



TOURISM
MALAYSIA®

Malaysia
Truly Asia

**ANNUAL
REPORT
2017**

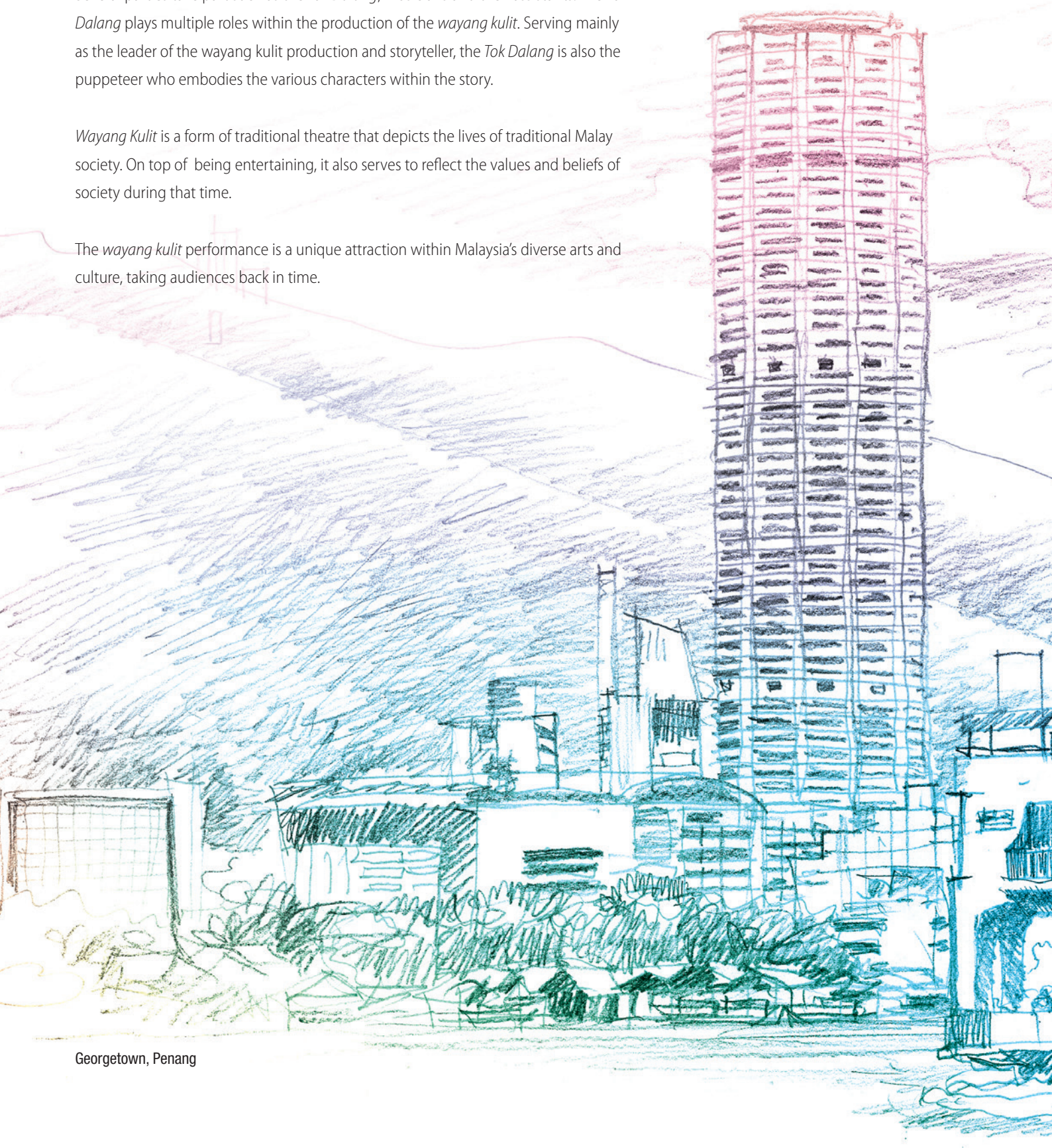
RATIONALE

The front cover of the Tourism Malaysia 2017 Annual Report depicts the traditional Malaysian *wayang kulit*, sketched by pencil.

Several parties take part such as the *Tok Dalang*, musicians and their assistants. The *Tok Dalang* plays multiple roles within the production of the *wayang kulit*. Serving mainly as the leader of the *wayang kulit* production and storyteller, the *Tok Dalang* is also the puppeteer who embodies the various characters within the story.

Wayang Kulit is a form of traditional theatre that depicts the lives of traditional Malay society. On top of being entertaining, it also serves to reflect the values and beliefs of society during that time.

The *wayang kulit* performance is a unique attraction within Malaysia's diverse arts and culture, taking audiences back in time.



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CHAIRMAN'S MESSAGE



On behalf of the Tourism Malaysia Board of Directors, I am pleased to present the Tourism Malaysia Annual Report 2017.

The year 2017 recorded 25.9 million (25,948,459) tourist arrivals and RM82.2 billion tourist receipts for Malaysia. A slight decrease is reflected in the overall arrivals due to the declining number of tourists via land from Singapore. On the other hand, a significant growth was registered in markets such as China, Brunei, Thailand, South Korea, Taiwan, Vietnam, and Russia.

Following the budget rationalisation programme by Ministry of Finance, the promotional budget was consequently reduced. Advertising and promotional activities had to be reviewed due to limited promotional budget. Tourism Malaysia concentrated on joint promotional projects in collaboration with tour operators and airlines. With the special allocation by National Key Economic Area (NKEA), a total of 138 joint promotional campaigns in all major markets were carried out, resulting in a RM10.7 billion growth in tourism receipts. Similarly, the support of all relevant government departments provided greater synergy in the overall promotion of the country overseas.

Efforts were also directed towards enabling travel to Malaysia through visa facilitation, identifying entry-points congestion issues, working out language barrier situations at international airports, and negotiating with international airlines for increased accessibility. In this regard, the support and collective efforts of the Ministry of Home Affairs through Immigration Department, Ministry of Transport through Malaysia Airports Holding Berhad (MAHB) and Road Transport Department contributed towards the overall performance of the tourism industry.

In response to the growing trend towards digital marketing, Tourism Malaysia set up a task force for Tourism Malaysia Digital Transformation Programme to conduct the relevant studies to chart a roadmap for digitalisation of the tourism industry emphasising key markets, particularly China.

The Ministry of Communications and Multimedia (MCMC) contributed significantly to the overall digital marketing activities in 2017. These activities include email marketing, display advertising (digital ads and banners), e-marketplace promotion, online TV and collaborations with travel portals and websites such as Google, TripAdvisor, CNN.com and Lotour.com. Social media marketing was also undertaken with Key Opinion Leaders (KOL) and social media influencers through unique programmes such as ASEAN Media Bloggers Tourism Hunt. Meanwhile, a variety of video content was produced for use across various platforms and three mobile applications were developed and promoted to equip tourists with information on Malaysia.

We are happy to see these efforts yield positive outcomes. For example, the third largest contributor of tourist arrivals to Malaysia, China, registered a 7.4% growth compared with 2016. Route expansion plans by local and international airlines as well as charter flight operations contributed greatly to bringing more tourists to Malaysia, particularly from the Southeast Asia region, China and India. Among the airline collaborations were Malaysia Airlines, AirAsia, Malindo Air, Singapore Airlines, China Southern Airlines, T'Way Airlines and others. The introduction of eVisa and eNTRI for selected markets have also facilitated the process to enter Malaysia.

The year 2017 also saw Tourism Malaysia laying the foundation for several initiatives that would benefit Malaysia's tourism industry in the years to come. Among them were the ECTAA Preferred Destination Partner for 2018 title, official Partner Country title at ITB Berlin 2019, and the introduction of Thomson Cruises' fly-and-cruise programme to Malaysia for the Winter 2018/2019 season, as well as the establishment of Condor Air's Frankfurt-Kuala Lumpur route in 2018.

Promotions were also undertaken to push Malaysia's niche tourism products such as golf, diving, shopping, homestay and cruise

through participation in international exhibitions, networking sessions, seminars and familiarization trips. In addition, special packages were created through collaboration with airlines and tour operators to promote the Malaysia Mega Sale Carnival and Malaysia Year End Sale, Visit ASEAN Year, the 29th Southeast Asian Games, the 9th ASEAN Para Games, and travel-by-train packages, among others.

In terms of domestic tourism, it continues to be a key contributor to the economy and was promoted through travel fairs, travel marts and smart partnerships. A total of 70.5 million domestic tourists were recorded in 2017 with a growth of 6.8% from the previous year while domestic tourism expenditure registered a double digit growth of 11.8% in 2017 with RM54.1 billion.

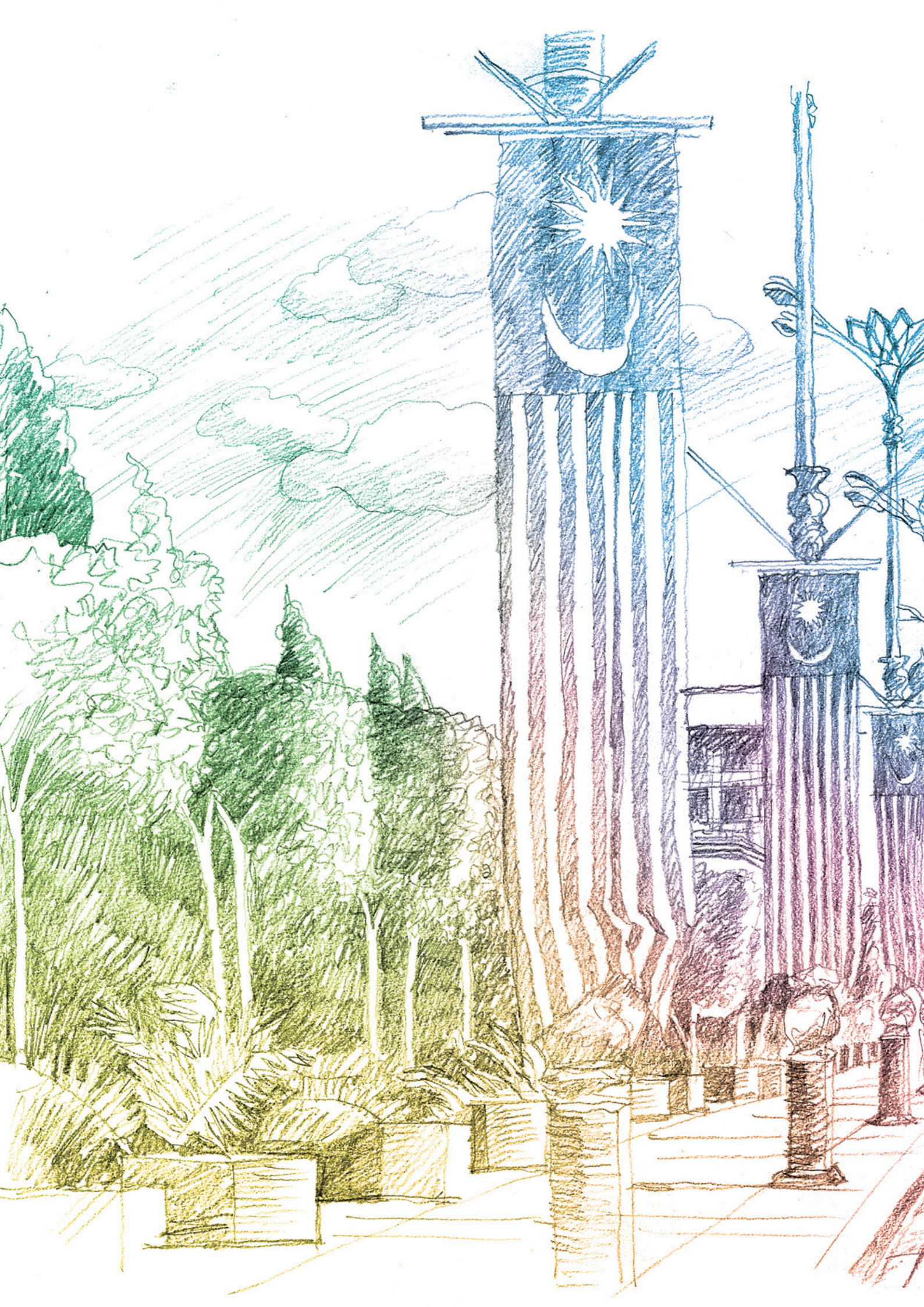
Moving forward, Tourism Malaysia has developed the Integrated Promotion Plan 2018-2020 to map out Malaysia's tourism industry growth and achieve its objectives and targets for the next three years.

We thank our network of tourism trade partners, the federal and state governments, government agencies, and the media for the support towards making Malaysia a preferred business and leisure destination. We look forward to another fruitful tourism year in 2018.

