTM), Karachi, Pakistan & Sales Mission to Pakistan, Karachi, Lahore	Consumer/Trade	Nov	Karachi, Pakistan

13.3 Americas, Europe and Oceania

NO	EVENT/PROGRAMME	TRADE/ CONSUMER	DATE	VENUE
1	Feria Internacional de Turismo (FITUR) 2018	Consumer/Trade	7 – 21 Jan 2018	Madrid, Spain
2	Vakantiebeurs	Consumer/Trade	10 – 14 Jan 2018	Jaarbeurs, Utrecht
3	MATKA Nordic Travel Fair	Consumer/Trade	17 – 21 Jan 2018	Helsinki Fair Centre, Helsinki
4	East Mediterranean International Tourism & Travel Exhibition (EMITT) 2018	Consumer/Trade	25 – 28 Jan 2018	Istanbul, Turkey
5	Travel and Adventure Expo	Consumer/Trade	Jan – Mar 2018	Washington, DC/Chicago, IL/ Santa Clara, CA/ Los Angeles, CA/ Dallas, TX/ Denver, CO/ Philadelphia, PA, USA
6	Destinations : The Holiday & Travel Show	Consumer/Trade	1 – 4 Feb 2018	London, UK
7	Moscow Dive Show 2018	Consumer/Trade	1 – 4 Feb 2018	Moscow
8	International Tourism Exchange (BIT) 2018	Consumer/Trade	11 – 13 Feb 2018	Milan, Italy
9	Flight Centre Expo in 3 cities	Consumer	Feb 2018	Wellington, Christchurch & Auckland, New Zealand
10	Flight Centre Travel Expo 2018 at 10 cities throughout Australia	Consumer	3 Feb – 11 Mar 2018	Brisbane/Perth/Hobart Sydney/Townsville/ Melbourne/Adelaide Canberra/Gold Coast/ Darwin, Australia
11	Tourism Malaysia Sales Mission to Australia	Consumer/Trade	Mar 2018	Melbourne / Sydney/ Brisbane
12	International Tourism Borse (ITB) 2018	Consumer/Trade	7 – 11 Mar 2018	Berlin, Germany
13	Post-ITB 2018 Tourism Roadshow to Scandinavia Market	Consumer/Trade	Mid- Mar 2018	Helsinki, Stockholm, Copenhagen & Oslo
14	Moscow International Travel & Tourism (MITT) 2018	Consumer/Trade	13 – 15 Mar	Moscow
15	Kazakhstan International Tourism Fair (KITF) 2018	Consumer/Trade	18-20 Apr 2018	Almaty, Kazakhstan
16	The Food Show 2018	Consumer/Trade	Apr, May & Jul	Auckland, New Zealand
17	House of Travel Expo	Consumer/Trade	May	Auckland & Christchurch, New Zealand
18	Underwater Tour Expo	Consumer/Trade	9 – 13 May	Brisbane/ Perth/ Melbourne/ Sydney, Australia
19	Bloemencorso Bollenstreek	Consumer/Trade	21 Apr 2018	Bollenstreek, Noordwijk - Lisse
20	The International Event for the French Travel Market (IFTM Top Resa) 2018	Consumer/Trade	25-28 Sep 2018	Paris, France
21	Tashkent International Tourism Fair (TITF) 2018	Consumer/Trade	Oct 2018	Tashkent, Uzbekistan
22	Bathurst Travel Centre's 10th Annual Travel Expo	Consumer	Oct 2018	Australia
23	World Travel Mart (WTM) 2018	Consumer/Trade	5 – 7 Nov 2018	London, UK

