

# ANNUAL REPORT 2016

#### RATIONALE

The 2016 Tourism Malaysia Annual Report cover design features a water colour painting of the iconic Sultan Abdul Samad building, which is not only a major tourist attraction and national heritage building, but also houses the Ministry of Tourism and Culture office.

The painting is part of the "Landmarks of Malaysia" series featuring interesting landmarks in the 13 states and three federal territories of Malaysia, rendered in delicate pencil sketches and water colours by Malaysian artist Chin Kon Yit.

These were made into posters, calendars, notebooks and other collateral and souvenir items, as part of Tourism Malaysia's international marketing and promotional materials for the Malaysia Year of Festivals 2015.

The Tourism Malaysia "Landmarks of Malaysia" poster series went on to win the coveted PATA Gold Award in the Marketing Media Awards category. The award was presented to the Minister of Tourism and Culture, YB Dato' Seri Mohamed Nazri Abdul Aziz, at the PATA Travel Mart held on 9 September 2016 in Jakarta, Indonesia.

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Central Market, Kuala Lumpur

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### CHAIRMAN'S MESSAGE

I am pleased to present the Tourism Malaysia Annual Report for the year 2016.

The year started on a challenging note with Tourism Malaysia experiencing an overall budget deficit carried forward from 2015. Furthermore, Tourism Malaysia's budget allocation for 2016, too, was drastically reduced by another one fifth.

To deal with the shortfall, the Board adopted prudent financial measures, scrutinised promotional programmes and reviewed the budgets allocated. A series of engagements were made with the Ministry of Finance to obtain additional financial allocation for the year. A proposal for a tourism levy was also mooted, which will be implemented soon.

SIEW KAW

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As a result of these measures, the deficit for 2016 has been effectively reduced to half the amount of the previous year.

Despite these challenges, we are fortunate to witness a positive tourism performance for the year with more tourists visiting Malaysia and spending even more after the slowdown in 2015. Tourist arrivals grew by 4.0% to 26.8 million tourists in 2016 while tourist receipts rose by 18.8%, contributing RM82.1 billion to the country's revenue. The increased tourist receipts were the result of tourists staying longer in Malaysia – up 0.4 nights to 5.9 nights in 2016 – and spending more. In particular, tourist expenditure on shopping reached RM26 billion in 2016, an increase of 20.3% compared to the previous year. This trend is a clear reflection of Malaysia's current profile as a shopping destination as acknowledged by a series of reputable rating agencies.

Overall, Malaysia's stronger tourism performance was attributed to the strategic initiatives implemented, namely smart partnerships with the airlines for better connectivity to Malaysia and positive development of travel formalities with China and India in the areas of visa services.

Smart partnerships with international airlines such as Singapore Airlines, Etihad and Emirates helped to fill the vacuum for supply of air seats in the wake of Malaysia Airlines' route rationalisation exercise which saw the withdrawal of flights to major markets. The expansion of Malindo Air and AirAsia's international operations in 2016 also provided more choices for travelers and created additional demand for travel to Malaysia from the region.

The visa policy reviews and increase in the number of scheduled flights influenced arrivals from China positively. A special initiative was also made to strengthen Malaysia's online promotions presence in China through a partnership with popular online retail portal Alibaba.com.

There is still much work to be done in order to revive the performance of the industry to achieve the 2020 target of 36 million tourist arrivals and RM168 billion tourist receipts. With sufficient financial resources, better accessibility from key markets, stronger support from industry players and continuous promotion and publicity worldwide, Malaysia will definitely see the rebound of more tourists to Malaysia.

We look forward to a better 2017 and the desired level of advertising and promotions to be carried out with better financial allocations.

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Dato' (Dr.) Siew Ka Wei Chairman, Tourism Malaysia









# **BOARD OF DIRECTORS**

VISION, MISSION AND QUALITY POLICY

FUNCTIONS OF TOURISM MALAYSIA

### **ORGANISATION CHART**

### YEAR 2016 IN PICTURES

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**01 DATO' (DR.) SIEW KA WEI** Chairman, Tourism Malaysia

#### 02 DATO' ZAINOL ABIDIN OMAR Deputy Chairman, Tourism Malaysia

03 DATUK SERI MIRZA MOHAMMAD TAIYAB Director General, Tourism Malaysia

04 DATUK RASHIDI HASBULLAH Deputy Secretary General (Culture), Ministry of Tourism & Culture

**05 TUAN SYED NASIR SYED AHMAD** Deputy Undersecretary, Statutory Body Strategic Management Division (SBM), Ministry of Finance

06 DATO' AZMI MURAD Senior General Manager (Operations), Malaysia Airports Holding Berhad (MAHB)

**07 MS. AIREEN OMAR** Chief Executive Officer, AirAsia Berhad

### BOARD OF DIRECTORS













**08 MR. CHEAH SWEE HEE** President, Malaysian Association of Hotels

09 DATO' SERI (DR.) TENGKU ZAINAL ADLIN TENGKU MAHAMOOD Chairman, Board of Trustees of The Sabah Parks

10 DATUK SERI DALJIT SINGH A/L GURDEV SINGH Advisor to the Minister of Tourism & Culture

(Indian Community Affairs) 11 DATO' ABDUL AZIZ

**HJ SHEIKH FADZIR** Member of Parliament, Kulim/Bandar Baharu

12 DATU IK PAHON ANAK JOYIK Permanent Secretary, Ministry of Tourism, Arts & Culture Sarawak

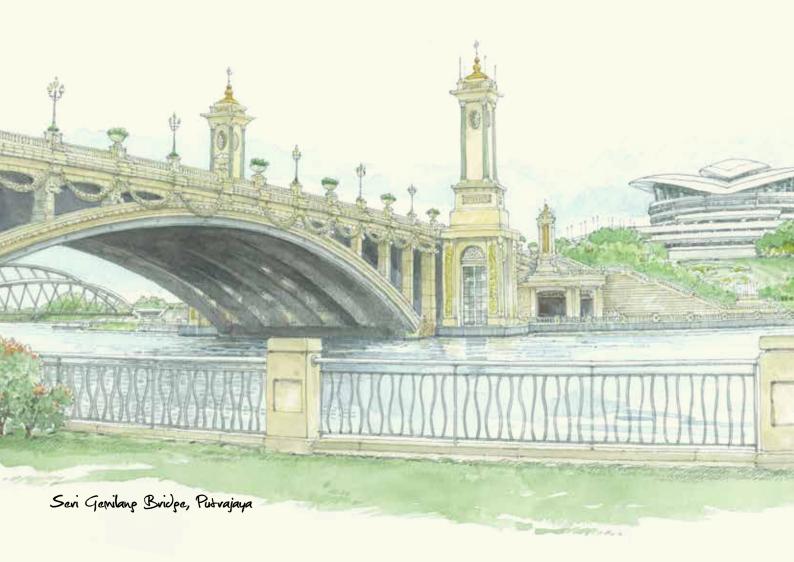
13 DATO' FAIZAL HJ ABDULLAH Political Secretary, Ministry of Urban Wellbeing, Housing and Local Government

### VISION

To make the tourism industry as 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.



### QUALITY POLICY

Tourism Malaysia is committed to the professional and effective dissemination of national tourism information, the fulfilment of customer requirements and supporting or assisting customers in making their visits to Malaysia a success.

#### QUALITY OBJECTIVE

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

### FUNCTIONS OF TOURISM MALAYSIA

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

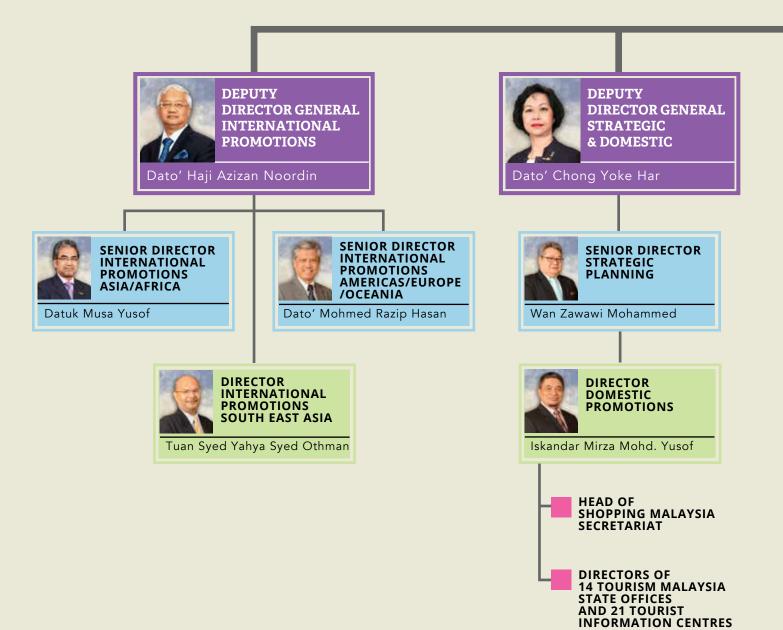
- Stimulate and promote tourism to and within Malaysia.
- Invigorate, develop and market Malaysia internationally and domestically as a tourist focal point.
- Coordinate all marketing or promotional activities relating to tourism conducted by any organisation, government, or non-governmental agency.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

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

- Increase international tourist arrivals.
- Extend the average length of stay of the visitors to increase tourism revenue.
- Stimulate the growth of domestic tourism.
- Increase the benefits/share obtained from the Meetings, Incentives, Conventions and Exhibitions (MICE) market.



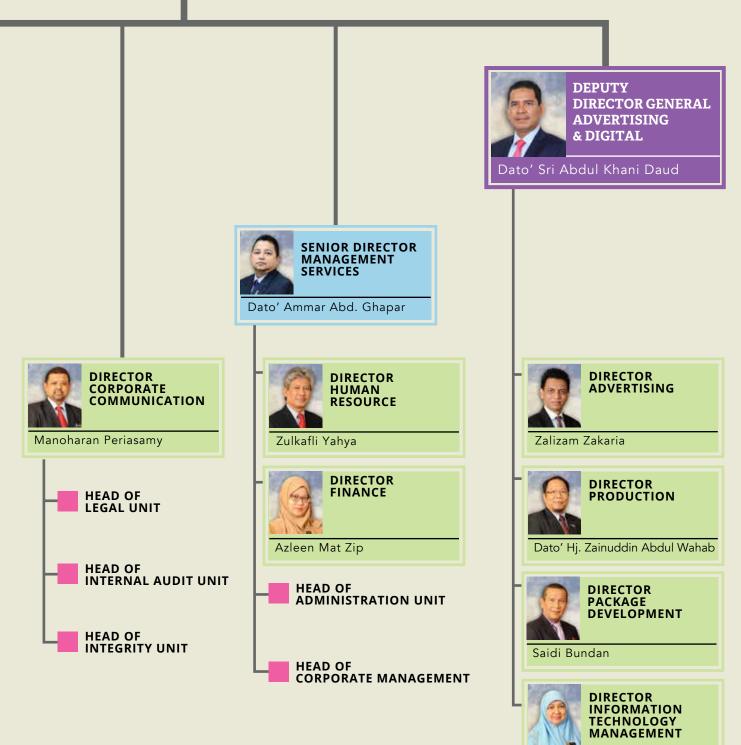
# ORGANISATION CHART





#### DIRECTOR GENERAL

Datuk Seri Mirza Mohammad Taiyab



ANNUAL REPORT 2016 13

Zaleha Asmahan Hj Ismail

# YEAR 2016 IN PICTURES





# INDUSTRY PERFORMANCE



# INDUSTRY PERFORMANCE

The Malaysia Tourism Promotion Board or Tourism Malaysia is an agency under the purview of the Ministry of Tourism and Culture. It is responsible for promoting Malaysia as a premier tourism destination worldwide.