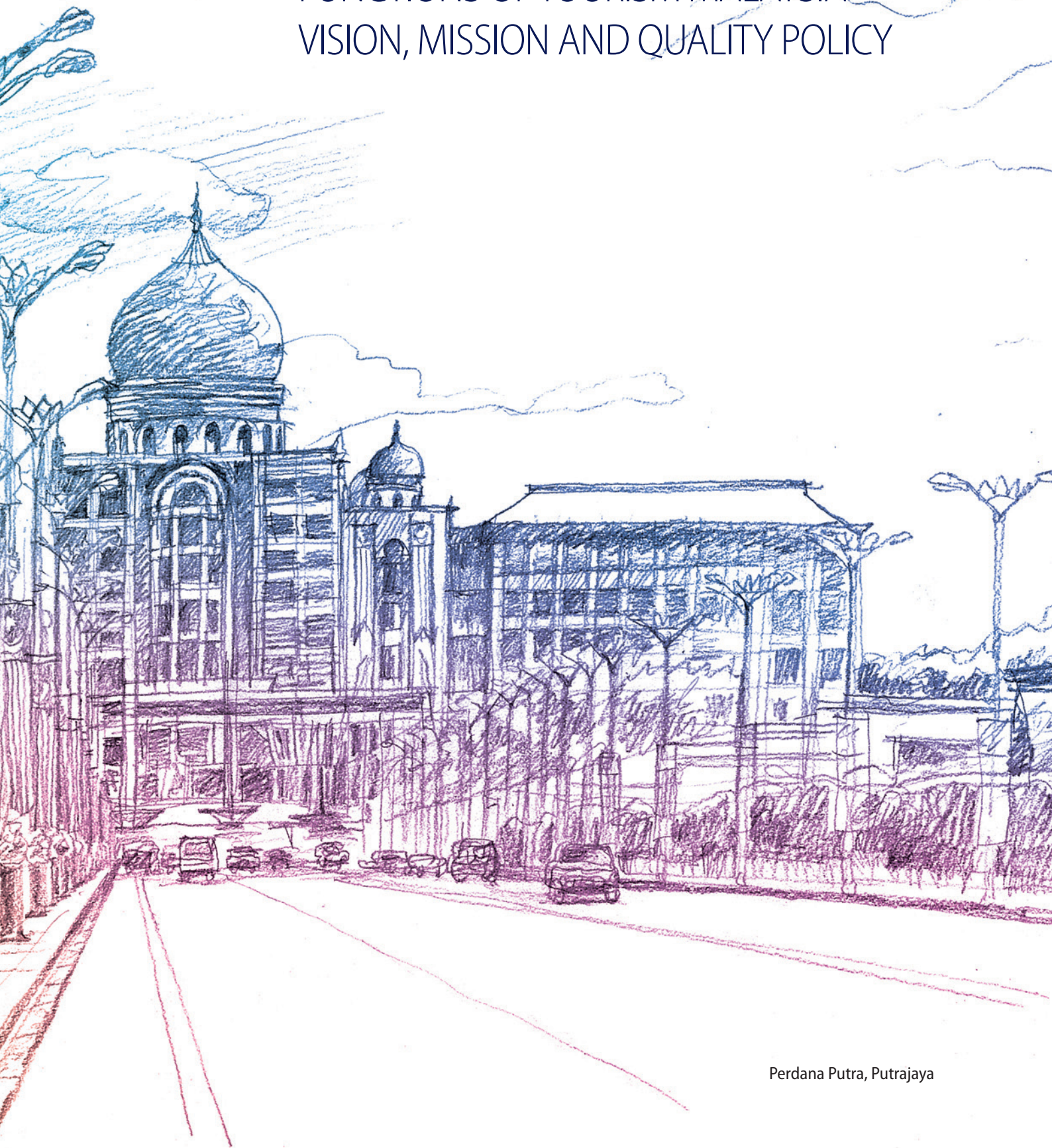
Thank you.



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



BOARD OF DIRECTORS
FUNCTIONS OF TOURISM MALAYSIA
VISION, MISSION AND QUALITY POLICY



BOARD OF DIRECTORS



1. DATO' (DR) SIEW KA WEI

Chairman,
Tourism Malaysia

**4. DATUK RASHIDI
HASBULLAH**

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

**2. DATO' ZAINOL
ABIDIN OMAR**

Deputy Chairman,
Tourism Malaysia

**5. TUAN SYED NASIR
SYED AHMAD**

Deputy Undersecretary
Statutory Body Strategic
Management Division (SBM),
Ministry of Finance

**3. DATUK SERI MIRZA
MOHAMMAD TAIYAB**

Director General,
Tourism Malaysia

6. MS. AIREEN OMAR

Chief Executive Officer,
AirAsia Berhad



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

Chairman,
Board of Trustees of
The Sabah Parks

**10. DATO' FAIZAL HAJI
ABDULLAH**

Political Secretary,
Ministry of Urban Wellbeing,
Housing and Local Government

**8. DATUK SERI DALJIT
SINGH A/L GURDEV SINGH**

Advisor to the Minister
of Tourism & Culture
(Indian Community Affairs)

**11. DATO' SRI HAJI
MUSTAFAR HAJI ALI**

Director General,
Immigration Department
of Malaysia

**9. DATO' ABDUL AZIZ
HAJI SHEIKH FADZIR**

Member of Parliament,
Kulim/Bandar Baharu

12. ENCIK UZAIDI UDANIS

President,
Malaysia Inbound
Tourism Association (MITA)

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.

Tea Plantation, Cameron Highlands, Pahang

VISION, MISSION AND QUALITY POLICY

Vision

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

Mission

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

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.

INDUSTRY PERFORMANCE



Merdeka Square, Kuala Lumpur

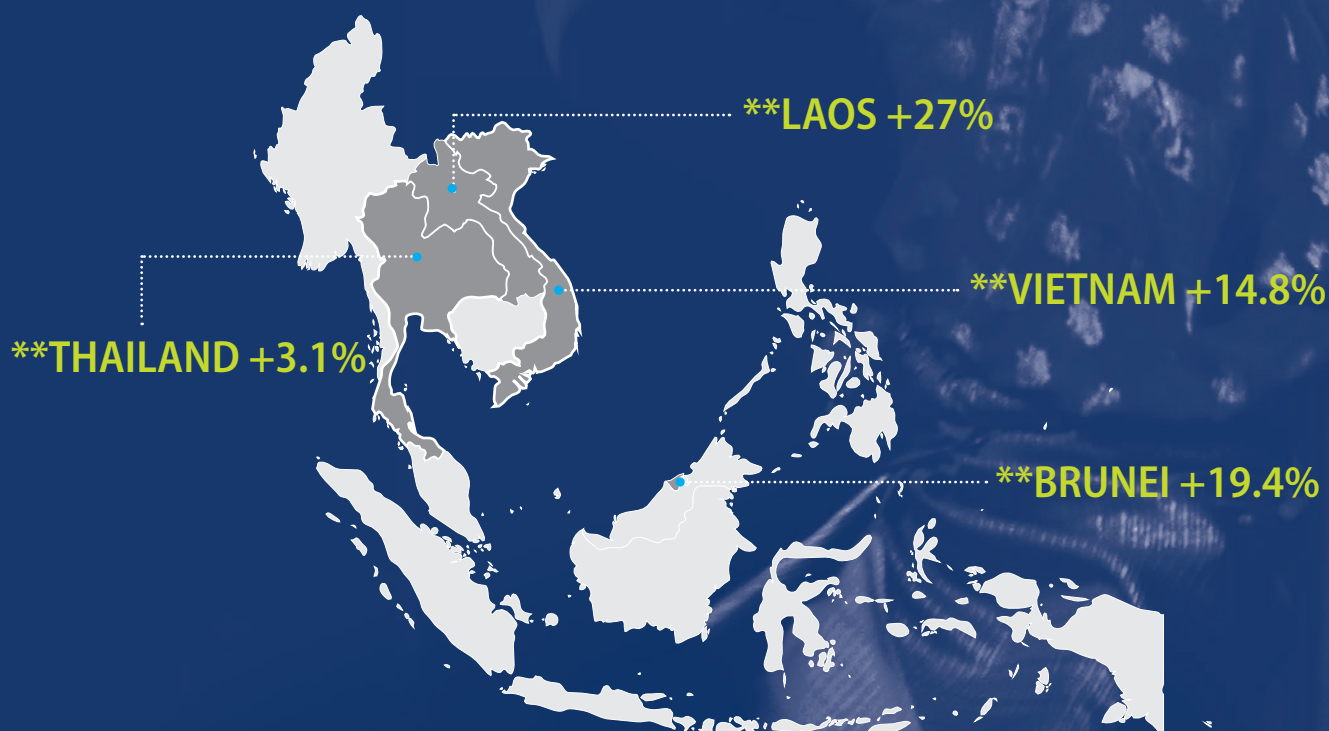


INFOGRAPHIC SUMMARY

2017 INTERNATIONAL TOURIST ARRIVALS:

25,948,459

***ASEAN MARKET 75.1%**



***MEDIUM-HAUL MARKET 16.5%**

(CHINA +7.4%, SOUTH KOREA +9.0%,
TAIWAN +10.7%, SRI LANKA +31.2%)

***LONG-HAUL MARKET 8.4%**

(NETHERLANDS +5.1%, RUSSIA +32.8%, IRAN +25.3%,
NEW ZEALAND +4.8%, ITALY +4.4%, SPAIN +25.5%,
SOUTH AFRICA +7.5%, KAZAKHSTAN +17.4%)

Indicator:

*Market Share

**Specific Market Growth

REVENUE GENERATED

RM82.2 BILLION (+0.1%)

INTERNATIONAL
TOURISTS'
EXPENDITURE
PER CAPITA:



3.2%
INCREASE



RM3,068.2
2016
RM3,166.5
2017

SHOPPING
32.7%



ACCOMMODATION
25.6%



FOOD & BEVERAGES
13.3%



- CHINA MARKET GROWTH DUE TO THE INTRODUCTION OF FREE TRAVEL VISAS AND E-VISA FACILITIES

DOMESTIC TOURISM

2017 DOMESTIC TOURISTS

70.5 MILLION TOURISTS +6.8%

2017 DOMESTIC TOURISM EXPENDITURE

RM54.1 BILLION +11.8%

TOP 3 STATES PRODUCING DOMESTIC TOURISTS

- **SELANGOR:** Produced 17.44 million domestic tourists
- **KUALA LUMPUR:** Produced 7.56 million domestic tourists
- **PERAK:** Produced 5.85 million domestic tourists

TOP 5 VISITED STATES

- **PAHANG:** 7.70 million domestic tourists visited Pahang
- **PERAK:** 7.64 million domestic tourists visited Perak
- **JOHOR:** 7.55 million domestic tourists visited Johor
- **SELANGOR:** 6.81 million domestic tourists visited Selangor
- **NEGERI SEMBILAN:** 5.34 million domestic tourists visited Negeri Sembilan

INDUSTRY PERFORMANCE

THE MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA IS AN AGENCY UNDER THE MINISTRY OF TOURISM AND CULTURE MALAYSIA. SINCE ITS INCEPTION, TOURISM MALAYSIA HAS RUN ITS COURSE IN EXCELLENCE AND SUCCESSFULLY POSITIONED MALAYSIA AS ONE OF THE WORLD'S LEADING TOURISM DESTINATIONS.

Kuala Lumpur Tower





Targeted international tourist arrivals of **36 million** with tourist income of **RM168 billion by 2020**

Identified as a National Key Economic Area (NKEA), Malaysia's tourism sector has become an important driver in the country's economy. The sector targets the arrival of 36 million international tourists, aiming to generate RM168 billion in revenue by 2020.

Tourism Malaysia continuously seeks to collaborate with various government agencies and the private sector to strengthen the nation's position as a top tourism destination. The goals set under the Tourism NKEA will be achieved through the implementation of the 12 Entry Point Projects (EPPs) comprising five themes: Affordable Luxury, Nature Adventure, Family Fun, Events/Entertainment/Spa/Sports and Business Events (Business Tourism). In 2017, Malaysia received 25,948,459

international tourists, achieving 81.6% of the targeted 31.8 million international tourists for the year. Despite falling short of the target, positive growth was recorded in numerous markets, namely the East Asian market. The South Korean market grew by 9.0% and the Chinese market grew by 7.4%, assisted by the introduction of free travel visas and e-visa facilities.

Arrivals from neighbouring countries such as Brunei and Thailand also recorded encouraging growth as these markets have access to various modes of transport—travelling by air, water and land—to visit Malaysia. In addition, visitors from these markets take advantage of Malaysia's currency and spend during their stay.