13.4 Domestic & Events

NO	EVENT/PROGRAMME	TRADE/ CONSUMER	DATE	VENUE
1	Malaysia Inbound Tourism Association (MITA) Travel Fair 2018	Consumer	Jan	Malaysia International Trade & Exhibition Centre (MITEC) Kuala Lumpur
2	Malaysian Association of Tour & Travel Agents (MATTA) Travel Fair 2018	Consumer	Mar / Sep	Putra World Trade Centre (PWTC) Kuala Lumpur
3	Corporate Travel Bazaar	Trade / Corporate	Apr	Penang
4	Joint Promotion with The Ministry of Agriculture & Agro-Based Industry Malaysia (MOA) Malaysia Agriculture, Horticulture & Agro Tourism (MAHA) Exposition 2018	Consumer	May	Malaysia Agro Exposition Park (MAEPS), Serdang
5	Cuti-Cuti 1 Malaysia Dekat Je Roadshow, 2018	Consumer	Feb-Nov	TBC
6	Majlis Rumah Terbuka Malaysia (MRTM)	Consumer	Feb-Nov	Entire Malaysia
7	Citrawarna Malaysia	Consumer	Oct	Dataran Merdeka
8	Smart partnership (NBOS) with other Ministry & private sectors	Consumer	Jan-Dec	Entire Malaysia
9	Augmented Reality Tourism Malaysia Treasure Hunt • Central • Northern • East Coast / Southern	Consumer	Jan-Dec	Entire Malaysia

Note: All programmes are subject to further confirmation & allocation

13.5 Package Development

NO	EVENT/PROGRAMME	TRADE/ CONSUMER	DATE	VENUE
1	Seatrade Cruise Global 2018	Trade	5-8 Mar	Fort Lauderdale, Florida USA
2	Seatrade Cruise Asia 2018	Trade	2-4 Nov	Shanghai, China
3	Malaysia Super Sale 2018	Trade & Consumer	1 Feb - 15 Mar	Nationwide
4	Malaysia Mega Sale Carnival	Trade & Consumer	15 May - 31 Jul	Nationwide
5	Malaysia Year End Sale	Trade & Consumer	1 Nov 2018 - 1 Jan 2019	Nationwide
6	SPH Golf Travel Fair 2018	Consumer	6-8 Apr	Singapore
7	Asia Golf Tourism Convention (AGTC) 2018	Trade	23-25 Apr	Philippines
8	Malaysia Golf Travel Mart • East Asia • West & South Asia	Trade Trade	Mar Oct	Kuala Lumpur Kuala Lumpur
9	Korea Golf Show	Trade & Consumer	22-25 Mar	Seoul, Korea
10	British Birdwatching Fair 2018	Trade & Consumer	17-19 Aug	Ruthland, United Kingdom
11	Fraser's Hill International Bird Race 2018	Trade & Consumer	Feb	Bukit Fraser, Pahang
12	Asian Bird Fair 2018	Trade	Nov	Taiwan
13	Wings of Kuala Kubu Bharu	Trade & Consumer	28-29 Apr	Kuala Kubu Bharu, Selangor
14	Moscow Dive Show 2018	Trade & Consumer	1-4 Feb	Moscow, Rusia
15	Diving Fes Kansai 2018	Trade & Consumer	19-20 May	Kansai, Japan
16	Asia Dive Expo (ADEX) 2018 • Singapore • Hong Kong • Beijing • Shenzhen	Trade & Consumer	6-8 Apr 8-10 Jun 31 Aug - 3 Sep 30 Nov - 2 Dec	Singapore Hong Kong Beijing, China Shenzhen, China
17	Malaysia International Dive Expo 2018	Trade & Consumer	May	Putra World Trade Centre, Kuala Lumpur

18	Diving Equipment & Marketing Association Fair (DEMA) 2018	Trade & Consumer	14-17 Nov	Orlando, Florida USA
19	Wedding Planning Congress 2018	Trade	14-15 Mar	Mumbai, India
20	Bride Dubai	Trade & Consumer	7-10 Feb	Dubai, UAE
21	International Luxury Travel Market (ILTM) 2018	Trade	31 Oct – 2 Nov	Shanghai, China
22	Taipei Cycle Show 2018	Trade & Consumer	31 Oct – 3 Nov	Taipei, Taiwan
23	International Education Fair	Trade & Consumer	23-24 Feb	Mid Valley Megamall, Kuala Lumpur
24	Tourism Expo Japan 2018	Trade & Consumer	23-24 Sep	Tokyo, Japan