With a total of 26.8 million arrivals in 2016, Malaysia achieved 87.9% of the 30.5 million tourist arrivals targeted for the year. Though it missed the mark, Malaysia's 2016 tourism performance showed a 4.0% growth that promised of better things to come.



#### **INTERNATIONAL TOURIST ARRIVALS**

In 2016, Malaysia received a total of 26.8 million tourist arrivals compared to 2015 which recorded a total of 25.7 million tourist arrivals.

Two markets performed positively, namely, East Asia and ASEAN with a growth of 14.6% and 5.9% respectively. Meanwhile, markets that showed a decline were Europe (-8.6%), West Asia (-9.1%), Americas (-10.5%), Africa (-14.1%), South Asia (-17%), Oceania (-21.1%) and Central Asia (-40.3%).

The top 10 tourist generating markets to Malaysia were Singapore (13.3 million), Indonesia (3.1 million), China (2.1 million), Thailand (1.8 million), Brunei (1.4 million), India (0.64 million), South Korea (0.44 million), the Philippines (0.42 million), Japan (0.41 million) and the United Kingdom (0.40 million).

Overall, the ASEAN market remained the highest contributor to international tourist arrivals with a share of 75.8% which translates to 20.3 million tourist arrivals. This was a 5.9% increase year on year.

ASEAN arrivals from the following countries showed a growth, i.e. Thailand (+32.5%), Laos (+27%), Brunei (+22.7%), Indonesia (+9.4%) and Singapore (+2.6%). Meanwhile, some 4.9 million tourist arrivals were from the medium-haul markets, representing a share of 18.4% of the country's overall arrivals. Markets that performed well were China (+26.7%), Saudi Arabia (+24.2%), Iraq (+12.1%), Taiwan (+6.2%) and South Korea (+5.5%).

Visa policy reviews and rise in the number of scheduled flights influenced arrivals from China positively, while South Korea arrivals improved with the launch of regular and charter flights to Sabah.

A total of 1.5 million or 5.5% of international tourist arrivals to Malaysia in 2016 were from long haul markets, compared to 1.7 million in 2015. Of the major long haul markets, only Egypt recorded a positive growth.

Meanwhile, the average length of stay also grew by 0.4 nights from 5.5 nights in 2015 to 5.9 nights in 2016.

The top five average stay also remained unchanged in the following ranking, i.e. Saudi Arabia (10.8 nights) (+0.1), the Netherlands (9.4 nights) (+1.0), France (9.1 nights) (+1.2), Oman (9.1 nights) (-0.6) and Switzerland (8.9 nights) (+0.3).

#### Table 1 Tourist arrivals to Malaysia from 10 major markets 2015/2016

Ranking	Nationality	2015	2016	% Change
1	Singapore	12,930,754	13,272,961	2.6
2	Indonesia	2,788,033	3,049,964	9.4
3	China	1,677,163	2,124,942	26.7
4	Thailand	1,343,569	1,780,800	32.5
5	Brunei	1,133,555	1,391,016	22.7
6	India	722,141	638,578	(11.6)
7	South Korea	421,161	444,439	5.5
8	Philippines	554,917	417,446	(24.8)
9	Japan	483,569	413,768	(14.4)
10	United Kingdom	401,019	400,269	(0.2)
11	Others	3,265,370	2,823,209	(13.5)
	Total	25,721,251	26,757,392	4.0

#### INTERNATIONAL TOURIST EXPENDITURE

International tourist expenditure for 2016 rose by 18.8% to RM82.1 billion from RM69.1 billion in 2015. Correspondingly, the average per capita expenditure of the international tourist climbed to RM3,068 compared to RM2,687 in 2015, representing a 14.2% increase.

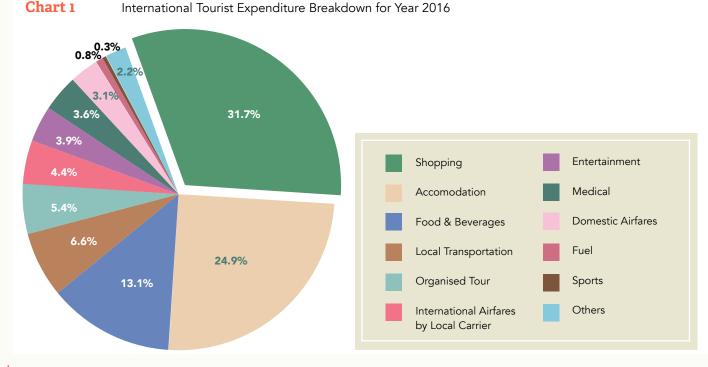
Tourist expenditure were mainly for shopping (31.7%), accommodation (24.9%) and food & beverages (13.1%). Shopping expenditure increased from a share of 31.3% in 2015 to 31.7% in 2016, overtaking the share for accommodation expenditure for the second consecutive year.

The top five markets for tourist expenditure were from the top five arrivals to Malaysia, i.e. Singapore (RM38,069.2

million) (+29%), Indonesia (RM8,821.5 million) (+32.8%), China (RM7,927.9 million) (+38.2%), Brunei (RM3,707.0 million) (+29.6%) and Thailand (RM3,557.6 million) (+40.9%).

The top five per capita was still dominated by the West Asia markets and in unchanged positions as compared to 2015: Saudi Arabia (RM10,185.7) (+3.9%), Kuwait (RM8,534.1) (+0.9%), Oman (RM7,853.4) (-1.4%), UAE (RM7,689.0) (+0.7%) and Iran (RM6,696.7) (+11.3%).

The top three main purpose of visiting Malaysia were for holidays (52.8%), visiting friends and relatives (VFR) (18.9%) and for business (8.5%).



KLIA, Sclanpov

#### **DOMESTIC TOURISM**

A total of 189.3 million domestic visitors was recorded for 2016, showing a 7.0% growth as compared to 176.9 million domestic visitors in 2015. The total domestic visitor expenditure is valued at RM74.8 billion, which is a 10.2% increase compared to RM67.8 billion in 2015.

#### Table 2Domestic Tourism Performance 2016/2015

	2015	2016	% Growth
Number of visitors	176.9 million	189.3 million	7.0
Total expenditure	RM67.8 billion	RM74.8 billion	10.2
Average per capita expenditure	RM383	RM395	3.1
Average length of stay (ALOS)	2.30 nights	2.31 nights	0.4

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Source: Tourism Malaysia in cooperation with the Department of Statistics, Malaysia

ACCESSIBILITY

Malaysia is a country that provides one of the best air transport hubs in the South East Asia region offering premium and low-cost flights for travellers. In 2016, Malaysia recorded a total of 2,969 international flight frequencies a week into Malaysia compared to 2,874 international flight frequencies a week in 2015. Seat capacity also saw an increase of 4.5% from 572,212 seats in 2015 to 598,089 seats in 2016.

For the ASEAN market, a total 1,700 flights were offered weekly with a total of 288,652 seats per week. Laos recorded a 133% growth in available flights compared to 2015 with the increase of flight frequency from three times a week in 2015 to seven times a week in 2016. Correspondingly, capacity also went up to 1,260 seats in 2016 compared to 540 seats in 2015. Meanwhile, for Indonesia, the 553 weekly flight frequency offering 92,261 seats was successful in increasing tourist arrivals from this market. Also supporting the growth was the introduction of new destinations in Malaysia by low-cost carriers.

The rest of the Asian market showed an increase of 14% in flight frequency from 2015 to 2016. A total of 1,097 flights a week was available in 2016 as compared to 963

flights a week in 2015. Seat capacity also increased by 15.75% from 219,599 seats in 2015 to 254,202 seats in 2016. This increase was contributed by the improved demand from tourists from China, South Korea, Taiwan and Saudi Arabia. Flights from China increased by 29% or 302 flights a week with seat capacity of 61,439 a week in 2016. South Korea and Taiwan also showed an increase in flight availability at 22% and 34%, respectively. Accessibility in Asia was improved with the establishment of new flight routes such as Guangzhou to Langkawi and Kunming to Kuala Lumpur. Additionally, tactical campaigns carried out in China successfully established charter flight services connecting Chengdu, Kunming, Fuzhou and Nanning to Sabah. The charter flight tactical campaign also saw direct flight operations from Busan and Seoul to Kota Kinabalu and Johor in 2016.

The Americas, Europe and Oceania market notched a decrease of -4.4% in 2016 with 172 flights available per week and a seat capacity of 55,235. This was due to the route rationalisation exercise by Malaysia Airlines in 2016 with the withdrawal of the Amsterdam-Kuala Lumpur sector, which was seven flights weekly, and the Frankfurt-Kuala Lumpur sector which was five flights weekly.



# INTERNATIONAL TOURISM PROMOTIONS

# INTERNATIONAL TOURISM PROMOTIONS

In 2016, Tourism Malaysia organised and participated in approximately 180 promotional programmes through its 35 overseas offices and eight marketing offices. These international tourism promotions activities comprised of sales missions and roadshows, tourism exhibitions and expositions, seminars and workshops, advertising campaigns, publicity programmes, mega familiarisation trips as well as the promotion of niche tourism products. The implementation of these efforts strengthened relations and cooperation between Tourism Malaysia and travel agents, airlines and corporations. They also helped promote Malaysia and its tourism products, enhanced frontliners' product knowledge of Malaysia and added value to the tourism packages developed by the travel agents.

#### SALES MISSIONS AND ROADSHOWS

A total of 54 sales missions and roadshows were organised in 2016, one of which was the sales mission conducted to India and Sri Lanka from 24 February to 4 March. The delegation comprised of 38 tourism organisations including hotels, travel agencies, state tourism authorities, product owners and airline operators.

Tourism Malaysia also carried out a roadshow in Hanoi, Vietnam, on 9 March to promote Malaysia as a shopping destination. Trade partners were enlightened of Malaysia's national sales campaign; the shopping icon, Miss Shophia, which is utilised for digital and social media marketing on shopping; Malaysia's tax refund scheme and introduction to Malaysia's top shopping malls. A travel mart was also held for Malaysian sellers to meet with the local travel agents in Hanoi.