Table 1: Tourist Arrivals to Malaysia from 10 Main Markets 2017/2016

Number	Nationality	January - December		
		2016	2017	Growth %
1	Singapore	13,272,961	12,441,713	(6.3)
2	Indonesia	3,049,964	2,796,570	(8.3)
3	China	2,124,942	2,281,666	7.4
4	Thailand	1,780,800	1,836,522	3.1
5	Brunei	1,391,016	1,660,506	19.4
6	India	638,578	552,739	(13.4)
7	South Korea	444,439	484,528	9.0
8	Japan	413,768	392,777	(5.1)
9	Philippines	417,446	370,559	(11.2)
10	United Kingdom	400,269	358,818	(10.4)
	Others	2,823,209	2,772,061	(1.8)
	TOTAL SUM	26,757,392	25,948,459	(3.0)

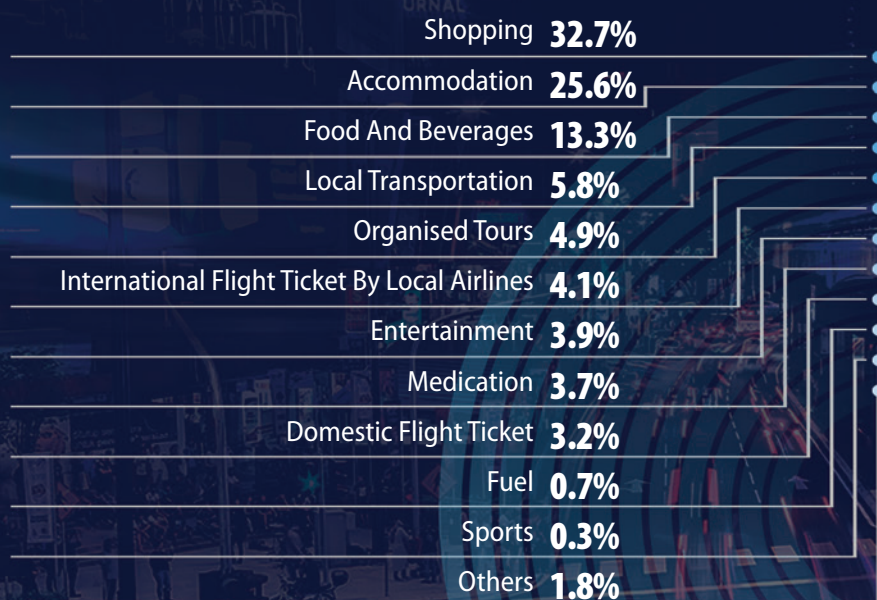
Source: Tourism Malaysia in collaboration with the Immigration Department of Malaysia

The arrival of international tourists in 2017 generated **RM82.2 billion** in revenue.

On average, the international tourists' expenditure per capita increased by **+ 3.2%** from **RM3,068.2** in 2016 to **RM3,166.5** in 2017.

Tourist expenditure was mainly for shopping (32.7%), followed by accommodation (25.6%) and food & beverages (13.3%). Shopping expenditure increased from 31.7% in 2016 to 32.7% in 2017, overtaking the accommodation expenditure which recorded an increase from 24.9% in 2016 to 25.6% in 2017. (See Chart 1)

Chart 1: Breakdown of Expenditure Components 2017



Despite a -3.9% drop from 2016, the ASEAN market continues to dominate in the arrival of foreign tourists to Malaysia with a share of 75.1%, translating to 19,478,575 tourists from January to December 2017.

The ASEAN markets that recorded an increase in arrivals are Laos (+27%), Brunei Darussalam (+19.4%), Vietnam (+14.8%) and Thailand (+3.1%). In contrast, the ASEAN markets that recorded declines include Singapore

(-6.3%), Indonesia (-8.3%), Philippines (-11.2%), Myanmar (-14.0%) and Cambodia (-32.1%). (See Table 2)

Table 2: Tourist Arrivals from ASEAN Countries to Malaysia 2017

Number	Nationality	January - December		
		2016	2017	Growth %
1	Singapore	13,272,961	12,441,713	(6.3)
2	Indonesia	3,049,964	2,796,570	(8.3)
3	Thailand	1,780,800	1,836,522	3.1
4	Brunei	1,391,016	1,660,506	19.4
5	Philippines	417,446	370,559	(11.2)
6	Vietnam	216,877	248,927	14.8
7	Myanmar	49,175	42,314	(14.0)
8	Cambodia	61,844	42,004	(32.1)
9	Laos	31,061	39,460	27.0

Source: Tourism Malaysia in collaboration with the Immigration Department of Malaysia

The medium-haul market grew by +2.1%, bringing the market's total number of shares to 16.5% out of overall tourist arrivals.



4,284,516 tourists in 2017 and



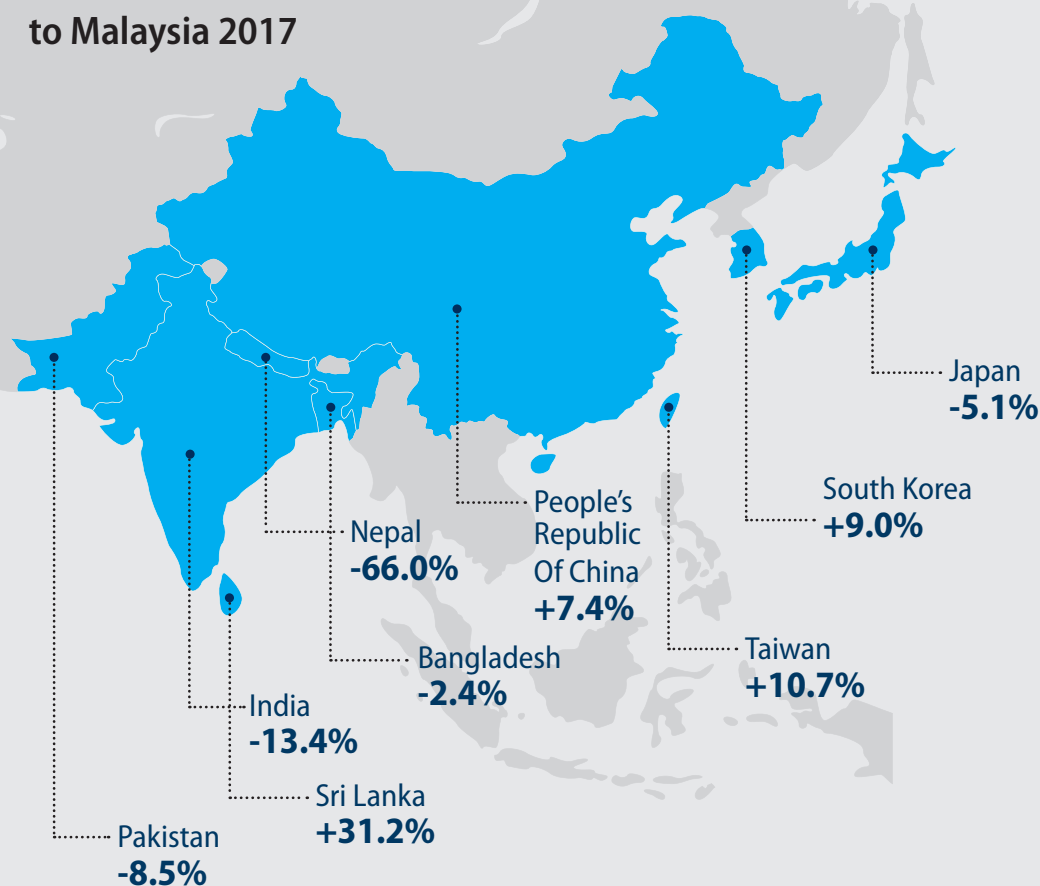
4,197,643 tourists in 2016



The medium-haul market grew by +2.1%, bringing the market's total number of shares to 16.5% out of overall tourist arrivals. The market recorded a total of 4,284,516 tourists in 2017 compared to 4,197,643 tourists

in 2016. The markets that recorded positive growth are Sri Lanka (+31.2%), Taiwan (+10.7%), South Korea (+9.0%) and the People's Republic of China (+7.4%). (See Table 3)

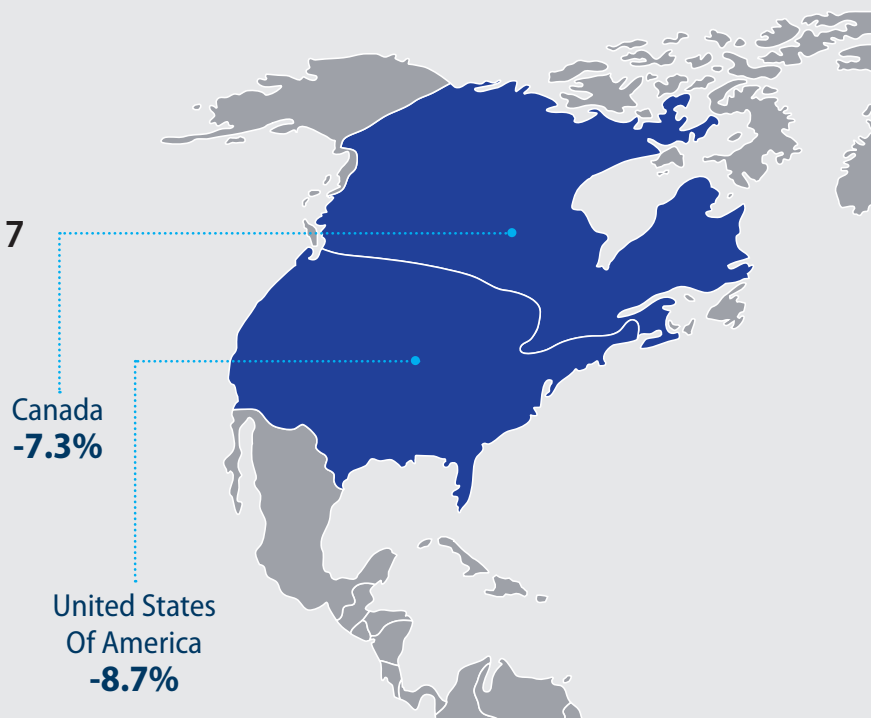
Table 3: Selected Tourist Arrivals from the Medium-Haul Market to Malaysia 2017



Number	Nationality	January - December		
		2016	2017	Growth %
1	China	2,124,942	2,281,666	7.4
2	India	638,578	552,739	(13.4)
3	South Korea	444,439	484,528	9.0
4	Japan	413,768	392,777	(5.1)
5	Taiwan	300,861	332,927	10.7
6	Bangladesh	114,607	111,836	(2.4)
7	Pakistan	58,388	53,453	(8.5)
8	Sri Lanka	33,340	43,738	31.2
9	Nepal	60,476	20,553	(66.0)

Source: Tourism Malaysia in collaboration with the Immigration Department of Malaysia