13.6 Mega Familiarisation Tour Programmes

NO	EVENT/MONTH	LOCATION	DATE	TARGET NO. OF PAX	CATEGORY OF GUESTS
1	"Let's Do Something Different"- Nature Adventure	Sabah	22 - 28 Feb	20 pax	Media (bloggers, magazines, TV, radio, social influencers, etc.) from Americas, Europe, Oceania, ASEAN and ASIA
2	"Come Hungry, Leave Satisfied"	Kuala Lumpur	21 - 26 Mar	10 pax	Food bloggers from Americas, Europe, Oceania and ASIA
3	"Malaysia, Where Family Fun Begins"	Pahang & Johor	2 - 8 May	20 pax	Media (bloggers, magazines, TV, radio, social influencers, etc.) from West Asia, India, China, Thailand, Indonesia
4	"The Best Way to See Malaysia!" - Heritage and History	Kelantan	6 - 12 Jul	20 pax	Media (bloggers, magazines, TV, radio, social influencers, etc.) from Americas, Europe, Oceania, ASEAN and ASIA
5	The Apprentice "Explore & Discover Malaysia" (Season 1) Theme : Ecotourism/City/ Heritage/ Food/ Adventure/ Culture	KL/Selangor/ Putrajaya	4 - 10 Aug	(10 groups) - 30 pax	Media (bloggers, magazines, TV, radio, social influencers, etc.) from Americas, Europe, Oceania, ASEAN and ASIA & 1 local media
6	"Discover the Affordable World of Luxury"	Kedah	17 - 23 Oct	20 pax	Media (bloggers, magazines, TV, radio, social influencers, etc.) from Americas, Europe, Oceania, ASEAN and ASIA
7	Tourism Malaysia Networking n' Appreciation Day	Putrajaya/ Kuala Lumpur	6 Dec	300 pax	Hotel, travel agents, tour operators, product owners, airlines

Note: All programmes are subject to further confirmation & allocation

14 RESOURCES AND SUGGESTED READING

- Tourism Malaysia Annual Report 2016
- Malaysia Tourism Key Performance Indicators 2016
- Malaysia Tourist Profile 2016 By Selected Market
- National Transformation Programme Annual Report 2016
- Eleventh Malaysia Plan 2016-2020
- UNWTO Tourism Towards 2030 – Global Overview



15 ACRONYMS AND INITIALISMS

ALOS	Average Length of Stay
AMGR	Average Monthly Growth Rate
ATM	Arabian Travel Market
DINK	Dual Income, No Kids
ECTAA	European Travel Agents' and Tour Operators' Associations
EMITT	East Mediterranean International Travel and Tourism Exhibition
ETS	Electric Train Service
FINAS	National Film Development Corporation Malaysia
FITUR	Feria Internacional de Turismo
GDP	Gross Domestic Product
GNI	Gross National Income
ICQS	Immigration, Customs, Quarantine and Security
ITB	Internationale Tourismus-Börse
KOTFA	Korea World Travel Fair
LIMA	Langkawi International Maritime and Aerospace Exhibition
LRT	Light Rail Transit
MATRADE	Malaysia External Trade Development Corporation
MATTA	Malaysian Association of Tour and Travel Agents
MDEC	Malaysia Digital Economy Corporation

MICE	Meetings, Incentives, Conventions, and Exhibitions
MIDA	Malaysian Investment Development Authority
MITA	Malaysia Inbound Tourism Association
MITI	Ministry of International Trade and Industry, Malaysia
MRT	Mass Rapid Transit
MTTP	Malaysia Tourism Transformation Plan
NBOS	National Blue Ocean Strategy
NKEA	National Key Economic Area
OOH	Out-of-Home
PADI	Professional Association of Diving Instructors
PATA	Pacific Asia Travel Association
SATTE	South Asia Travel & Tourism Exchange
SINK	Single Income, No Kids
SSM	Secretariat Shopping Malaysia
TIC	Tourist Information Centre
TMCC	Tourism Malaysia Contact Centre
UNWTO	World Tourism Organization
VFR	Visiting friends and relatives
WTM	World Travel Market

Tourism Malaysia Integrated Promotion Plan 2018-2020 is a collaborative effort between Tourism Malaysia top and senior management and officials who serve in different portfolios, divisions, and units. They include:

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17

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