For the first time, Malaysia organised a sales mission and exhibition in Myanmar from 17 to 18 June. It was a joint effort between Tourism Malaysia and the Malaysia Health Tourism Council (MHTC) to promote Malaysia as a medical tourism destination. This debut effort attracted 500 visitors who were interested to know more about Malaysia's medical tourism packages.



Myanmar International Travel Mart 2016, Yangon, 17-18 September



Shopping Seminar and Roadshow to Hanoi and Ho Chi Minh City, Vietnam, 23-27 March

#### INTERNATIONAL TOURISM EXHIBITIONS AND EXPOSITIONS



World Travel Market, London, United Kingdom, 7-9 November

Tourism Malaysia also took part in 74 international tourism exhibitions and expositions to generate positive publicity on Malaysia.

Among the major ones were ASEAN Tourism Forum in the Philippines (January), South Asia Travel & Tourism Exchange in India (January), Internationale Tourismus Bourse in Germany (March), Arabian Travel Market in United Arab Emirates (April), PATA Travel Mart in Indonesia (September), and World Travel Market in United Kingdom (November).

Besides these major international exhibitions, Tourism Malaysia also participated in other consumer and trade shows that commanded a niche audience.

At MATKA Nordic Travel Fair in January, Tourism Malaysia and its delegation comprising of Langkawi Development Authority (LADA) and Sabah Tourism Board promoted ecotourism, sports tourism, shopping, international events, the islands and beaches and national parks to the Finnish market.

In conjunction with Malindo Air's inaugural flight to Lahore, Pakistan, Tourism Malaysia jointly organised a travel mart in Lahore with Sabah Tourism Board in March. A total of 271 tour operators and retail travel agents from Lahore attended the mart to meet and network with the Malaysian tourism trade counterparts.

In April, Tourism Malaysia participated in Travel Malaysia Fair which targets Singapore residents looking for short trips to take during their June and December school holidays. It was an excellent platform to promote Malaysia's homestay packages and rail holidays.



Arabian Travel Market, United Arab Emirates, 25-28 April

Tourism Malaysia also promoted the Malaysia Homestay Programme at the Korea World Travel Fair (KOTFA)



Travel Malaysia Fair 2016, Singapore Expo, 22-24 April

in June, which is the largest consumer and trade exhibition in Korea, attracting almost 100,000 visitors.

Due to the growth of Halal Tourism, Tourism Malaysia took part in the World Halal Fest in Bangkok, Thailand, from 29 to 31 July to promote Malaysia as a Muslim-friendly holiday destination. Organised by the Thai Muslim Trade Association, the three-day event aimed at sharing knowledge and promoting understanding of the Muslim world through tourism, food, culture and way of life. Annually, the fest attracts 100,000 visitors.

With the potential of Myanmar as a tourist source market, Tourism Malaysia partnered with Malaysia Airlines to take part in the inaugural Myanmar International Travel Mart in September. It was organised by the Myanmar Travel Association which attracted participation from travel agencies, airlines, hotels, private hospitals and companies related to travel who filled up 60 booths. The event attracted 5,000 visitors over the two-day period.



World Travel Market



31st Korea World Travel Fair (KOTFA) 2016, Seoul, Korea, 9-12 June

#### **SEMINARS AND EDUCATION**

To educate and update Tourism Malaysia's partners overseas, seminars, product updates and educational sessions were frequently conducted. Some 52 seminars, workshops and publicity programmes were organised throughout 2016.

A destination seminar was conducted in January in Sweden for 90 guests from the Swedish travel trade and media. It shared details of Sabah's tourist attractions, Tourism Malaysia's award-winning "Malaysia Truly Asia" video and cultural performances. Tourism Malaysia and Malaysia Airlines jointly organised a seminar in Bangkok, Thailand, on 22 April for the benefit of the Malaysia Airlines agents in Thailand to inform them of the special holiday prices offered during the April, November and December peak seasons.

A presentation was also made for the students of Martin Learning Centre in Yangon, Myanmar, on 20 June to promote Malaysia as the preferred holiday destination among Myanmar students.



Tourism Malaysia Travel Trade Dialogue Session, Sydney, Australia, 5 December

#### **SPECIAL PROGRAMMES**

Tourism Malaysia also organised or took part in several special programmes to complement existing promotional activities, including the following:

#### **ASEAN MARKET**

- To strengthen ASEAN arrivals into Malaysia, several partnerships were made with Malaysian airlines. For example, Tourism Malaysia leveraged on the inaugural flight by AirAsia from Ho Chi Minh City to Penang by hosting a familiarisation trip from 25 to 29 January for a media group from Vietnam.
- In conjunction with VietJet's inaugural flight from Ho Chi Minh City to Kuala Lumpur on 1 June, Tourism Malaysia organised a 3-day 2-night familiarisation trip covering Kuala Lumpur and Putrajaya for 13 members of the Vietnamese media.
- The ASEAN Celebrity Explore Quest Malaysia 2016 programme was organised for the fourth time from 6 to 13 October covering destinations in Sabah and Kuala Lumpur. The programme saw 83 participants comprising of Southeast Asia celebrities and media

representatives. Publicity for Malaysia was generated from the 4,967 photos and videos uploaded to Instagram by participants which generated 4 million likes and 20 million views. The total value of the media and publicity was more than RM33 million.

- To commemorate AirAsia's inaugural flight connecting Luang Prabang and Kuala Lumpur on 21 November, Tourism Malaysia presented a cultural dance performance as a welcome reception for the arriving passengers.
- Tourism Malaysia also partnered with Malindo Air and LADA to organise a familiarisation trip from 24 to 29 November for a group of travel agents and media from Vietnam to introduce the diverse attractions in Langkawi.

#### NORTH ASIA MARKET

 A Memorandum of Joint Initiative was signed between Tourism Malaysia and Japan Association of Travel Agents to promote Malaysia as a tourist destination in Japan and to bring in 1 million Japanese tourists to Malaysia. This collaboration also promoted Malaysia as a Halal destination, medical tourism destination, MICE and Islamic financial hub in the Japan market.

#### EAST ASIA MARKET

- Several efforts were made to promote Labuan as a holiday destination for the China market. Among them was a collaboration with major China travel agents to sell specially-created Labuan packages for travel from July to October and November 2016 to February 2017. This effort resulted in 18 charter flights organised to Labuan carrying a total of 2,556 passengers.
- In a smart partnership between Tourism Malaysia and Spring Tour from China, Sabah was promoted via a promotional video shoot and internet live broadcast featuring two internet celebrities from China. During the live internet show, viewers were able to purchase Sabah holiday packages directly.

#### WEST ASIA MARKET

• Tourism Malaysia also partnered with Etihad Airways to promote Malaysia in the Middle East and Europe especially in the GCC countries, Italy, France, Germany and the United Kingdom. The promotions were implemented through advertising, social media, travel packages and seminars.

#### **OCEANIA MARKET**

- The Malaysia Village Multicultural Festival Canberra was held from 12 to 14 February in Sydney, Australia, to promote Malaysia as a holiday destination of choice for Australians. Malaysia's participation was a collaboration by Tourism Malaysia, Malaysia High Commission, Perwakilan, MATRADE, JAKIM and Agriculture Ministry and featured hawker-style street food, batik-making demonstrations, cultural performances and Malaysian music.
- The 8th Annual ANZ Buyers Meet Sellers Conference was held from 10 to 13 May in Kuala Lumpur as a way for Malaysian hoteliers, travel agents, product owners and state tourism boards to meet the main wholesalers from Australia and New Zealand. A total of 20 product managers participated including Flight Centre, Helloworld and Asia Escape Holidays. It was a joint collaboration between Tourism Malaysia, Malaysia Airlines and Starwood Malaysia.



ASEAN Celebrity Explore Quest Malaysia (ACEQM) 2016, Kuala Lumpur and Sabah, 6-13 October



JATA Tourism Expo Japan, 22-25 September



# DOMESTIC TOURISM PROMOTIONS

### DOMESTIC TOURISM PROMOTIONS

In 2016, Tourism Malaysia continued to promote domestic tourism through the Cuti-Cuti 1Malaysia Dekat Je campaign which was first introduced in June 2015.

The campaign aims to encourage Malaysians to travel locally with family and friends, explore the many interesting tourist attractions available within the country and experience the various tourism events throughout the year, and thus reduce the outflow of currency. From the participation and organisation of various domestic promotional programmes throughout the year, Tourism Malaysia successfully recorded a total of 47,070 domestic travel packages sold directly to the consumers with a total sales value of RM13.4 million, recording a growth of 4.7% and 18.7% respectively if compared to the performance in 2015.



Launching of MATTA Fair at PWTC, 2-4 September



Tourism Malaysia Pavilion, MATTA Fair

#### **EXHIBITIONS**

Tourism Malaysia successfully participated in numerous tourism exhibitions and travel expositions in the country to stimulate the interest of locals for domestic travelling. Among the major events included Malaysia Inbound Travel Association (MITA) Tourism Fair, Malaysia International Travel Mart (MITM), MATTA Fair and Malaysia Agriculture, Horticulture and Agro Tourism Show (MAHA).

A total of 107 organisations, comprising of 52 travel agents, 37 hotel/ resort operators and 18 tourism product owners participated under the Tourism Malaysia pavilion at the MATTA Fair held in Putra World Trade Centre (PWTC), Kuala Lumpur, from 11 to 13 March.

Various attractive travel packages and offers made by participating travel agents, hoteliers and product owners helped to create and heighten the awareness for new as well as existing holiday destinations/products. A wide range of niche tourism products were presented ranging from nature attractions and adventure tourism to islands and beaches and heritage sites.

During the three-day event, a total of 23,973 domestic travel packages were sold, generating a sales value of RM6.56 million. The number of packages sold increased by 48.02% and the sales value grew by 40.6% compared to the MATTA Fair in March 2015.

Meanwhile, Tourism Malaysia's participation in the MATTA Fair from 2 to 4 September at PWTC, Kuala Lumpur, recorded a sale of 20,454 domestic travel packages worth RM5.78 million. Though the number of travel packages sold dropped by -6.1%, the sales value increased by 4.7% if compared to the results of the MATTA Fair participation in September 2015.



Launching of MITA Tourism Fair, KL Convention Centre, 29-31 January



Tourism Malaysia Pavilion at MITA Tourism Fair

The tour packages that were most in demand were the ones sold by the state of Kedah with sales value of RM1.8 million, followed by Pahang (RM877,659) and Johor (RM663,800). The most popular holiday packages were the ones promoting nature, national parks, and islands and beaches.

Tourism Malaysia also organised the Cuti-Cuti 1Malaysia Dekat Je Travel Fair held in Johor Bahru, Johor, from 26 to 28 February. The travel fair was organised to strengthen the promotion of domestic tourism for the southern region as well as to capitalise on the Singaporean tourist market.