Table 4: Selected Tourist Arrivals from the Long-Haul Market to Malaysia 2017



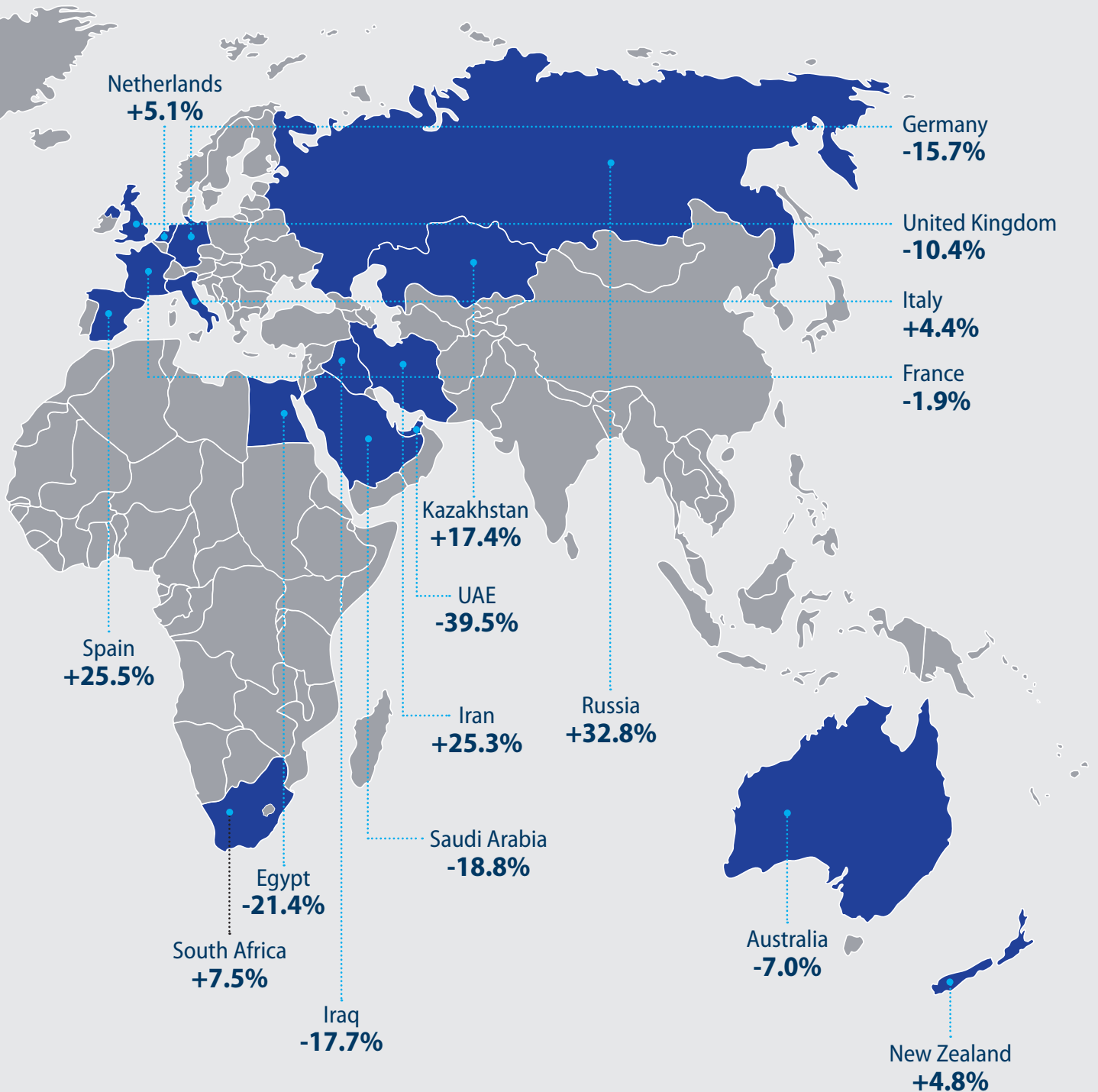
Number	Nationality	January - December		
		2016	2017	Growth %
1	United Kingdom	400,269	358,818	(10.4)
2	Australia	377,727	351,232	(7.0)
3	United States Of America	217,075	198,203	(8.7)
4	France	134,257	131,668	(1.9)
5	Germany	130,276	109,816	(15.7)
6	Saudi Arabia	123,878	100,549	(18.8)
7	Netherlands	72,200	75,885	5.1
8	Russia	50,893	67,564	32.8
9	Canada	72,337	67,056	(7.3)
10	Iran	47,102	59,023	25.3
11	New Zealand	53,352	55,923	4.8
12	Italy	42,747	44,638	4.4
13	Spain	28,018	35,149	25.5
14	Egypt	30,231	23,760	(21.4)
15	South Africa	20,053	21,560	7.5
16	Iraq	22,533	18,555	(17.7)
17	Kazakhstan	10,717	12,577	17.4
18	UAE	14,150	8,555	(39.5)

Source: Tourism Malaysia in collaboration with the Immigration Department of Malaysia

The long-haul market accounts for an 8.4% share of the total number of international tourists to Malaysia. A total of 2,183,996 tourists from the long-haul market visited Malaysia in 2017 compared to 2,284,796 tourists in 2016, marking a decrease of -4.4%.

Market growth was recorded from Russia (+32.8%), Spain (+25.5%), Iran (+25.3%), Kazakhstan (+17.4%), South Africa (+7.5%), Netherlands (+5.1%) New Zealand (+4.8%) and Italy (+4.4%). Meanwhile, the markets that declined include France (-1.9%),

Australia (-7.0%), Canada (-7.3%), USA (-8.7%), United Kingdom (-10.4%), Germany (-15.7%), Iraq (-17.7%), Saudi Arabia (-18.8%), Egypt (-21.4%) and United Arab Emirates (-39.5%). (See Table 4)



Domestic Tourism

Domestic tourism continues to be a key contributor to the economy and was promoted through travel fairs, travel marts and smart partnerships. A total of 70.5 million domestic tourists were recorded in 2017 with a growth of 6.8% from the previous year while domestic tourism expenditure registered a double digit growth of 11.8% in 2017 with RM54.1 billion.

The top three states producing the highest numbers of domestic tourists were Selangor (17.44 million domestic tourists), Kuala Lumpur (7.56 million domestic tourists) and Perak (5.85 million domestic tourists).

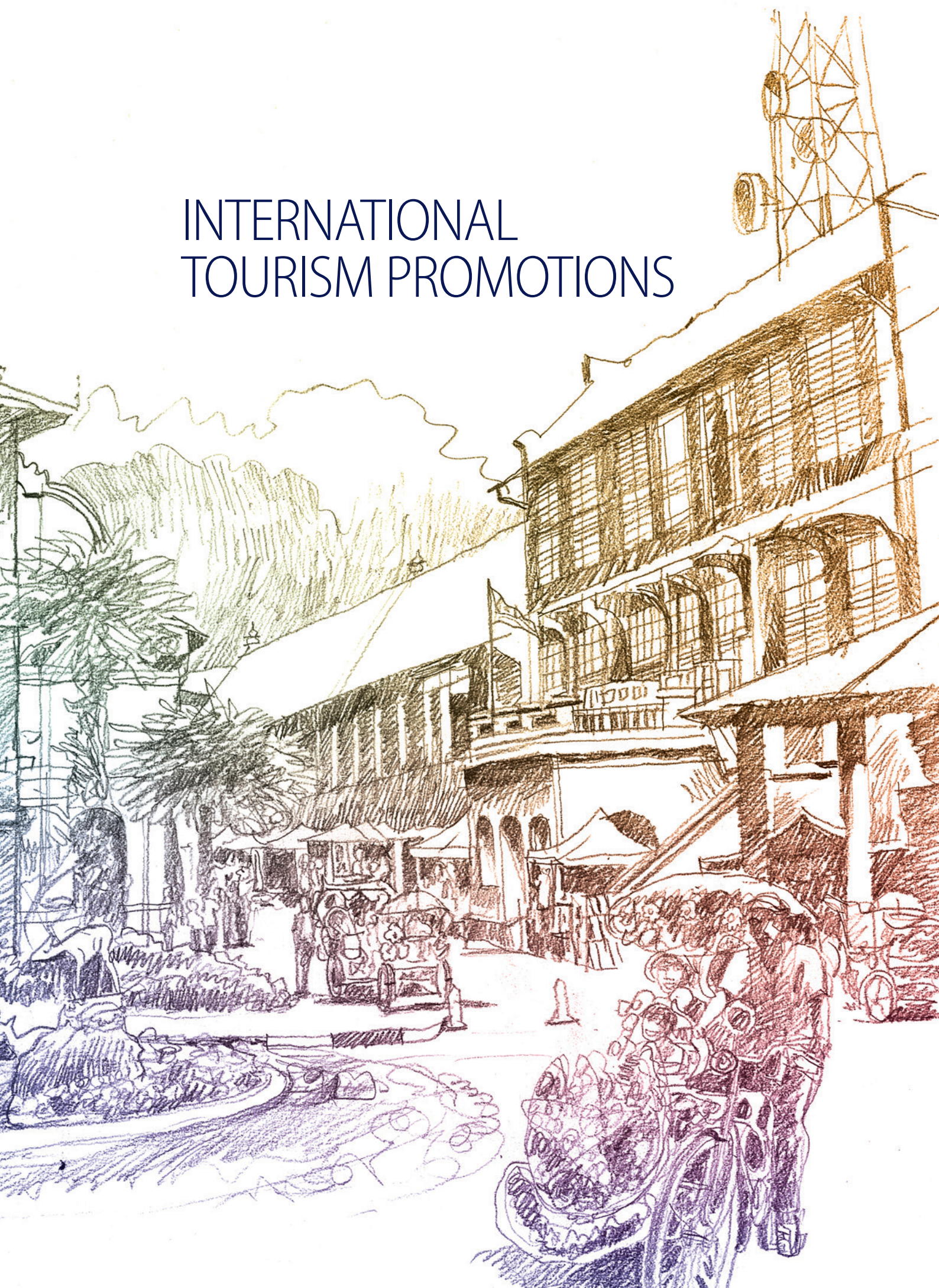
Meanwhile, the top five states receiving the highest numbers of domestic tourists were Pahang (7.70

million domestic tourists), Perak (7.64 million domestic tourists), Johor (7.55 million tourists), Selangor (6.81 million domestic tourists) and Negeri Sembilan (5.34 million domestic tourists).



The Stadthuys, Malacca

INTERNATIONAL TOURISM PROMOTIONS



INFOGRAPHIC SUMMARY

NATIONAL KEY ECONOMIC AREA (NKEA) ALLOCATION:

RM25 million

138
joint
promotional
campaigns

RM10.7
billion
return in
investment

HIGHLIGHTS

IRAN

- Collaboration with AirAsia X
- Malaysia Mega Sale & Malaysia Year End Sale packages
- Packages sold: 5,000
- **Sales revenue: USD10 million**

HYDERABAD INDIA

- Collaboration with GHIAL and MAHB
- Food, shopping, wildlife & nature attractions
- Arrivals: 12,848 tourists
- **Sales revenue: RM53 million**

SOUTH KOREA

- Collaboration with local travel agents using the television home shopping network
- Reach: 19,000 viewers
- **Sales revenue: RM59.3 million**

CHINA

- Collaboration with Guangdong Nanhu Travel Service
- Multiple-city destination packages
- **Sales revenue: RM63.16 million**

PREFERRED DESTINATION PARTNER OF THE EUROPEAN TRAVEL AGENTS AND TOUR OPERATORS ASSOCIATIONS (ECTAA) 2018

PARTNER COUNTRY FOR ITB BERLIN 2019

Estimated reach of 19 million tourism and travel professionals worldwide through ITB's advertisements and marketing.

PARTICIPATION IN KEY INTERNATIONAL TRADE EVENTS



INTERNATIONAL PROMOTIONS

THE EFFORTS TO PROMOTE MALAYSIA INTERNATIONALLY IN 2017 INCLUDE SALES MISSIONS AND ROADSHOWS, TOURISM EXHIBITIONS AND EXPOSITIONS, SEMINARS AND WORKSHOPS, ADVERTISING CAMPAIGNS, PUBLICITY PROGRAMMES AND THE PROMOTION OF NICHE TOURISM PRODUCTS.

To commemorate the 50th Anniversary of ASEAN in 2017, various activities and promotions were organised by the ASEAN member states throughout the year. These include collaborations with airlines, hotel chains and local travel agencies to promote the Visit ASEAN Year through package development, production of ASEAN Adventure Travel brochures as well as adventure-themed travels and products.

Top markets with huge outbound potential such as China and India markets were provided with positive improvements to visa services and requirements by the Malaysian government, in order to boost visits to Malaysia from both the countries.

Trishaw, Melaka





In the Europe market, promotion efforts received a great boost as Malaysia was signed as a Preferred Destination Partner of the European Travel Agents and Tour Operators Associations (ECTAA) in 2018 and awarded the title of Partner Country for ITB Berlin 2019. It is estimated that Malaysia's branding will acquire a reach of 19 million tourism and travel professionals worldwide through ITB's advertisements and marketing.

In the lead-up towards the 29th SEA Games and ASEAN Para Games 2017, special promotions were also made to leverage on Kuala Lumpur being made host city for both events. Other promotional efforts during the year included partnerships with educational institutions, shopping malls, banks, radio fan clubs, sports clubs and corporate players.

The sum of these efforts forged a stronger relationship between Tourism Malaysia and tourism industry players, creating better international promotional value through improved product knowledge by frontliners of the destinations and packages developed by travel agencies.

1. INTERVIEW WITH RICHARD QUEST CNN
2. ITB - ECTAA SIGNING CEREMONY DURING ITB 2017
3. ITB - BUSINESS DISCUSSION WITH INDUSTRY IN GERMANY

Key promotional activities in 2017

ASEAN market

ASEAN Tourism Forum,
Singapore,
16-20 Jan

Thai International
Travel Fair, Bangkok,
15-19 Feb

Philippine Travel Agents
Association (PTAA) Travel &
Tour Expo, Manila
9-11 Feb

Vietnam International
Travel Mart, Hanoi,
6-9 Apr

ASEAN Media Bloggers
Tourism Hunt, Malaysia,
10-15 Jul

ASEAN@50 Exhibition,
Brunei, **12-13 Aug**

International Travel Expo,
Ho Chi Minh City, Vietnam,
7-8 Sept

Cambodia Travel Mart,
Siem Reap,
17-19 Nov



GROUP PHOTO OF ASEAN MEDIA AND BLOGGERS WITH
MINISTER OF TOURISM & CULTURE MALAYSIA.