A total of 29 travel agents, 12 hotel/resort operators and 13 tourism product owners took part, resulting in 1,784 domestic travel packages sold with a sales value of RM587,780.



Cuti-Cuti 1 Malaysia Dekat Je Travel Fair, Johor Bahru, 26-28 February

#### PROMOTIONS

Despite a challenging year, a total of 486 promotional programmes were carried out by Tourism Malaysia nationwide to intensify the promotion of domestic travel between states.

These promotional programmes were the result of collaborative efforts among various partners and industry players including the state government, private organisations as well as the media.

Among the notable programmes were Perlis Nature: A Sneak Preview Fam Trip, Indahnya Tecoma @ Kedah, Tourism Photo Hunt 2016, Larian Sugar Rush, Jejak Perwira 2016 Seminar, #AboutKL: Bloggers Engagement Programme, Tioman Trails Discovery, Pahang Eco & Heritage Exploration, Jejak Warisan: Pelancongan Islam Terengganu, Johor Media Race and Eksplorasi Gunung Stong 2016 – Dekat Je.



Eksplorasi Gunung Stong 2016 Dekat Je programme, Kelantan, 24-27 March



Perlis Nature: A Sneak Preview Fam Trip, 26-29 September



Tourism Malaysia also initiated promotions for tourism products and events organised by the Ministry of Tourism and Culture and its agencies such as Malaysia My Second Home (MM2H), Malaysia Homestay Programme, Program Pelancongan Pelajar (3P) and Malaysia Open House events.

Strong support was also given to the states which conducted their Visit State Year campaigns in 2016 namely Kedah, Kelantan and Penang.

Launch of #AboutKL 2.0: Bloggers Engagement Programme, Malaysia Tourism Centre (MATIC), Jalan Ampang, KL, 28 December

### SMART PARTNERSHIPS AND SPECIAL PROJECTS

Tourism Malaysia strengthened its domestic tourism promotion by developing smart partnerships with various organisations in 2016.

A collaboration with KidZania Kuala Lumpur saw the establishment of a mini Tourist Information Centre (TIC) in 2015 at the popular indoor theme park. This partnership was renewed in 2016 due to the effectiveness of the platform to create awareness in the younger generation on the importance of a planned holiday culture. Besides, it also helped in developing interest to pursue a future career in the tourism industry.

Tourism Malaysia was also given an opportunity to participate in KidZania Kuala Lumpur's "Back-to-Kidz" programme, a first-hand experience to learn about its creative and themed incentive events. Tourism Malaysia also worked with television network, ASTRO on two of its programmes namely "Jom Kurus" and "Taste Selebriti" aired on ASTRO Bella.

"Taste Selebriti" was a thirteen-episode travelogue hosted by popular celebrities and featured selected restaurants and culinary favourites from each state in Malaysia. The show recorded 1.8 million viewership and was successful in promoting local destinations through culinary explorations. One of the episodes featuring celebrity Neelofa promoting the state of Kelantan and its cuisine was awarded the Anugerah Meletop by ASTRO.



Tourism Malaysia's Mini Tourist Information Centre at Kidzania Kuala Lumpur



The "Taste Selebriti" travelogue featured restaurants from each state in Malaysia to promote the country as a culinary destination

## NICHE TOURISM PROMOTIONS

ORDANO

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ORDANO

Bukit Bintang, Kuala Lumpur

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# NICHE TOURISM PROMOTIONS

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Tourism Malaysia gives special focus to the promotion of niche tourism products overseas, collaborating with Malaysian tourism industry players as well as governmental and non-governmental organisations to facilitate efforts in this area.



Malaysia National Sales Campaign 2016 Grand Launch, Nu Sentral Kuala Lumpur, 1 March

#### **SHOPPING**

The Shopping Malaysia Secretariat was established by Tourism Malaysia in 2002 with the mission to promote Malaysia as a world-class shopping destination and to help develop shopping as a key sector of Malaysia's tourism economy.

In 2016, the Secretariat worked closely with the Ministry of Domestic Trade Co-operatives and Consumerism to find solutions that would enhance the shopping promotions. As a result, the 1Malaysia GP Sale, one of the three major sale events in Malaysia, was renamed 1Malaysia Super Sale and sported a new logo to better reflect its scope. Meanwhile, specific dates were locked in for all three annual sales events to ensure better image branding, marketing and promotions planning.

The dates for the national sales campaigns for 2016 were set as follows:

- 1Malaysia Super Sale (1 31 March)
- 1Malaysia Mega Sale Carnival (15 June 31 August)
- 1Malaysia Year End Sale (1 November 31 December)

In efforts to create a stronger online presence to promote shopping in Malaysia, a social media shopping icon named "Miss SHOPhia" was launched in 2016. She was promoted as the ultimate shopping companion to guide shoppers on fashion trends, the latest news on when and where to shop, what to look out for and how to get the best out of shopping in Malaysia.

Miss SHOPhia was branded through various social media platforms such as her personal website, Facebook and Instagram. She also featured prominently in other publicity materials such as street buntings, leaflets, t-shirts, bags, luggage tags and note books. Her presence was internationally acknowledged when U Travel Magazine in Hong Kong recognised Miss SHOPhia as its most favourite promotional strategy.



Advertising creatives featuring Miss SHOPhia as Malaysia's shopping companion

Further publicity was derived from the Malaysia Shopping Hunt organised for more than 150 participants consisting of local media, international media and industry players.

The Secretariat also implemented tactical campaigns in selected markets such as Hong Kong, Indonesia, Brunei, Vietnam, India, United Arab Emirates, Iran and the Philippines. They worked closely with travel agencies, online travel agencies and airlines to develop and sell shopping packages.

The campaign successfully recorded a sale of 19,372 packages with an aggregate value of RM82,799,863, while a total of 121,054 seats were sold through airline cooperation. The media and publicity value generated from the campaign reached RM3,694,638.

The Secretariat also organised roadshows and seminars in Vietnam, Brunei, India, Bangladesh and Hong Kong,

together with Malaysia's local malls and associations including Pavilion Kuala Lumpur, Suria KLCC, Starhill Gallery, Mitsui Outlet Park, Malaysia Shopping Mall Association (PPK) and Batu Road Retailers Association (BARRA).

This platform helped to build business relationships directly with international tour operators, airlines, banks, credit card companies, media, bloggers and associations as well as disseminate the latest information about Malaysia' shopping industry.

Locally, the Secretariat conducted a seminar in Johor Bahru and a business-to-business session with local ground-handlers and shopping malls at the Pullman Hotel, Putrajaya.



Tourism Malaysia Shopping Hunt 2016 flag-off ceremony, Malaysia Tourism Centre (MATIC), Jalan Ampang, KL, 1 March



Fraser's Hill International Bird Race is one of the popular birdwatching events promoted by Tourism Malaysia

### **ECOTOURISM**

Birding is one of the important ecotourism activities promoted in Malaysia. Tourism Malaysia promoted birdwatching attractions in 2016 through participation in the British Birdwatching Fair, Rutland, United Kingdom; Taman Negara Bird Count; Raptor Watch, Tanjung Tuan; 6th World Ecotourism Conference & 1st Malaysia Ecotourism Summit and Malaysian Birds & Eco Expedition 2016.

Of note, the Malaysian Birds & Eco Expedition was held from 11 to 18 March in Negeri Sembilan, Perak and Pahang. Participants were local and international writers and bloggers whose focus was on birdwatching and ecotourism. During the eight-day expedition, the group observed over 128 species of birds and were exposed to the many ecotourism, edutourism and voluntourism attractions and opportunities in the destinations visited.

Meanwhile, Tourism Malaysia's participation in the British Birdwatching Fair in Rutland was also important due to its standing as the biggest birdwatching and ecotourism event in the world, visited by over 23,000 visitors each year. Malaysia was promoted as a premier birdwatching destination in the region through an exhibition, seminars and talks.



Tourism Malaysia's overseas promotions of Malaysia as a birdwatching destination

# LIFESTYLE

Promotional efforts were also poured into promoting lifestyle tourism such as cruise tourism to Malaysia. In 2016, Malaysia received 682,063 cruise passengers and 435 ship calls.

Tourism Malaysia participated in Seatrade Cruise Global 2016 in Florida, United States of America, from 14 to 17 March together with Penang Global Tourism, Penang Port Sdn. Bhd., Suria Capital Holdings Berhad, Boustead Cruise Centre Sdn. Bhd. and Asian Overland Services Sdn. Bhd. The exhibition was a platform to forge and strengthen relations with the SHOREX travel agents, cruise industry players and cruise tour operators in the Americas, encouraging them to choose Malaysia as their cruise ship destination for the future. Tourism Malaysia also participated in Seatrade Cruise Global Asia 2016 in Busan, South Korea, from 12 to 14 May together with Penang Port Sdn. Bhd.

Tourism Malaysia continued to provide welcome receptions for cruise ships making their maiden calls to Malaysia. In 2016, a welcome reception for the cruise ship Ovation of the Seas and its 4,097 passengers was held jointly with the State Government of Penang and Penang Global Tourism on 7 June at Swettenham Pier Cruise Terminal, Penang.



Welcome reception for Ovation of the Seas cruise ship, Penang, 7 June



Tourism Malaysia promotes golf tourism through the annual World Amateur Inter-Team Golf Championship (WAITGC)

#### **SPORTS TOURISM**

Tourism Malaysia actively organises promotional programmes to introduce Malaysia as a preferred sports tourism destination in the region. In addition to providing support and assistance to international sports events, Tourism Malaysia also participates in sports-related tourism exhibitions, seminars and workshops abroad with tour operators, corporate bodies, organisations and product owners.

With golf tourism receipts amounting to RM335 million in 2016, it is an area marked for great progress and contribution to the national economy.

To promote golf tourism further, Tourism Malaysia organised six rounds of the World Amateur Inter-Team Golf Championship (WAITGC) in 2016.

WAITGC is Tourism Malaysia's annual initiative to promote the country as a top-of-mind golf destination in the region among international amateur golfers. Since its debut in 1994, WAITGC has emerged as a well-regarded tournament, and it is one of the most highly anticipated golfing events in the region. WAITGC is managed by the Golf Club Managers Association of Malaysia (GCMAM) and sanctioned by the Malaysian Golf Association (MGA).

The 23rd WAITGC in 2016 attracted a total of 464 players who made up 116 teams from Australia, Brunei, Indonesia, Japan, Malaysia, Singapore and the United Arab Emirates. The tournaments were held at golf courses in Johor, Sabah, Penang, Kuala Lumpur and Sarawak.



Familiarisation programme for international PADI diving instructors attending the Course Director Training Course, Pulau Redang, 24-28 March

Royal Pahang Billfish Challenge 2016, Rompin, Pahang, 24-25 September

#### **MARINE TOURISM**

Tourism Malaysia participated in and organised several promotional activities on marine tourism with local and international tour operators. Among them were Malaysia International Dive Expo; Australia International Dive Expo (AIDE); Diving Equipment & Marketing Association (DEMA) exhibition in Las Vegas; Royal Pahang Billfish International challenge in Rompin; Angling and Outdoor Recreational Fair, Shah Alam; and Hutchwilco Boat Show in New Zealand.



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# ADVERTISING

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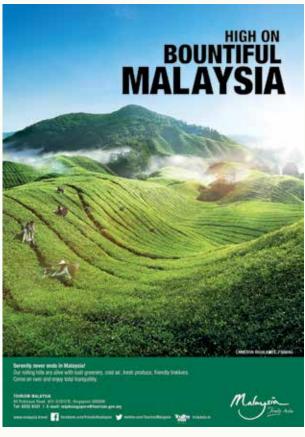
Beginning 2016, the advertising campaign for the Malaysia Truly Asia brand was enhanced with new themes for each major market and implemented across traditional and digital media. These new themes will be carried out until 2018.

### **ASEAN MARKET**

For the ASEAN market, Malaysia was promoted via the theme "Your Gracious Host". Six new advertising creatives were produced employing the trendy "selfie" concept and these were used on 16 billboards, external wrapping on 14 units of buses and in 239 magazine and newspaper insertions across the ASEAN countries.

Meanwhile, for the Singapore market, a series of three-minute travelogues was produced and aired on Channel U Singapore and Channel 8 which reached 2.9 million viewers in a day.











Advertising creatives for ASEAN market



# WEST ASIA AND SOUTH ASIA MARKET

Tourism Malaysia launched a new advertising campaign themed "Malaysian Moments" in the Middle East, Iran and Africa. A total of 12 new creatives were produced and advertised in over 45 insertions in magazines, 25 insertions in newspapers and on three billboards. A new television commercial entitled "The Land of Memories (The Collector)", was also made with a duration of 30 and 60 seconds. These were broadcast in English, Arabic and Persian languages on eight television channels across the Middle East, reaching 40 million viewers.

Meanwhile, nine new creatives bearing the new theme "One Destination, A Million Milestones" were made for India, Bangladesh, Sri Lanka, Pakistan and Nepal. They were advertised in 17 magazines and 101 major newspapers. In addition, the "Go Girls" video was aired on 533 television spots on channels such as HBO NDTV, ZEE and STAR VIJAY, reaching 80 million viewers.





A scene from the TV commercial, "Malaysia, Land of Memories (The Collector)" which won the 2-star award at The Golden City Gate Award 2016 in ITB, Berlin

# NORTH ASIA AND EAST ASIA MARKET

For the North Asia market, a total of seven new creatives were produced with the theme "Every Small Thing Makes It Big and Different."

Meanwhile, 12 new creatives with the theme "Your Story to Share Our Promise to Delight" were produced for the East Asia market. The advertising campaign was featured in 71 magazines, 81 newspapers and 4,293 television slots in various networks including Changsha, ETTV Group, TVBS, GTV and HD Jade.

In addition, Tourism Malaysia also worked directly with media owners to implement various advertising activities in selected markets including China, Hong Kong, Japan, Korea, Taiwan and Eastern Russia.

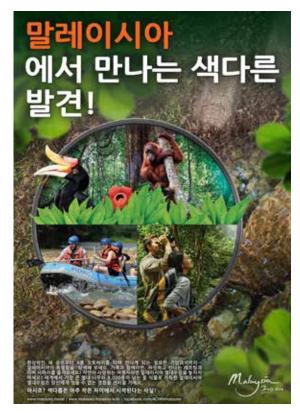
In China, the advertising campaign was displayed on nine units of LED displays, 52 units of light boxes and three luggage rack stickers for a period of six months.

For the Taiwan market, the advertising campaign was featured on four units of light boxes, eight billboards at bus stops and a giant billboard.

In Japan, the advertising campaign was carried out on media like taxi wrap advertising where 820 taxis were engaged in a year. Tourism Malaysia's television commercials were also aired on BS Asahi TV for a sevenmonth period.

For the Korean market, the advertising campaign was shown on nine units of LED screens, 52 units of giant billboards and 100 slots in various television networks. In Eastern Russia, the advertising campaign was featured on 21 giant billboards while in Hong Kong, two giant billboards were utilised for the advertisement display for a year.

Overall, the advertising campaign conducted in this region reached 1,256,650,000 people.





Advertising creatives for North Asia and East Asia market





Advertising creatives for Americas and Europe market

# AMERICAS AND EUROPE MARKET

For the long-haul market, including the United States and Europe, 19 creatives were produced under the theme "Come Discover More" which highlighted the diversity of activities, experiences and pleasures of traveling to Malaysia.

The campaign was advertised in 66 magazines and newspapers, 56 radio slots, 968 billboards in train stations, seven LED screens, 200 taxi wraps, three tram wraps, 96 advertising panels in train stations and 14 panels at international airports. Overall, the campaign reached 377,286,110 viewers.











# **OCEANIA MARKET**

For the Australia and New Zealand market, Tourism Malaysia produced seven new creatives bearing the theme "More Malaysia." The advertising campaign ran in selected media such as 26 magazines, nine major newspapers, 204 radio slots, nine outdoor LED billboards and eight bus wraps, reaching 26 million viewers.



Advertising creatives for Oceania market

### **DIGITAL ADVERTISING**

Recognising the impact of social media and online advertising, Tourism Malaysia also established its online presence through several platforms namely Facebook, Twitter, YouTube, Instagram, blog and others, with great success.

Tourism Malaysia and Alibaba Group created the Malaysia Tourism Pavilion, an e-commerce platform for the tourism industry in Malaysia to access the lucrative China outbound tourism market directly.

Besides promoting the Malaysia tourism industry and travel products, the goal was to increase Chinese tourist arrivals and spending in Malaysia. The project was launched by the Prime Minister of Malaysia on 4 November in Beijing.



Official launching ceremony of Alitrip Malaysia Tourism Pavilion by the Prime Minister of Malaysia, YAB Dato' Seri Mohd Najib Tun Razak, Beijing, China, 4 November



Official launch of Smart-i app's new feature, namely i-Fly – the first of its kind airline booking platform that allows travelers to search, book now and pay later, during ITB Berlin, Germany, 9-13 March

Tourism Malaysia also partnered with Smart-i Travel Malaysia to create a mobile application to promote Malaysia as a holiday destination.

Launched in February 2015, the application provides a host of information about Malaysia for the benefit of foreign tourists as well as Malaysians. Information available on the application include Malaysia's history, heritage, places of interest, shopping outlets and tourism packages. It is downloadable in six languages, i.e. English, Mandarin, Arabic, Russian, Japanese and French. In March, Smart-i Travel Malaysia was re-launched with a new feature called "i-Fly," the first-of-its-kind airline booking platform that allows travellers to "search, book now and pay later."

The mobile application has recorded a total of 1,797,606 downloads until December. It also won the ASEAN Outstanding Business Award 2016.

# TOURISM MALAYSIA SOCIAL MEDIA CHANNELS

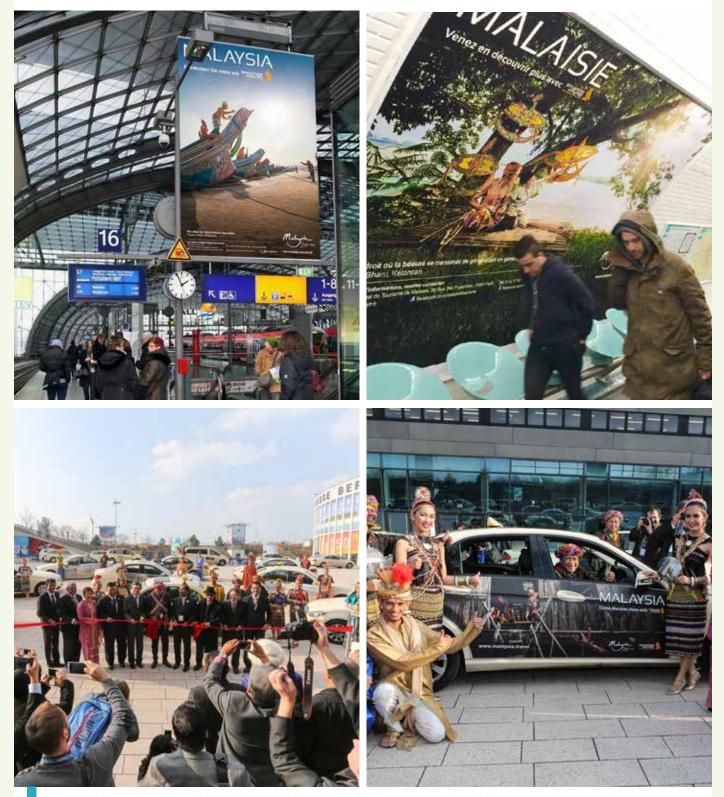


213,685 page views were recorded until December 2016

### **GLOBAL CAMPAIGN**

Besides the regional focus of Tourism Malaysia's advertising campaign, a larger global campaign was also executed to enhance the general branding of Malaysia worldwide.

This was fulfilled via 14 main channels on satellite television namely National Geographic Channel, Sky News, STAR Channel, FOX Sport, BBC Channel, Discovery Networks Asia, Phoenix Infonews Channel, History Channel, MTV Asia, AXN Asia, TV5 Monde, CCTV 4, Russia TV (RBC TV) and Deutsche Welle, successfully reaching 2.8 billion viewers worldwide.



Tourism Malaysia and Singapore Airlines marketing and advertising collaboration in Germany, launched during ITB Berlin, 9-13 March



Tourism Malaysia and AirAsia's collaboration created the opportunity to feature Malaysia in the Korean drama series, "On the Way to the Airport"

Tourism Malaysia also collaborated with Singapore Airlines to carry out a global campaign called "Malaysia, Come Discover More with Singapore Airlines." Similarly, a partnership with AirAsia was also forged to produce a KBS Korean drama series entitled "On the Way to the Airport."

Furthermore, Tourism Malaysia also worked with the Association of Spanish Football League (La Liga) to become its "Destination Partner for Asia" with rights to brand exposure in over 40 countries with approximately 186 million total viewership.

New television commercials were also produced for both local and global usage and featured Malaysia's culture, beaches, biking holidays, adventure sports and ecotourism attractions. They were aired on various international channels including AXN, MTV Discovery, CNN and TV5 Monde.



Tourism Malaysia worked with the Association of Spanish Football League (La Liga) to become its "Official Tourism Destination Partner in Asia"

### **DOMESTIC ADVERTISING**

In 2016, the domestic advertising campaign Cuti-Cuti 1Malaysia "Dekat Je" continued to be implemented through all local media including television, radio, billboards and magazines.