Asia and Africa market

10th Tehran International
Tourism Exhibition, Iran,
6-9 Feb

2nd Travel & Tourism
Pioneers Forum in Riyadh,
Saudi Arabia, **8-9 Feb**

SATTE, New Delhi, India,
15-17 Feb

Outbound Travel Mart,
Mumbai, India, **21-23 Feb**

ANTOR Travel Carnival,
Hong Kong, **21-23 Feb**

Shanghai World Travel Fair,
China, **21-23 Apr**

Arabian Travel Market,
Dubai, United Arab
Emirates, **24-27 Apr**

ITB China and Shanghai
World Expo, **10-12 May**

Pacific International
Travel Expo, Vladivostok,
Russia, **19-21 May**

Hana Tour International
Travel Show 2017, Seoul,
South Korea, **8-11 Jun**

Beijing International Travel
Expo (BITE), China,
16-18 Jun

Malaysia Food Festival,
Bangalore, India, **5-13 Aug**

China International
Tourism Industry Expo,
Guangzhou, **8-10 Sep**

China ASEAN Expo
(CAEXPO), Nanning,
11-15 Sept

JATA Japan Travel Expo,
Tokyo, **21-23 Sept**

Taipei International Travel
Fair, **27-30 Oct**

China International Travel
Mart, Kunming, **17-19 Nov**

Japan Longstay Fair, Tokyo,
20 Nov



Americas, Europe and Oceania market

Matka Resa, Helsinki, Finland, **19-22 Jan**

21st East Mediterranean International Tourism and Travel (EMITT), (Istanbul, Turkey), **26-29 Jan**

International Tourismus Bourse (ITB), Berlin, Germany, **8-12 Mar**

Kazakhstan International Travel Fair, Almaty, **19-21 Apr**

Blomencorso Bollenstreek, The Netherlands, **22-23 Apr**

Expo 2017, Astana, Kazakhstan, **10 Jun-10 Sept**

World Travel Market (WTM), London, UK, **6-8 Nov**

TOURISM EXPO JAPAN

Food and Culture Fairs

Malaysia's rich culture and heritage is reflected in its diverse cuisine, offering a unique selling point. Various food and culture-based promotions were held in collaboration with hotels and shopping malls to reach out to the international market. Some of the promotions included:

International Food Festival 2017, Osaka, Japan, **28 Apr-7 May**

Luxury Gourmet Tour Travel Talk by Chef Martin Yan in Wing on Tea Party Room, Hong Kong, **13 May**

Malaysia Food Promotion with Shangri-La Hotel, Xian, China, **17-24 May**

ASEAN Culture House Opening Ceremony, Busan, Korea, **1 Sept**

Taste of Malaysia Food Festival in Shangri-La, New Delhi, India, **18 Sep**

Asia-Pacific Culture Day, Taipei, **23-24 Sept**

Airlines Partnerships:

Accessibility has been recognised as a key component in attracting tourists to Malaysia. Tourism Malaysia formed partnerships with various international airlines to launch new routes, initiate charter flight operations and organise joint promotional campaigns. Some of the promotions include:

Tourism Malaysia Promotional Efforts with International Airlines in 2017

January – March 2018 In conjunction with Visit ASEAN Year, Tourism Malaysia collaborated with Singapore Airlines in a tactical campaign.



The campaign aimed to promote five cities in Malaysia; Kuala Lumpur, Penang, Langkawi, Kota Kinabalu and Kuching to 14 selected markets: United Kingdom, Germany, France, Switzerland, Spain, Italy, Scandinavia (Denmark), Russia, USA, Australia, New Zealand, South Africa, India and China. The campaign brought in tourists to Malaysia as well as other ASEAN countries.

July 2017
(4-month campaign)



- Guangzhou-Langkawi route was launched with China Southern Airlines.
- Four-month campaign to promote Langkawi, Kuala Lumpur, Penang and Sabah to Chinese FIT travellers.

The campaign brought in a total of 16,252 FIT tourists to Malaysia with a total sales value of USD9 million.



Supported Malaysia Airlines' newly-scheduled flight operations to five cities in China.

Promoted luxury, heritage, island and beach destinations in Malaysia.

Formed partnership with Malaysia Airlines to promote Malaysia as a shopping haven among travellers.

- A new platform (airline ticket sales) was utilised.
- **Ticket sales reached 1,660, generating RM1,131,818 in revenue.**



- Flight frequencies to Malaysia were increased by All Nippon Airways (ANA).
- New routes from Haneda International Airport to KLIA were added.

Tourism Malaysia announced special promotional fares and new attractions in Malaysia such as Sky Mirror and Wishing Tree in Sekinchan, Selangor.



Malindo Airlines organised special charter flights with a local travel agent in Niigata Prefecture.

- The initiative aimed to bring in Japanese tourists to celebrate the New Year in Kota Kinabalu.
- **90% of seats were sold out within a month.**



A new SilkAir route from Hiroshima, Japan to Kuala Lumpur was launched

- **Travel packages to Kuala Lumpur and Penang were promoted**



- Formed partnership with T'Way Airlines of Korea to operate 43 summer charter flights.
- As a result, a regular daily flight by T'Way Airlines was tentatively confirmed to begin in December 2018.
- **8,020 passengers were successfully brought in, generating RM24.3 million worth of sales.**

August –
December 2017

Tourism Malaysia collaborated with Emirates Airlines to develop 13 packages introducing special fares.



- **A total of 3,978 packages were sold with sales amounting to RM8,263,730.**

October –
December 2017

A MOA was signed by Tourism Malaysia, Hyderabad (GHIAL) and Malaysia Airport Holdings Berhad.



- The collaboration aimed to increase tourist arrivals to Malaysia from Hyderabad by highlighting Malaysia's food, shopping, wildlife and nature attractions.
- **12,848 tourists from Hyderabad were brought in, recording RM53 million in sales from the Malaysia Airlines and AirAsia holiday packages.**



Collaborated with AirAsia X to promote Malaysia as a shopping destination in Iran.

- Special packages were designed during the two annual sale seasons in Malaysia: the Malaysia Mega Sales Carnival and Malaysia Year End Sale.
- **More than 5,000 packages were sold with total sales amounting to USD10 million.**

November –
December 2017

Increased demand of packages by Tourism Malaysia in collaboration with Turkish Airlines.



- **Received more than 300 requests from travel agencies in Turkey, Ukraine and Germany.**

June –
September 2017



A partnership between Malaysia-KLM was formed.

27% passenger growth compared to the previous year, bringing in equivalent of USD2.8 million in sales.

December 2017



Signed a Memorandum of Understanding with Condor Airlines.

The memorandum set the foundation for new routes connecting Frankfurt to Kuala Lumpur.

A Chinese Travellers Affairs Helpdesk was established near the Immigration counters in collaboration with Malaysia Airports Holdings Berhad, Immigration Department of Malaysia, the Embassy of China in Kuala Lumpur and the Malaysia China Welfare Advisory Society (MCWAS).

- The counters were set up at the arrival halls of the Kuala Lumpur International Airport (KLIA) and KLIA2.
- The initiative was to assist the entry of Chinese tourists by providing Mandarin language support.

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Babies (< 2 J.)	
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<input type="radio"/>	auch Lehrer- und Dozententtarife
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ALLE FARBEN ASIENS!

JETZT MIT STA TRAVEL MALAYSIA ENTDECKEN

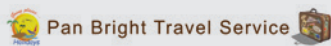
BIS ZU 20% SPAREN >>

Tour Operator Collaborations:

In order to penetrate the local market, partnerships with tour operators are imperative. In 2017, Tourism Malaysia collaborated with local tour operators during special events, taking advantage of new media platforms to promote tourism-related attractions and products. Some of the collaborations include:

Tourism Malaysia Partnerships with Local Tour Operators in 2017

June – August 2017



Collaborated with Pan Bright Travel Services and Royal Brunei Airlines to develop a Kuala Lumpur SEA Games Package for the Brunei Market.

- The collaboration was in conjunction with the 29th Southeast Asian Games and the 9th ASEAN Para Games held in Kuala Lumpur.
- **A total of 200 packages were sold between June and August with RM243,578.64 worth of sales.**



Worked together with Malayan Railways Limited (Keretapi Tanah Melayu Berhad) and Thailand travel agents to develop and promote travel-by-train holiday packages for the Thai market.

It is an initiative under the Southern Thailand promotion packages which are developed particularly for this market.

Collaborated with the Consortium of Agents in Dumai, Riau and the ferry operators to organize the Malaysia Ticket Fiesta Package campaign.

Ferry travel packages were introduced, increasing tourist arrivals from Medan to Melaka. The Malaysia Ticket Fiesta Package campaign generated RM1,502,739 worth of sales revenue from the sale of 3,755 packages.



Signed a memorandum with JATA to bring 1 million tourists to Malaysia

The memorandum is in line with the Japanese Government's policy to encourage more young Japanese to travel overseas.

- Worked with several leading tour operators in Japan to promote diving packages in Malaysia.
- Created special tour packages to Kuala Lumpur for tourists to experience the Ikenobo flower exhibition at Pavilion shopping mall.

June – August 2017

Collaborated with South Korean travel agents by utilising the country's television home shopping network.

- The campaign aimed to bring Malaysia-related news and promotions to viewers.
- **Reached 19,000 viewers, generating sales revenue worth RM59.3 million.**

-
- Undertook a four-month campaign in China with Shangpin Tours to promote Malaysia holiday packages in second-tier cities in Southern China.
 - Collaborated with Guangdong Nanhu Travel Service to introduce multiple-city destinations namely Penang & Ipoh and Kota Kinabalu & Kudat.

The collaboration with Guangdong Nanhu Travel Service resulted in RM63.16 million worth of sales.

Worked with Malaysia Airlines and three travel agents in Hong Kong to promote Malaysia as a shopping destination.

Sold a total of 3,208 packages and gained RM4.4 million of revenue.



Undertook a joint promotion with Thomas Cook travel agency from Bengaluru, Hyderabad and Chennai (India).

- The campaign aimed to promote Malaysia to women, senior citizens, families and honeymooners via advertisements.
- **Successfully reached out to an estimated 100,000 viewers over a period of three months.**



Signed a memorandum with the European Travel Agents and Tour Operators Associations (ECTAA), granting Malaysia the title of "Preferred Destination in 2018".

- **The title was formally announced at ECTAA's 116th semi-annual meeting in Budapest, Hungary on 29 November.**
- **The recognition is expected to boost Malaysia's brand and presence in Europe.**

NKEA Report

Under the Economic Transformation Plan, tourism was recognised as one of the key drivers of the economy or National Key Economic Area (NKEA). A total of 12 Entry Point Projects (EPP) were identified to help Malaysia achieve its tourism targets. These focus areas included golf tourism, cruise tourism, shopping, birding, diving and increased connectivity, among others. To enhance connectivity to Malaysia, efforts were made for joint collaborations with airlines and tour operators for the development and promotion of holiday packages to Malaysia; charter flight services to enhance accessibility, flight frequency and seat capacity to Malaysia; and the development of niche packages targeted at high-yield markets with emphasis on shopping, golfing, birding and diving segments.

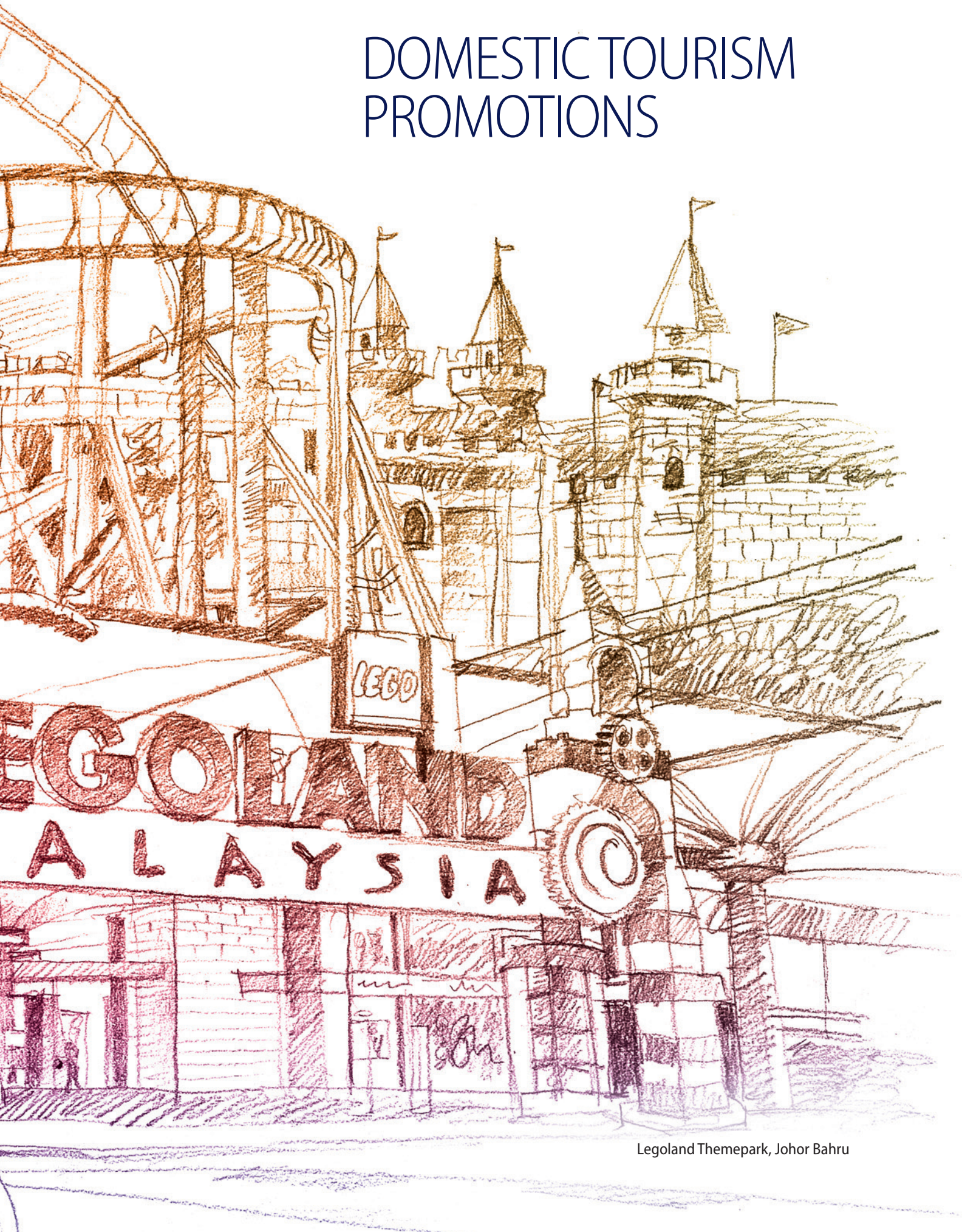
In 2017, Tourism Malaysia was allocated a NKEA budget of RM25 million to undertake tactical campaigns with tour operators and airlines.