A special collaboration with Media Prima Radio's HotFM radio station was carried out to promote the "Dekat Je" campaign.

The campaign involved HotFM radio listeners posting pictures of Malaysian destinations on Instagram with the tag #hotfmdekatjetour.

Winners joined HotFM DJs and Malaysian celebrities on the Hop On Hop Off tour bus for a campaign promotion tour in several states including Kedah, Penang, Terengganu, Pahang, Johor, Melaka and Sarawak. Tomok, Adeline Tsen, Maya Karin, Ronnie Hussin, Hyper Act, Bunkface, Misha Omar, Siti Nordiana, Dayang Nurfaizah and Janna Nick were among the celebrities involved.

The campaign tour included visits to tourist spots together with HotFM radio DJs, celebrities and the weekly winners; CSR activities and mini concerts at selected shopping complexes.







Collaboration with Media Prima's HotFM to promote Tourism Malaysia's "Dekat Je" domestic tourism campaign

# INDUSTRY DEVELOPMENT AND RESEARCH



# INDUSTRY DEVELOPMENT ESEA R N

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> To help the tourism industry grow, Tourism Malaysia provides support to the local industry players in several ways. Tourism Malaysia's wealth of expertise and data are shared with industry players through networking sessions; seminars and briefings as well as published survey results and references.

#### **INDUSTRY DEVELOPMENT**

Industry development programmes are a way to support local tourism industry players to grow and meet the demands of tourists. These programmes include seminars and briefings, Tourism Malaysia Networking Day, package development, and the Malaysia Tourism Awards.



Tourism seminars were often given to industry players and higher education institutions

#### **TOURISM MALAYSIA NETWORKING DAY**

Tourism Malaysia Networking Day was created to provide an interactive platform for tourism industry players to meet and network with Ministry of Tourism and Culture and Tourism Malaysia officers and staff. It is an opportunity for hoteliers, tour operators, tourism product operators and airlines services to give updates on their latest development, news and products.

In addition, the platform provides a healthy avenue for exchanging views, offering constructive feedback and generating ideas for future marketing and promotions together.

On 2 June, Legoland Malaysia Resort was invited to host the Tourism Malaysia Networking Day. The platform was used to give a preview of and promote the new Ninjago The Ride at Legoland Malaysia Resort. As the host for the session, they transformed the Ministry of Tourism and Culture hall into a mini-Legoland complete with replicas of popular Lego creations from Star Wars, games corner, interactive kiosks and others. A product briefing and sale of accommodation vouchers at special prices were also held.

The second Tourism Malaysia Networking Day was hosted by Lexis Hotel Group on 13 October. The group introduced its lineup of hotels, gave updates of upcoming hotel openings and conducted a special sale for Tourism Malaysia staff. They also brought their recreational team over to give audiences a taste of the many activities offered to hotel guests.

#### SEMINARS AND BRIEFINGS

A total of 23 presentations were conducted for the Travel and Tours Management Course (TTMC) and Travel and Tours Enhancement Course (TTEC) throughout the year. These courses, organised by the Ministry of Tourism and Culture, were attended by individuals and associations wishing to obtain or renew their tour guide licenses.

Topics covered were tourism history, performance, trends, marketing and promotions and future development.



Tourism Malaysia Networking Day with Legoland, 2 June

#### INDUSTRY DEVELOPMENT AND RESEARCH





Tourism Malaysia Networking Day with Lexis Hotel Group, 13 October

#### **PACKAGE DEVELOPMENT**

Tourism Malaysia identifies tourism products with potential for development and works together with the tourism industry players to create suitable packages to be marketed and promoted to domestic and international tourists. Among the packages developed were:

#### **CC1M 1001 PACKAGES**

The Cuti-Cuti 1Malaysia 1001 Packages was first published in 2014 to assist local travel agents in marketing and promoting their holiday packages. Following this success, a 2016/2017 edition was published, listing 914 holiday packages divided into 41 categories from 204 travel agents. Total sales for 2016 was recorded at RM12,457,050.15. The most sought after packages were the ones themed around adventure with nature, voluntourism, team building, theme parks and city tours.

#### **CYCLING EXPERIENCE PACKAGES**

Tourism Malaysia collaborated with bi-monthly Cycling Malaysia magazine published by Green Warriors Publication Sdn. Bhd. to feature new and existing cycling routes around Malaysia developed by Malaysian travel agents.

In 2016, several new routes were featured in the states of Negeri Sembilan, Perak, Sabah and Sarawak. Some 2,387 packages were sold as a result, with total sales amounting to RM525,961.



#### **EDUTOURISM**

The 101 Edutourism Packages brochure, first launched in August 2015, was the result of a collaboration between Tourism Malaysia and the Ministry of Higher Education. It featured 149 packages developed by nine universities and 20 travel agencies who were involved in this initiative.

Additional edutourism packages have since been developed in 2016 by eight travel agencies featuring Universiti Sains Malaysia in Penang, Universiti Pendidikan Sultan Idris, Perak and Universiti Malaysia Terengganu.

#### HOMESTAY

The Malaysia Homestay Experience Programme is an award-winning initiative by the government that promotes sustainable tourism development among the rural community in Malaysia. In 2012, it received UNWTO Ulysses Award for Innovation in Public Policy and Governance.

In 2016, there was a total of 193 active homestays in Malaysia with 3,800 homestay operators offering 5,354 room units, a growth of 4.87% compared to the previous year.

Until August 2016, a total of 250,161 local and international tourists took part in the programme with homestay income reaching RM17 million within that period, an increase of 9.5% compared to 2015.

Tourism Malaysia offers consultation and advice to homestay operators on product development, marketing, promotion and delivery of service in order to ensure the sustainability of the programme.

#### **HEALTH TOURISM**

To further promote the potential of health tourism in Malaysia, Tourism Malaysia works closely with the Malaysia Health Tourism Council (MHTC) and travel agents to develop attractive and affordable health tourism packages.

One of the programmes held in 2016 was a seminar in October on "Health Tourism Care and the Future of Health Tourism" organised by Tourism Malaysia together with MHTC. The seminar was conducted for a total of 15 travel agents to provide them with the necessary information and encouragement to develop more health tourism packages.

#### **EVENT-BASED PACKAGES**

Tourism Malaysia also works together with travel agents to develop special holiday packages for specific events.

A total of nine travel agents developed holiday packages in conjunction with the Royal FLORIA Putrajaya and Magic of the Night held from 27 May to 4 June, with a total sales of RM85,052.

Packages were also developed to attract holiday-makers to Malaysia for the A Journey Through Time X event from 4 to 13 November, with sales reaching RM19 million.

In addition, the APHM International Healthcare Conference and Exhibition 2016 held from 1 to 3 June at Kuala Lumpur Convention Centre saw a total of RM80,000 worth of packages sold.

Meanwhile, Tourism Malaysia worked with the Hop On Hop Off bus to provide city tour packages for delegates of CAPAM Biennial Conference from 18 to 20 August.



Tourist activity with the locals at Kampung Temenim Homestay, Johor

#### MALAYSIA TOURISM AWARDS 2014 / 2015

The Malaysia Tourism Awards is organised once every two years. It is a recognition and honour given to local and international individuals and organisations who have contributed to the nation's tourism industry.

The 19th edition of Malaysia Tourism Awards in 2015 was open for nominations on 31 March 2015, while the awards ceremony was held at Putra World Trade Centre, Kuala Lumpur, on 17 February, with the Deputy Prime Minister of Malaysia as the guest of honour.

Awards were presented to 65 recipients from 14 categories and 50 subcategories, including two recipients of the Minister's Special Award and two more recipients of the Prime Minister's Special Award.



Malaysia Tourism Awards 2014/2015 was held at Putra World Trade Centre, KL, 17 February

#### RESEARCH

Tourism Malaysia conducts many surveys to collect valuable data and information that can be used to drive the industry further. The surveys also provide current perspectives on the industry's growth and trends.

#### THINK TANK SESSION

In 2016, Tourism Malaysia initiated an internal Think Tank Session to develop a Malaysia Tourism Integrated Promotional Plan up until the year 2020. Members of the session took stock of the present state of the country's tourism industry, financial situation and current tourism trends. Matters concerning tourism safety and security as well as competition from other destinations within the region were also addressed. It was a timely session to manage current resources and knowledge to achieve the ultimate targets of reaching 36 million tourists and RM168 billion tourist receipts by the year 2020.

#### **TOURISM MALAYSIA DIRECTORS RETREAT 2016**

The retreat kicked off on 16 February at Putra World Trade Centre for three days and continued in Melaka from 19 to 21 February. It involved overseas directors, state directors, overseas marketing officers of Tourism Malaysia and PR Agencies. The retreat aimed to mobilise and coordinate Tourism Malaysia's marketing effort in promoting the country in 2016 and to achieve the target of 30.5 million tourist arrivals and RM103 billion in receipts.

Programmes during the retreat included a proactive session and meeting with the Minister of Tourism and Culture, the Secretary General of the Ministry of Tourism and Culture and the Director General of Tourism Malaysia. The meeting also presented members with the latest updates on Malaysia's tourism development, performance, ongoing promotional efforts, marketing strategies and also activities to be carried out on a global scale.

The Minister urged overseas offices to look for creative ways to collaborate or forge smart partnerships with travel trade players and work closely with the media to boost tourist arrivals into Malaysia.



Tourism Malaysia Directors Retreat 2016, Putra World Trade Centre, KL, 19-21 February

#### **SURVEYS**

Various surveys were conducted to help facilitate the development of more effective promotional campaigns and marketing strategies.

The Departing Visitors Survey is collected to acquire information on visitor demographics, spending and traveling patterns, as well as tourist profiles. Research officers are stationed at seven locations to conduct year-round surveys at international airports and major land and sea entry and departure points in Malaysia. Additional surveys are carried out at five other locations on a quarterly basis at ferry terminals, border entry points and Rest & Relax areas along the North South Highway.

A total of 50,000 respondents are interviewed each year and the information obtained from these surveys is published in the Malaysia Tourist Profile by Selected Markets.

In addition, the Malaysian Outbound Survey collects data on the profile and spending patterns of Malaysians traveling abroad. The survey is conducted at major international airports, including KLIA, klia2, Kuching, Kota Kinabalu and Bayan Lepas. A total of 6,000 respondents are interviewed each year.

The Paid Accommodation Survey, meanwhile, is carried out on a quarterly basis with a total of 920 paid accommodation selected as survey samples, representing 19.2% of the total number of hotels. The Average Hotel Occupancy Rates and Hotel Guests Reports (domestic and international) for each state in Malaysia are compiled from information obtained through this survey.

Conducted once every two years, the Hotel Facilities Survey collects information on the number of hotels, number of rooms, room rates and latest facilities offered by the hotels. The information gathered is published in the Malaysia Accommodation Directory.

#### **REFERENCE MATERIALS**

Data gathered from the various surveys is then published by Tourism Malaysia as reference such as:

- Malaysia Tourists Profile by Selected Markets
- Malaysia Tourism Key Performance Indicators
- Malaysia Tourism Statistics in Brief
- Malaysia Domestic Tourism Statistics in Brief

In addition, the Tourism Malaysia Resource Centre has a total of 18,741 catalogued monographs and journals, of which 70% is in the field of tourism. This is an increase of 607 units compared to the previous year. It also has a total of 117,140 materials such as news articles, promotional activities reports, annual reports and tourism statistics reports available in digital form. The materials are catalogued in WebOpac and digitised in WebInfoline within the Integrated Library Management Utility System (ILMU).

The Resource Centre received a total of 306 serial publications in 2016 and continued its subscription of several online tourism databases including PASSPORT: Travel & Tourism, Business Monitor Online, Lawnet and Centre for Asia Pacific Aviation (CAPA).

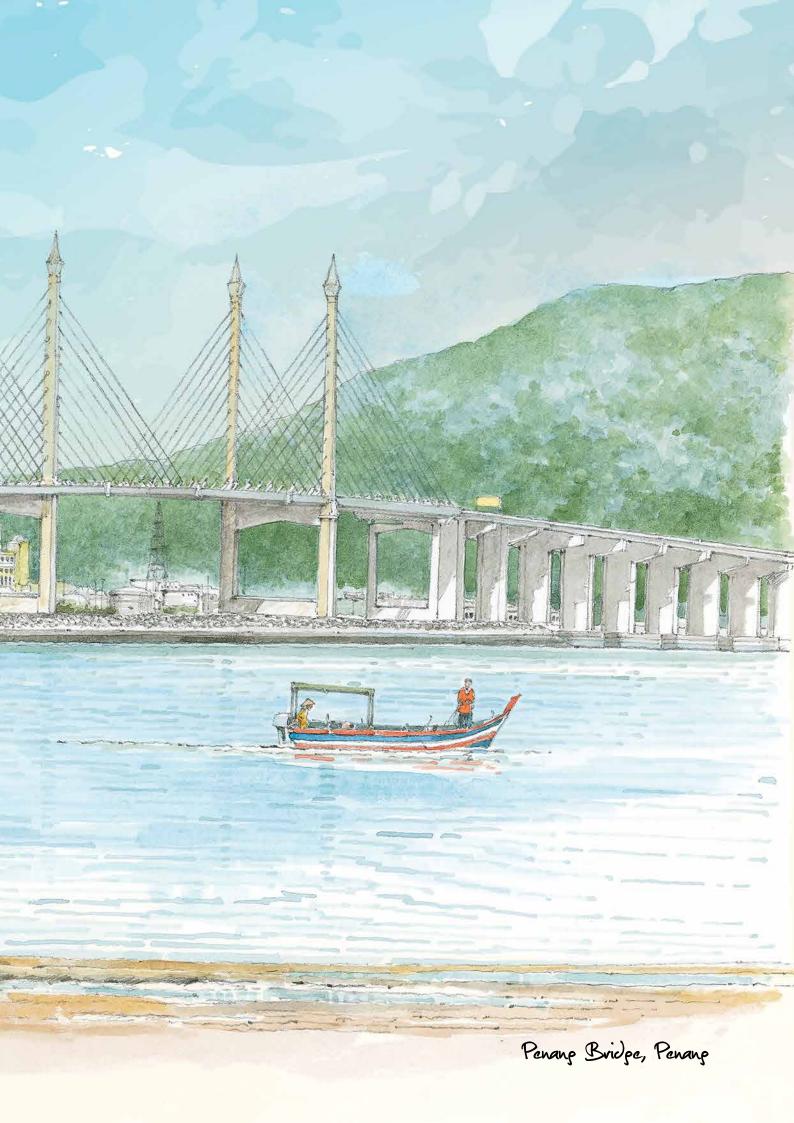


Tourism Malaysia Resource Centre



# PUBLICITY AND PROMOTION SUPPORT





# PUBLICITY AND PROMOTION SUPPORT

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Tourism Malaysia plans, coordinates and implements communication, publicity and public relations activities that support its vision and mission to promote Malaysia as one of the top tourist destinations locally and internationally.

In addition, Tourism Malaysia also supports domestic and international tourism promotion efforts and activities by producing a variety of promotional materials and collaterals including brochures, posters and videos.





#### **INTERNATIONAL PUBLICITY**

The Mega Familiarisation Programme (Mega Fam) is one of Tourism Malaysia's signature programmes to assist in the promotions and branding of Malaysia as the preferred tourist destination in the world.

A total of 299 guests from 27 countries participated in eight Mega Fam events in 2016. Of these, 144 guests were representatives from travel agencies, 132 were media representatives while 23 were corporate guests, accompanying officers and representatives from the Tourism Malaysia overseas offices, who were specially invited to attend tourism events held in Malaysia.

The commercial value of the publicity generated by the Mega Fam programme in 2016 was RM34,404,471.03 from 37 feature articles published in international publications, 30 documentaries and online media broadcast.



Tourism Malaysia Ecotourism Mega Familiarisation Programme, KL and Pahang, 24-30 April



YB Minister of Tourism and Culture with Tourism Ambassadors Datuk Lee, Kabir Khan and Shantini Theva during the certificate presentation ceremony

The promotion and branding of Malaysia overseas was also enhanced through the appointment of four popular personalities as Tourism Malaysia Ambassadors. The appointments were for international singer Nur Shahila Amir Hamzah popularly known as Shila Amzah for the China/Hong Kong market; actress and model popular in Kollywood, Shantini Theva for the South India market; evergreen singer Johnny Chiang for the China/Hong Kong/Taiwan/Japan and South Korea market; and magician and mentalist Kabir Khan Mohamad Reaz for the United Kingdom and United States of America market. Meanwhile, 2016 saw the renewed appointments of five Tourism Ambassadors for another two years, namely Prof. Datuk Dr. Jimmy Choo OBE, Datuk Jeffery Sandragesan, Tan Sri Syed Mohd Yusof Tun Syed Nasir, Datuk Lee Jin Bok and Yunalis Mat Zara'ai (Yuna).

Tourism Malaysia also coordinated and monitored the performance of 13 public relations agencies which were appointed to promote Malaysia in selected markets namely UK/Ireland, Benelux, Australia, America/Canada, Nordic/Baltic, Germany/Austria, Taiwan, Thailand/ Myanmar, India, France/Spain/Portugal, Russia, New Zealand and South Korea.



Tourism Malaysia organised a familiarisation trip for its public relations agencies to understand Malaysia's tourism appeal

### **DOMESTIC PUBLICITY**

In 2016, Tourism Malaysia implemented various media relations activities locally including familiarisation trips, media networking events and press conferences, and coordinated the print, electronic and social media coverage of Malaysia's tourism promotional efforts.

Press interviews with local television stations, local and international print media as well as radio stations were organised to give greater coverage to Tourism Malaysia's events. Among them were Selamat Pagi Malaysia, New Straits Times, Malay Mail and The Star. Press coverage was also secured via advertorials in magazines such as Global Business Services magazine.

Tourism Malaysia also prepared various written materials for publicity and promotions in souvenir programme books, tourism directories, print media, electronic media and online news. Approximately 100 media releases were issued to members of the media throughout the year.

Public outreach programmes were also organised through a total of 13 tourism presentations delivered to university students, associations and non-Governmental organisations (NGO), government officers, the private sector and visiting foreign officials in 2016.

Besides that, Tourism Malaysia also organised 33 familiarisation trips for local travel agents and media to introduce them to new tourism developments around the country as well as update them on improvements to existing attractions. Among them were familiarisation trips to Ba'Kelalan and Merarap in Sarawak; Tanjung Bidara, Melaka; Gunung Stong, Kelantan; and Lahad Datu, Sabah.





Familiarisation trips were also conducted for local media and social media influencers to promote domestic tourism



A media interview in session

#### **TOURISM MALAYSIA WEBSITE**

On 18 February, Tourism Malaysia launched its new consumer and corporate websites to better meet the needs of consumers and travelers and to keep up with the development of information technology and social media.

The rebranding saw Tourism Malaysia push forward a consumer website with a new URL (www.malaysia.travel) that differentiated it from its corporate website (www.tourismmalaysia.gov.my).

The new corporate website is easy to navigate, and has a modern, elegant, and responsive design. It is also accessible from portable devices.





Tourism Malaysia developed an eBrochure mobile application (above) which is also available on the consumer website (left)





Most Popular eBrochures





Launching ceremony of the Tourism Malaysia consumer and corporate websites by YB Minister of Tourism and Culture, Putra World Trade Centre, KL, 18 February

In addition, it features an online registration facility for travel trade players to register their interest in any of Tourism Malaysia's promotional and marketing events. This feature was created with the intention to strengthen the relationship and cooperation between the public and private sectors in promoting the country's tourism.

The website was also enhanced with the e-brochure. malaysia.travel platform at which brochures on Malaysia could be easily accessed and downloaded. To improve this facility, in 2016, Tourism Malaysia developed an eBrochures mobile application. With the application, users are able to gain access to a wide range of information from their mobile phones, i.e. holiday packages, maps, destination information, general guides to Malaysia, regional guides, information on tourism events and special interest activities. This facility enables them to better plan and coordinate their holiday itineraries. The application is made available on the App Store and Google Play.

Meanwhile, the consumer website garnered the bronze award in the Best Brand Building and/or Awareness Campaign category for a campaign it ran in the previous year, #beautifulMalaysia Online Photo Contest.



Tourism Malaysia's Tourist Information Centres

#### DISSEMINATION OF TOURISM INFORMATION

One of the core functions of Tourism Malaysia's promotion is to disseminate tourism information to tourists, both domestic and international.

The presence of 18 Tourist Information Centres (TICs) and 14 information counters within the Tourism Malaysia state offices nationwide helped in distributing the latest and updated information to tourists as well as answering enquiries, thus, facilitating their travel arrangements.

In 2016, a total of 816,974 walk-in tourists to the TICs were received, indicating a growth of 38.4% compared to the previous year. The TICs that received the most walk-in tourists were the TIC KLIA 2 (386,580 tourists), MaTIC (116,607 tourists), TIC Jalan Kota, Melaka (55,872 tourists), TIC International Airport of Kota Kinabalu, Sabah (41,977 tourists) and TIC International Airport of Langkawi, Kedah (39,483 tourists).

Meanwhile, Tourism Malaysia also operates the Tourism Malaysia Contact Centre (TMCC), a one-stop centre to answer any calls made to the Tourism Info Line (1300-88-5050) or enquiries sent via email to enquiries@tourism. gov.my.

In 2016, the TMCC was enhanced with an additional user interface, i.e. a downloadable application available on the Android and iOS platforms that can be installed on a mobile smart phone.