A total of 138 joint promotional campaigns were implemented in all major markets, resulting in a RM10.7 billion return on investment.

Fishing village, Terengganu



DOMESTIC TOURISM PROMOTIONS



INFOGRAPHIC SUMMARY



CUTI-CUTI 1MALAYSIA DEKATJE CAMPAIGN



Participated in
21 travel fairs

Sold RM925,000
worth of travel packages



PARTICIPATED IN
6 TRAVEL MARTS



400 participants

RM421,750
worth of sales

SMART PARTNERSHIPS



PERAK

Northern Corridor Implementation Authority (NCIA) and MITA collaboration with 20 international social media influencers and 3 Malaysian social media influencers for Social Influencers Fest 2017

RM1.2 million
publicity value



PAHANG

RM166,000 in
publicity value

for Tahun Melawat Pahang event

TRAVEL TRADE SUPPORT



Organised 29 seminars,
workshops and tour operator support
for package development

EVENTS **CHRISTMAS**

Hosted the Malaysia
Open House



10,000
visitors



35 online
articles
published



Reached out
to 9,531,611
readers

DOMESTIC TOURISM PROMOTIONS

TOURISM MALAYSIA HAS CONTINUED TO PROMOTE DOMESTIC TOURISM WITH 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. Promoting the various interesting tourist attractions and tourism events throughout the year encourages Malaysians to explore their own country instead of travelling overseas, thereby reducing the outflow of currency.

Throughout 2017, Tourism Malaysia participated in 21 travel fairs and 6 travel marts. To support the industry players' efforts in promoting domestic tourism, Tourism Malaysia organised a total of 29 activities in the form of seminars, workshops, and networking sessions.



Legoland Themepark, Johor Bahru

Travel Fairs

Tourism Malaysia participated in a total of 21 major travel fairs throughout 2017 for the purposes of branding, information sharing and promotion of packages.

Among the travel fairs attended were MITA Travel Fair (24 - 26 Feb), Hari Peladang Penternak dan Nelayan Kebangsaan (28 Sep - 1 Oct), MATTA Fair (8 - 10 Sep), Puspanita (23 - 24 Nov), Maxis Travel Fair (28 Feb), MATTA Fair Perak (8 - 10 Sep), and MITM Travel Fair (25 - 27 Aug). More than RM925,000 worth of travel packages were sold.



1.

Travel Marts

TM participated in six travel marts throughout 2017, comprising Siri Jelajah Tahun Melawat Pahang Zon Utara, Siri Jelajah Tahun Melawat Terengganu, Mini Travel Mart in conjunction with Visit Perak Year, Star City Hotel Networking Session and Engagement Session with Homestay.

These travel marts drew in a total of 400 participants from the private sector, homestays and government agencies, generating RM421,750 worth of sales.



2.

1. MITA FAIR 2017

2. SIRI JELAJAH TAHUN MELAWAT PAHANG ZON UTARA

Smart Partnerships

Tourism Malaysia strengthened its domestic tourism promotion by developing smart partnerships with various organisations throughout 2017.

Social Influencers Fest 2017

Collaboration with the Northern Corridor Implementation Authority (NCIA) and MITA to promote Perak as a global destination in conjunction with Visit Perak 2017:

The campaign recruited a total of 23 social media influencers comprising 20 international personalities and 3 Malaysian personalities, all of whom were tasked with exploring Perak. Throughout their journey, the influencers shared their experiences with their followers via live news feed, videos and images on social media platforms. An estimated publicity value of RM1.2 million was successfully generated through the social media postings on Perak by the influencers.

Tahun Melawat Pahang

Collaboration with Tourism Pahang to promote Tahun Melawat Pahang:

More than 5,000 spectators attended the launch event and the media coverage was worth RM166,000 in publicity value.



Program Kayuhan Menyusuri Warisan Sungai Pengkalan Datu

Collaboration with SR Outdoor Gear Centre to promote tourism products centered around the river destination:

The program attracted more than 80 participants from various cycling clubs in Malaysia and initiated the establishment of a Pasar Tani Pelancongan at Pengkalan Datu. The Pasar Tani, which operates every Saturday has become a tourist attraction with great potential. From September - December 2017, the Pasar Tani Pelancongan recorded an estimated 8,000 visits.



3. NORTHERN CORRIDOR IMPLEMENTATION AUTHORITY (NCIA) PROGRAMME
4. TAHUN MELAWAT PAHANG 2017 EVENT
5. PROGRAM KAYUHAN MENYUSURI WARISAN SUNGAI PENGKALAN DATU

Other collaborative partnerships were with Bank Negara Malaysia, Petrosains Sdn. Bhd., Association of Development Finance Institutions Malaysia, Ministry of Human Resource, Sabah Tourism Board, Ingress Malaysia, KDU University College, and Kidzania Kuala Lumpur, among many others.



Travel Trade Support

Throughout 2017, Tourism Malaysia lent trade support to various organisations by organising 29 different activities in the form of seminars, workshops and providing tour operator support for the development of packages. Among the activities organised was a seminar on ecotourism and homestay potential between Malaysia and Thailand and a business networking session between the Sabah and Kuala Lumpur tourism industry players.

Tourism Malaysia has also organised several product updates to introduce travel agents to new local attractions with the goal of encouraging package development.



Events

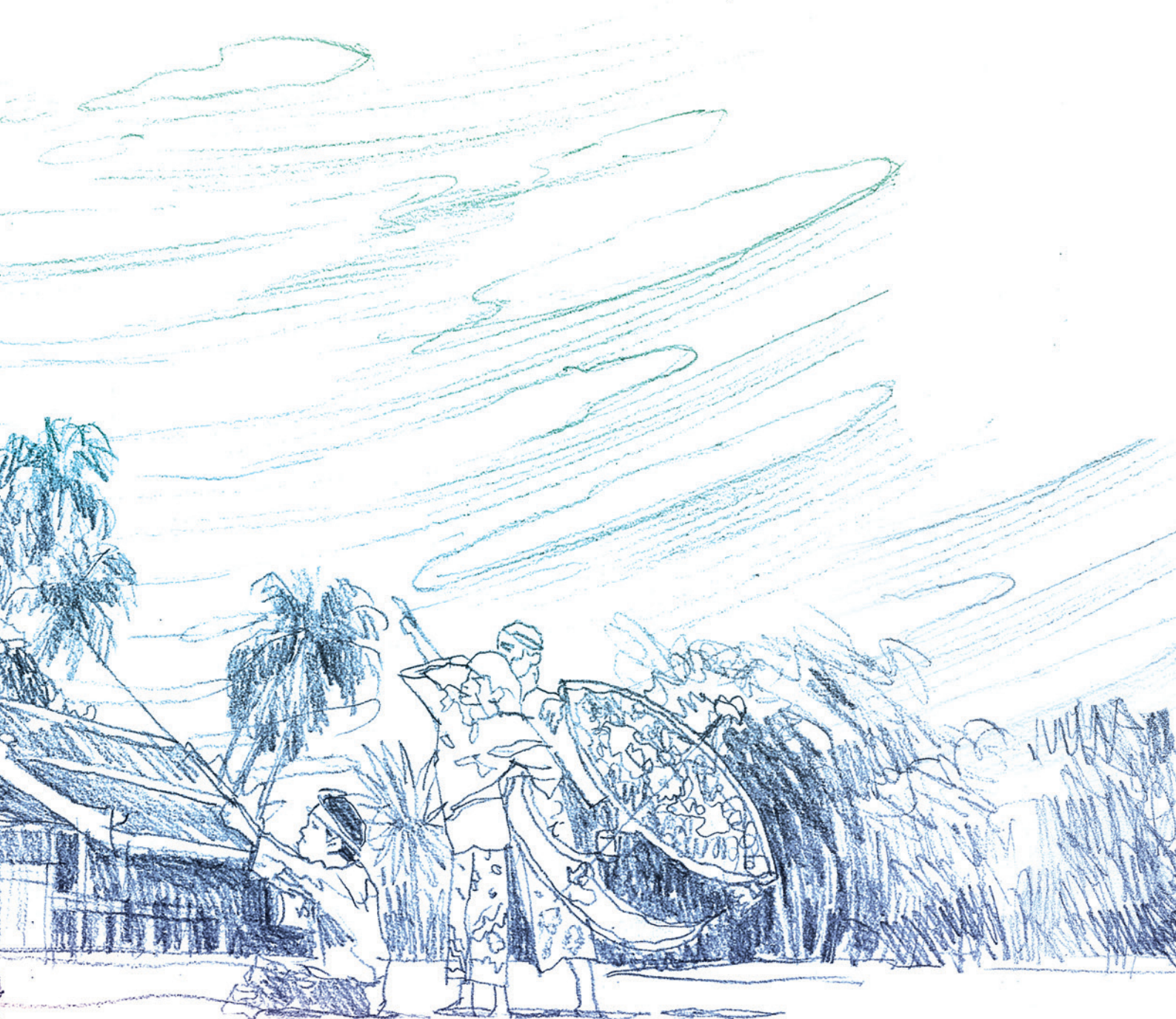
Tourism Malaysia organised the Malaysia Open House celebration for Christmas at Independence Memorial Square, Melaka, on the 27th of December. The Christmas open house promotes the historic city of Melaka and encourages visits by locals.

The event drew 10,000 visitors and publicity in the form of online news articles. A total of 35 online articles were published, acquiring a reach of 9,531,611 readers. The celebration also received wide coverage in Malaysia's local dailies, namely Berita Harian, Utusan Malaysia, The Malay Mail, New Straits Times and The Star, along with substantial mentions on local radio and television.