The application enhances the communication between Tourism Malaysia's TMCC agents and users, enabling them to share tourism locations, images and text easily. The application supports the verbal communication between the TMCC agent and user and reduces any potential miscommunication.

#### **PROMOTIONAL SUPPORT**

Tourism Malaysia's promotional activities were also supported by a range of brochures produced and printed in various titles and languages.

In 2016, an estimated 1.9 million brochures were produced including tourism guide books, tourism event programme booklets, exhibition and exposition directory guides, and calendar of events and festivals.

Among the titles produced were "Malaysia, A Preferred Cruise Destination," "Exotic Ethnic Heritage," and "Malaysia Events and Festivals 2016," as well as the 2016 desk and wall calendars.

In collaboration with its overseas offices, Tourism Malaysia also updated and published brochures that were translated into multiple languages including Arabic, Persian, Bahasa Melayu, Bahasa Indonesia, Italian, German, French, Spanish, Turkish, Japanese, Korean, Vietnamese, Russian, Simplified Chinese and Traditional Chinese. PUBLICITY AND PROMOTION SUPPORT



Tourism Malaysia's brochures and publications

Additionally, Tourism Malaysia manages a bank of 170,000 tourism images using the Fotoware 8.0 software, and these images are made available to the local and international media, tourism industry players and the public to support their tourism publicity and promotional efforts. These images, some of which are available for download at the Image Gallery website (imagegallery. tourism.gov.my), are a collection of high resolution pictures of Malaysia's tourism destinations and events.

The images are also used for the production of Tourism Malaysia's brochures, collaterals and above-the-line advertising campaigns worldwide.

In 2016, the image gallery website recorded 145,672 visitors, 9.5 million hits and 68,600 downloads.

Tourism Malaysia also produced a DVD entitled "Malaysia Truly Asia Showcase" to be shared and used by media and tourism industry players. It is a compilation of several videos namely, "Timeless Langkawi," "Malaysia Your Diving Paradise," "Spa Getaway Malaysia," "Malaysia Culinary Diaspora," "Golf Destination Malaysia" and "Malaysia Your Angling Paradise."

Besides this, a total of 735,833 collateral items, exhibition materials and souvenirs were produced for the Malaysia Truly Asia campaign in 2016. Among the 35 types of items produced were lanyards, screen cleaners, thumbdrives for trade members, postcards and coffee table books.



Tourism Malaysia's souvenirs and collateral items



The Tourism Malaysia Distribution Centre, Bangi

Facilitating the efficient distribution and delivery of these promotional materials is the Tourism Malaysia Distribution Centre in Bangi. In 2016, Tourism Malaysia coordinated the receipt, storage and distribution of more than 3.3 million units of brochures and 2.1 million units of collaterals and souvenir items.

A total of 99 deliveries were made by sea to ensure Tourism Malaysia's promotional materials arrived at Tourism Malaysia's overseas offices and international tourism events it participated in such as ITB Berlin, Arabian Travel Market and World Travel Market. In addition, a total of 69 deliveries were made by land to Tourism Malaysia state offices, Tourist Information Centres and the Ministry of Tourism and Culture state offices. Tourism Malaysia also provided various brochures, collateral items and souvenir to other parties involved indirectly in the promotion of tourism such as government agencies, hotels, schools and universities as well as the private sector.



The Tourism Malaysia Distribution Centre, Bangi

## OPERATIONS AND MANAGEMENT SERVICES

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## OPERATIONS AND MANAGEMENT SERVICES

In 2016, Tourism Malaysia underwent several administrative improvements to enhance operations and allow for better human resource management and financial planning.

#### **HUMAN RESOURCE MANAGEMENT**

The total number of officers and staff of Tourism Malaysia as at 31 December 2016 stood at 1,061 personnel of various grades, comprising 829 permanent personnel, 95 contract personnel and 146 Locally Recruited Staff (LRS) in Tourism Malaysia overseas offices.

Of the total number of permanent personnel, top management made up 1%, management and professional group made up 30%, while the implementation group made up 69%.

A total of 183 job rotation exercises involving 183 officers and staff were implemented at the headquarters, state offices and overseas offices.

In 2016, Tourism Malaysia carried out two promotion exercises involving 54 officers and staff from various personnel grades. In addition, seven interview sessions to appoint 63 new officers and staff were held.

A total of 72 Tourism Malaysia officers and staff from headquarters were awarded the Excellent Service Award during the Ministry of Tourism and Culture's Excellent Service Award Ceremony held on 11 April. The award is a recognition by the Malaysian government for public service personnel who have rendered excellent service.

Medical benefits for Tourism Malaysia officers and staff were enhanced when Managed Care Organisation (MCO), PM Care Sdn. Bhd., was appointed to manage matters pertaining to medical services and panel clinics.

Meanwhile, the last organisational restructuring implementation was based on the approval of Surat Kelulusan Perjawatan (SKP) Bil. E30/2015 by the Ministry of Finance dated 14 July 2015. During its first year, the implementation was re-evaluated based on latest internal developments and challenges identified. In view of these significant changes and the need to strengthen the structure, the internal structure was reviewed.

Consultations with the Organisational Development Division, Public Service Department (JPA) and the Ministry of Tourism and Culture's Human Resource Division began in October 2016.

Following a reduction in annual budgets, the Public Service Department lifted the minimum seven-day training requirement for all ministries and government agencies originally implemented in 2006. However, the Ministry of Tourism and Culture encouraged its officers and staff to attend at least three days of training in 2016.

Some 96.1% of Tourism Malaysia officers and staff attended at least one day of training in 2016. Meanwhile, 84.5% attended training courses of more than three days.

A total of 58 in-house training programmes were conducted by Tourism Malaysia in 2016. In addition, Tourism Malaysia officers and staff also attended 56 courses organised by the Ministry of Tourism and Culture, 21 courses by INTAN, and eight courses by the Institute of Diplomacy and Foreign Relations (IDFR). Tourism Malaysia officers and staff were also sent for 103 training programmes organised by numerous government agencies and 28 training programmes conducted by private organisations.



A total of 72 Tourism Malaysia staff received the Excellent Service Award, 11 April



A reception to honour Tourism Malaysia retirees at the "Jasamu Dikenang" event, 12 April



Tourism Malaysia staff participated in a total of 274 training courses either organised by Tourism Malaysia or other public/private organisations

#### **ADMINISTRATION**

Tourism Malaysia received two visits from the Department of Safety and Health in June and November 2016. The aim of the visits were to create awareness on aspects of a good quality, safe, healthy and conducive work place.

Further to the recognition received from the National Archives Malaysia for the new file classification system at Tourism Malaysia headquarters, a decision was made to implement the same system at Tourism Malaysia state offices in 2016.

The exercise was conducted to ensure a standardised filing system and systematic record management that

would meet audit requirements and comply to legislation as well as stand up to any investigation. The system would also help to improve service delivery by facilitating and accelerating the search of records throughout the Tourism Malaysia state offices.

A workshop on the introduction and development of the new file classification system was held from 22 to 26 February, and participated by 26 appointed representatives from Tourism Malaysia state offices. The new file classification system was successfully implemented on 1 April throughout all 14 Tourism Malaysia state offices.



Workshop on the new Tourism Malaysia file classification system for representatives of Tourism Malaysia state offices, 22-26 February



Myfis System's SAGA Officers Committee Meeting, 17 November

#### FINANCIAL MANAGEMENT

Tourism Malaysia's financial management covers four main areas namely Payment and Budget, Procurement, Accounting and Branch Operations.

The budget allocation received was distributed amongst 13 divisions to implement approved programmes and activities in accordance with applicable regulations.

The Ministry of Finance had reduced its allocation of warrants to the Ministry of Tourism and Culture. This resulted in a reduction of allocation to Tourism Malaysia from RM263,839,600 to RM253,839,600. Allocations for advertising under the Tourism Policies Division and International Relations Division (Ministry of Tourism and Culture) were also reduced from RM180.5 million to RM125 million.

In 2016, Tourism Malaysia continued to ensure that the procurement process was implemented according to good governance practices, abiding by the procurement principles of public accountability, transparency, best value, equitability and inclusiveness, and fair and just.

Procurements were made through direct purchase, direct negotiation, direct appointment, direct booking, quotations, tenders, central contract, procuring flight tickets and transportation of goods.

Procurement orders, agreement letters and formal contracts and agreements were also made in accordance with rules and regulations in force and as stipulated in

the Financial Instructions and Delegation of Authority of Tourism Malaysia.

Tourism Malaysia's financial statements, records and registers were prepared and maintained correctly and accurately in compliance with the Guidelines for the Preparation and Presentation of Annual Reports and Financial Statements of Federal Statutory Bodies, reflecting a true and fair view of the state of affairs of Tourism Malaysia.

Tourism Malaysia also monitored, recorded and accounted all expenditure made by state and overseas offices of Tourism Malaysia. The exercise included ensuring all transactions for management, financial and procurement operations were made in accordance with regulations. In addition, Tourism Malaysia also offered advice on operations and financial management, and carried out audits from time to time.

Tourism Malaysia also opted a new financial information system called MyFis to replace the old system, *Sistem Pengurusan Maklumat Kewangan (SPMK)*. This system is a web-based application that is implemented under intranet and internet environments. It has two main components, namely the Financial Information System and Financial Portal. The system focuses on online and automatic operations rather than manual submission, without compromising the compliance of rules and regulations. The system is expected to be implemented in January 2017.

# AWARDS AND ACCOLADES

Mulu National Park, Savawak

# AWARDS AND ACCOLADES.

THE GOLDEN GOLDEN CITY GATE

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**GOLDEN CITY GATE AWARD** for Tourism Malaysia's creative entitled "Wau"

#### **GOLDEN CITY GATE AWARD**

for Tourism Malaysia's creative entitled "Malaysia: Land of Memories"

#### **TRAVVY AWARD**

in recognition of Malaysia as "Best City Destination in Asia"

### TRAVVY AWARD

in recognition of Malaysia as "Best Culinary Destination in Asia"

WORLD TRAVEL AWARD in recognition of Malaysia as "Asia's Leading Destination"

#### WORLD TRAVEL AWARD in recognition of Tourism Malaysia as "Asia's Leading Tourist Board" •

#### PATA GOLD AWARD

(Marketing Media Awards – Travel Posters) for Tourism Malaysia's "Landmarks Of Malaysia" poster

#### **U TRAVEL MAGAZINE AWARD**

in recognition of Miss SHOPhia Shopping Campaign as "Most Favourite Promotion Strategy"



Old Building of Kuala Lumpur Courts Complex, Kuala Lumpur

# TOURISM MALAYSIA OFFICES



## TOURISM MALAYSIA OFFICES

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#### MALAYSIA TOURISM PROMOTION BOARD (MINISTRY OF TOURISM AND CULTURE, MALAYSIA)

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#### NORTHERN REGION

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#### Penang

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