6. PRODUCT SOFT LAUNCH FOR ECOTOURISM AND HOMESTAY PACKAGES
7. CHRISTMAS CELEBRATION, INDEPENDENCE MEMORIAL SQUARE, MELAKA



NICHE TOURISM PROMOTIONS



Wau Bulan, Kelantan

INFOGRAPHIC SUMMARY

<p>WELCOME RECEPTION FOR MAJESTIC PRINCESS CRUISE AT PORT KLANG.</p> <p>3,560 GUESTS 1,300 CREW</p>	<p>MALAYSIA GOLF TRAVEL MART (MGTM)</p> 	<p>FRESH AIR LUNG WASHING DESTINATION – BENTONG, PAHANG</p>
<p>ISLAMIC CRUISE LINER PACKAGE</p>	<p>48 INTERNATIONAL GOLF OPERATORS 34 LOCAL GOLF OPERATORS</p>	<ul style="list-style-type: none"> • DAILY VISIT: 10 TOUR BUSES • CHAMANG WATERFALL VISITOR ARRIVALS 180% • GUNUNG RAJAH VISITOR ARRIVALS 233%

SHOPPING

MISS SHOPHIA SOCIAL MEDIA PLATFORM LAUNCH

MISS SHOPHIA@BBKLCC FIESTA & DEKAT JE CARNIVAL

KUALA LUMPUR FASHION WEEK

MISS SHOPHIA SHOPPING HUNT 2.0



150 teams



600 participants



25 Participating malls & shopping associations

TACTICAL SHOPPING CAMPAIGNS

- HONG KONG, BRUNEI, INDONESIA, VIETNAM, ALMATY, BANGKOK
 - 16,295 PACKAGES SOLD
 - SALES REVENUE: RM32.9 MILLION
 - 3,977 AIRLINES SEATS SOLD
 - MEDIA & PUBLICITY VALUE: RM1.7 MILLION
-

SHOPPING SEMINARS

- INTERNATIONAL: ASTANA & ALMATY, KAZAKHSTAN
 - LOCAL: PENANG, JOHOR & SABAH
-

ROADSHOWS

- MORE THAN 6,000 VISITORS TO THE MISS SHOPHIA BOOTH IN OVER 12 ROADSHOW LOCATIONS
 - PRODUCED MISS SHOPHIA PROMOTIONAL MATERIAL: STREET BUNTINGS, LEAFLETS, T-SHIRTS, ECO-FRIENDLY SHOPPING BAGS AND NOTEBOOKS
 - COLLABORATION WITH AIR ASIA VIA UNION PAY & CENTURY HOLIDAY INTERNATIONAL TRAVEL
-

EDUTOURISM

- 149 PACKAGES DEVELOPED
 - COLLABORATION BETWEEN 10 LOCAL UNIVERSITIES AND 20 TOUR AGENCIES
-

HOMESTAY

- 348,248 VISITORS
- INCOME GENERATED: RM23.3 MILLION

NICHE TOURISM PROMOTIONS

TOURISM MALAYSIA GIVES SPECIAL FOCUS TO THE PROMOTION OF NICHE TOURISM PRODUCTS OVERSEAS. TO FACILITATE EFFORTS IN THIS AREA, TOURISM MALAYSIA FREQUENTLY COLLABORATES WITH MALAYSIAN TOURISM INDUSTRY PLAYERS, GOVERNMENTAL AND NON-GOVERNMENTAL ORGANISATIONS.



Pavilion, Kuala Lumpur

Diving

To promote diving in Malaysia, Tourism Malaysia participated in several international events including the Diving Equipment and Marketing Association (DEMA), the largest trade-only event in the world for companies involved in the scuba diving, ocean water sports and adventure/dive travel industries. DEMA was held at Orange Convention Center in Orlando, Florida, from 1 - 4 November and attracted almost 10,000 dive and travel industry professionals as well as 590 exhibiting companies from around the world.



Tourism Malaysia also took part in the Malaysian International Dive Expo (MIDE), an annual Malaysian dive expo. To encourage the development of Malaysian scuba diving packages to be sold worldwide, B2B sessions between local dive and resort operators were also organised. Participants for the B2B session came from Singapore, the Philippines, Hong Kong and Taipei.

To further promote Malaysia as a diving destination of choice, 19 newly-certified PADI Course Directors were brought to Labuan - a well-known destination for wreck diving, for a four-day familiarisation trip to help promote diving on the island.

Cruise

Tourism Malaysia participated in Seatrade Cruise Global for the fourth time in 2017. Seatrade Cruise Global, organised by UBM Americas, is the world's largest annual cruise industry exhibition and conference that gathers top industry suppliers, cruise line buyers and decision makers from all over the world. The annual cruise industry gathering draws around 11,000 attendees. The platform is particularly important in promoting Malaysia as a cruise destination to American and other international buyers.

Tourism Malaysia also continued to provide welcome receptions for cruise ships making their maiden calls to Malaysia. In 2017, a welcome reception organised by Tourism Malaysia, Boustead Cruise Centre, Tourism Selangor and Klang Municipal Council was held for the Majestic Princess Cruise during her maiden call to Port Klang on the 17 June. Majestic Princess, which is Princess Cruises' newest, largest and most luxurious ship in the fleet, is the first Princess Cruises ship designed specifically for Chinese

guests. It brought in over 3,560 guests and 1,300 crew to Port Klang.

Tourism Malaysia also supported the launch of the Ummah Cruise Packages by Qaliff Travel Sdn. Bhd. These packages introduced cruise holidays infused with Islamic elements such as religious talks and mass prayers to encourage Muslim travellers to travel by cruise liner. The four-day three-night package with the concept of 'travel, cruising, entertaining and praying silently' traversed the Penang-Phuket-Krabi-Penang route. Part of the proceeds were donated to Tabung Kemanusiaan Syria, Masjidil Aqsa and Gaza under the Malaysian Consultative Council of Islamic Organization (MAPIM).





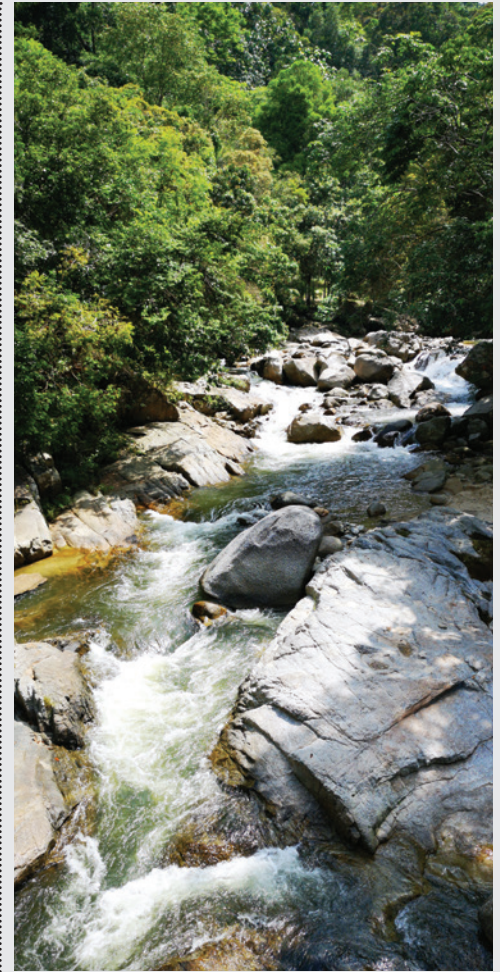
Birdwatching

Malaysia was promoted as a birdwatching destination at the Asian Bird Fair 2017 & Networking Session Seoul, South Korea. The annual event brought in participants from 41 international organisations from 20 countries and was attended by 5,000 visitors. In addition, the exhibition was also attended by nature lovers, wildlife and birdlife associations that carried out awareness and conservation programmes. It was the ideal platform for Malaysia to promote its birdwatching packages and network with the respective organisations.

Golf

To introduce Malaysia as a preferred sports tourism destination in the region, Tourism Malaysia actively organised promotional programmes and provided support and assistance to international sports events. In addition, Tourism Malaysia also organised sports-related fairs, seminars and workshops for tour operators, corporate bodies, sports associations, sports clubs and product owners.

Tourism Malaysia organised the Malaysia Golf Travel Mart (MGTM), which brought in participants from 48 international golf operators and 34 local golf operators and clubs. Tourism Malaysia also collaborated with prestigious golf tournaments such as the CIMB Classic 2017 and Sime Darby LPGA 2017, and provided support and promotion to international sporting events such as Le Tour de Langkawi 2017, Malaysian F1 Grand Prix 2017 and Moto GP 2017.



Fresh Air Lung Washing Destination

In 2017, the town of Bentong, Pahang was promoted as a Fresh Air Lung Washing Destination. Packages were developed by working with travel agents and tourism product owners, resulting in an overwhelming response from the China market. Chinese tourists visited Bentong mostly during the durian season, with more than 10 tour buses visiting daily. Apart from Bentong, tourist attractions such as Chamang Waterfall and Gunung Rajah also saw an increase in visitor arrivals, i.e. 180% and 233% respectively.

Shopping

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

Among its key functions is to promote the three national sales campaigns organised in collaboration with various retail associations and shopping malls. To date, these national sales campaigns have been highly successful and have become internationally known, drawing in tourists to enjoy Malaysia's diverse shopping experiences.

To further strengthen the branding and to facilitate promotional efforts for the events, Tourism Malaysia, in cooperation with the Ministry of Domestic Trade Co-operatives and Consumerism, identified fixed dates for the sale seasons.

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



National Sales Campaign

The campaign marked the beginning of the Malaysia Super Sale and was launched by the Minister of Tourism and Culture, Dato' Seri Mohamed Nazri Abdul Aziz at Suria KLCC.

During the event, the Miss SHOPhIA social media platform was also officially launched in an effort to create brand awareness of shopping in Malaysia by way of social media marketing. Miss SHOPhIA is the Malaysian Shopping Buddy, introduced to the public in 2016. Her platform contains updates on experiential shopping in Malaysia,

including shopping-related articles, mall and market directories on her website, missshophia.malaysia.travel. Promotions, events and videos that encourage shopping are uploaded daily to her Instagram, [@miss_shophia](https://www.instagram.com/miss_shophia) and her Facebook, [facebook.com/missshophia](https://www.facebook.com/missshophia).

The launch was attended by over 160 guests from the shopping industry, including media members from Indonesia, Brunei, Thailand, India, China and Vietnam.

Malaysia Mega Sale

The launch of the Malaysia Mega Sale – The Luxury Shopping Experience coincided with the Malaysia Mega Sale Carnival national sale season. To encourage more visits to Kuala Lumpur by high-end shopping tourists, Tourism Malaysia collaborated with The Melium Group for the event. This signified a commitment by private sector retailers towards the effort of promoting Malaysia as a shopping heaven, particularly for high-end, luxury brands.

1. GRAND LAUNCH OF NATIONAL SALES CAMPAIGN 2017 BY YB. DATO' SERI MOHAMED NAZRI ABDUL AZIZ, MINISTER OF TOURISM & CULTURE MALAYSIA AT SURIA KLCC

2. GRAND LAUNCH OF MISS SHOPHIA @ BBKLCC FIESTA & DEKAT JE CARNIVAL AT LOT 10, KUALA LUMPUR



The Grand Launch of Miss SHOPhia@BBKLCC Fiesta & Dekat Je Carnival

Launched in the shopping district of Bukit Bintang in Kuala Lumpur, the fiesta was one of many events during that period. The 10-day event coincided with the Malaysia Mega Sale Carnival, Malaysia's 60th National Day and the 29th SEA Games hosted by Kuala Lumpur. As such, large crowds visited the seven participating malls within the Bukit Bintang – KLCC area.

Each mall participated by hosting live cultural performances, workshops, the Miss SHOPhia walkabout, giveaways and joining the Miss SHOPhia Shopping Passport hunt.

Kuala Lumpur Fashion Week

A total of 150 local and international designers debuted their Ready-to-Wear collections at Kuala Lumpur Fashion Week (KLFW) at Pavilion KL. Established designers such as Farah Khan, Carven Ong and Jonathan Liang showcased their pieces alongside newer designers such as Alia Bastamam, Syomirizwa Gupta, My Apparel Zoo and AirAsia Runway Ready Designer Search finalists.

The event gave guests and Pavilion KL visitors a look at the variety of quality designer Ready-to-Wear apparel



produced by Malaysian designers. KLFW was launched by Datuk Wira Mas Ermieyati Samsudin, Deputy Minister of Tourism & Culture Malaysia.



3. GRAND LAUNCH OF KUALA LUMPUR FASHION WEEK BY DATUK WIRA MAS ERMIEYATI SAMSUDIN, DEPUTY MINISTER OF TOURISM & CULTURE MALAYSIA
4. PRIZE GIVING CEREMONY OF MISS SHOPHIA SHOPPING HUNT 2.0 BY DATO' CHONG YOKE HAR, DEPUTY DIRECTOR (PLANNING), TOURISM MALAYSIA
5. FLAG OFF OF MISS SHOPHIA SHOPPING HUNT 2.0 BY MR. MANOHARAN PERIASAMY, DIRECTOR OF PACKAGE DEVELOPMENT DIVISION, TOURISM MALAYSIA

Miss SHOPhia Shopping Hunt 2.0

The second edition of the Miss SHOPhia Shopping Hunt aimed to promote Malaysia as a shopping paradise, focusing on sale season discounts during the Malaysia Year End Sale.

Over 150 teams with 600 participants including local media, international media and industry players took part. The flag-off ceremony was held at the Craft Complex Jalan Conlay and the finish line was placed at MyTown Shopping Centre for the prize-giving ceremony. The prizes were sponsored by 25 participating malls and shopping associations. On top of promoting the major malls in Kuala Lumpur, the event also highlighted the accessibility of travelling to all the shopping malls by using the new Rapid KL mass public transportation system (MRT).

Tactical shopping campaigns

Tourism Malaysia implemented hard-selling strategies by focusing on tactical campaigns in identified markets such as Hong Kong, Indonesia, Brunei, Vietnam, Almaty and Bangkok. Tourism Malaysia offices in these markets worked closely with travel agencies, online travel agencies and airlines to develop and sell shopping packages. Through this campaign, 16,295 packages were sold with an aggregate value of RM32.9 million. Collaboration with airlines sold 3,977 seats and generated RM1.7 million worth of media and publicity value.

Shopping seminars and roadshows

To create awareness to tourists and stakeholders as well as to disseminate information on the Malaysian shopping industry, Tourism Malaysia organised roadshows and seminars

for international and local markets. In Kazakhstan, shopping seminars were conducted in Astana and Almaty during the World Expo Astana in July, drawing participation from 30 active travel agents in both cities. Locally, shopping seminars were carried out in Penang, Johor and Sabah with a total of 90 attendees from shopping malls and the local travel industry.

Roadshows for Miss SHOPhia were also held around Malaysia to promote Malaysia's Shopping Buddy and her social media platforms. More than 6,000 visitors came to the Miss SHOPhia booth during roadshows at major events such as MATTA Fair, History-Con Malaysia, Ekspresi Negaraku, and CIMB Classic. The roadshows included active participation by local shopping malls and associations including A-Famosa Freeport Outlet, Design Village Outlet Penang and Batu Road Retailers Association (BARRA).

6. EKSPRESI NEGARAKU, PUTRAJAYA



Tourism Malaysia also collaborated with Air Asia in a joint promotion alongside UnionPay and Century Holiday International Travel Group to promote the Miss SHOPhia 2017 shopping campaign to 22 provinces in China.

In support of these seminars and roadshows, Tourism Malaysia produced promotional materials such as street buntings, event leaflets, t-shirts, eco-friendly shopping bags and notebooks that prominently featured Miss SHOPhia.

Package Development

By identifying tourism products with great development potential, Tourism Malaysia was able to work with tourism industry players to curate suitable packages for domestic and international tourists. Among the packages developed in 2017 were:

Edutourism

Malaysian universities own vast resources and facilities which are open to the public. To make the most of this unique resource, edutourism packages were developed in collaboration with the Ministry of Higher Education, Ministry of Tourism & Culture and Tourism Malaysia alongside tour agencies.

To date, 149 packages have been developed by a collaboration between 10 local universities and 20 tour agencies. The universities involved are Universiti Teknologi Malaysia, Universiti Putra Malaysia, Universiti Malaya, Universiti Malaysia Sabah, Universiti Teknologi Mara, Universiti Kebangsaan Malaysia, Universiti Malaysia Perlis, Universiti Malaysia Terengganu, Universiti Utara Malaysia, and Universiti Pendidikan Sultan Idris.

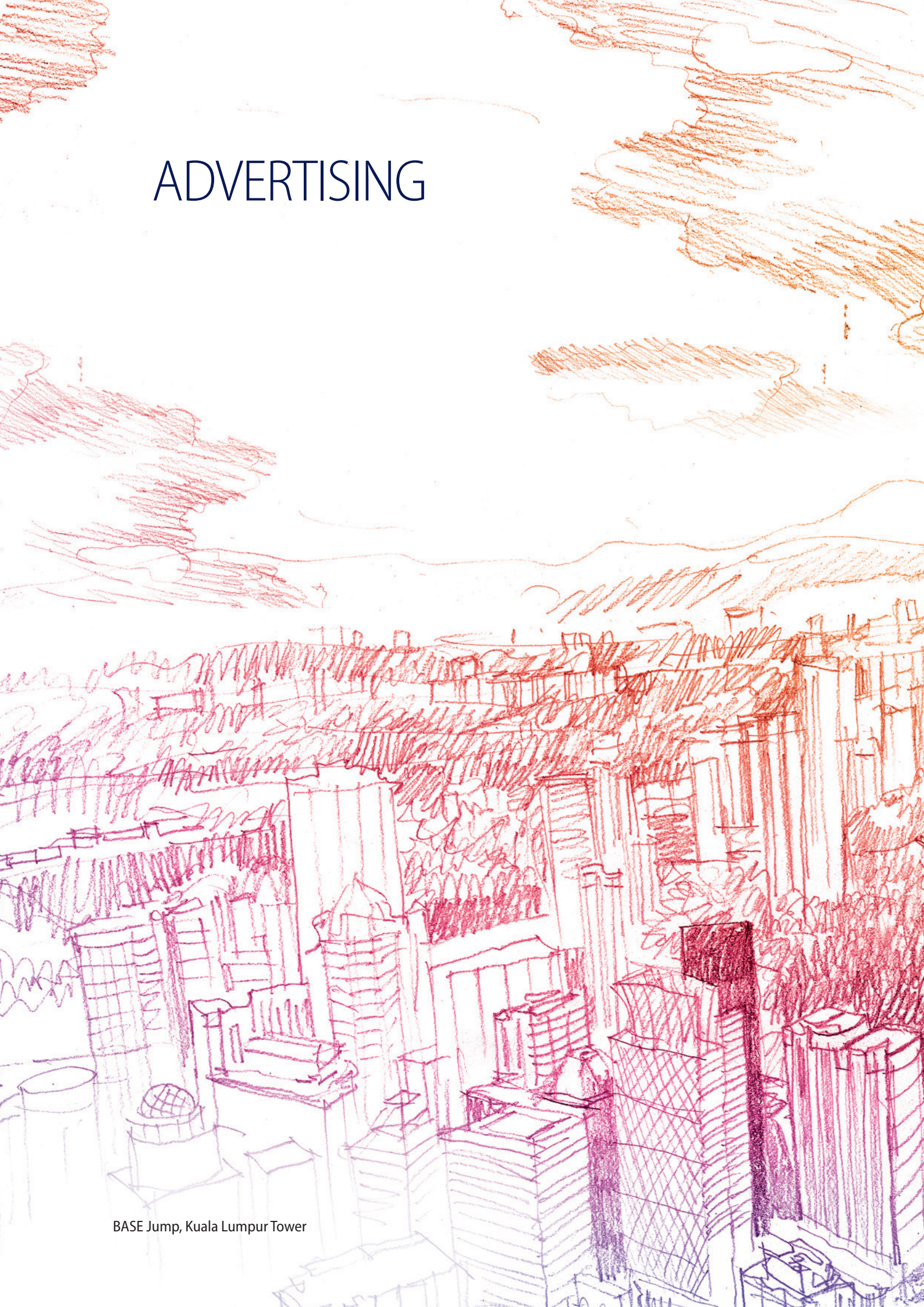
Homestay

The Malaysia Homestay Experience Programme is an award-winning initiative by the government. It promotes sustainable tourism development among the Malaysian rural community through a collaboration between Tourism



Malaysia, travel agents and homestay villages. The packages developed provided a homestay experience and attracted 348,248 tourists, generating an income of RM23.3 million.

ADVERTISING



BASE Jump, Kuala Lumpur Tower



INFOGRAPHIC SUMMARY

GLOBAL ADVERTISING

PARTNERED WITH INTERNATIONAL SATELLITE TV CHANNELS:



WORLDWIDE VIEWERSHIP: 4.3 BILLION

BECAME LA
LIGA'S TOURISM
DESTINATION
PARTNER IN ASIA

BRAND EXPOSURE
**IN OVER 40
COUNTRIES**

VIEWERSHIP:
APPROX.
186 MILLION

COLLABORATED WITH TOP
TRAVEL WEBSITES FOR
DIGITAL ADVERTISING:



DEVELOPED
TRULYASIA.TV,
AN ONLINE VIDEO
PLATFORM

TOTAL PAGE VIEWS:
**OVER 35
MILLION**

TOTAL VISITS:
18 MILLION
VIDEO VIEWS:
27 MILLION

COLLABORATED WITH LOTOUR.COM, THE NO. 1 COMPREHENSIVE TRAVEL
INFORMATION PORTAL IN CHINA

- **GENERATED AN ESTIMATED 1.05 BILLION DISPLAY ADS IMPRESSIONS
IN 2016/17**

SOCIAL MEDIA PLATFORMS



3.4 MILLION LIKES



452K FOLLOWERS



43K FOLLOWERS



44 MILLION VIEWS
16K SUBSCRIBERS



30K VISITS
220K PAGE VIEWS
(SINCE 2016)



**PRODUCED VIDEO
WITH SOCIAL MEDIA
INFLUENCERS**

- COLLABORATED WITH 5 TOP INFLUENCERS
- FEATURED POPULAR LOCATIONS SUCH AS KUALA LUMPUR, MELAKA, SABAH AND LANGKAWI
- TOTAL REACH (SOCIAL MEDIA): 21,864,283
- IMPRESSIONS (SOCIAL MEDIA): 9,715,203
- VIEWS (YOUTUBE + IQIYI): 3,613,015
- TOTAL WATCH TIME (YOUTUBE + IQIYI): 2,024,397 MINUTES

COLLABORATED WITH WORLD-CLASS FOOTBALL PLAYER, LUIS SUAREZ



YEAR-LONG TOURISM CAMPAIGN

25.3 MILLION FOLLOWERS

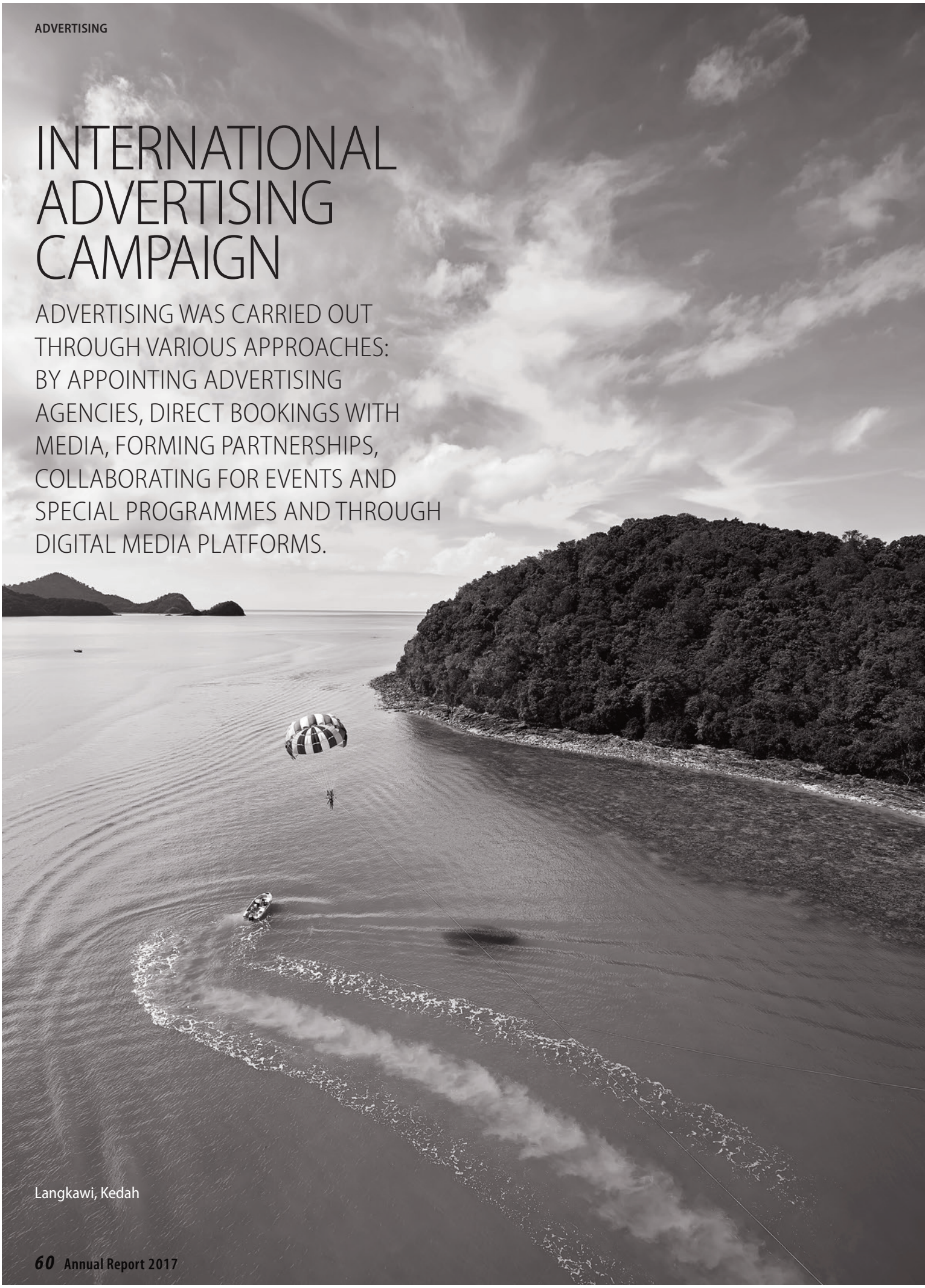
18.9 MILLION FANS

12.4 MILLION FOLLOWERS

INTERNATIONAL ADVERTISING CAMPAIGN

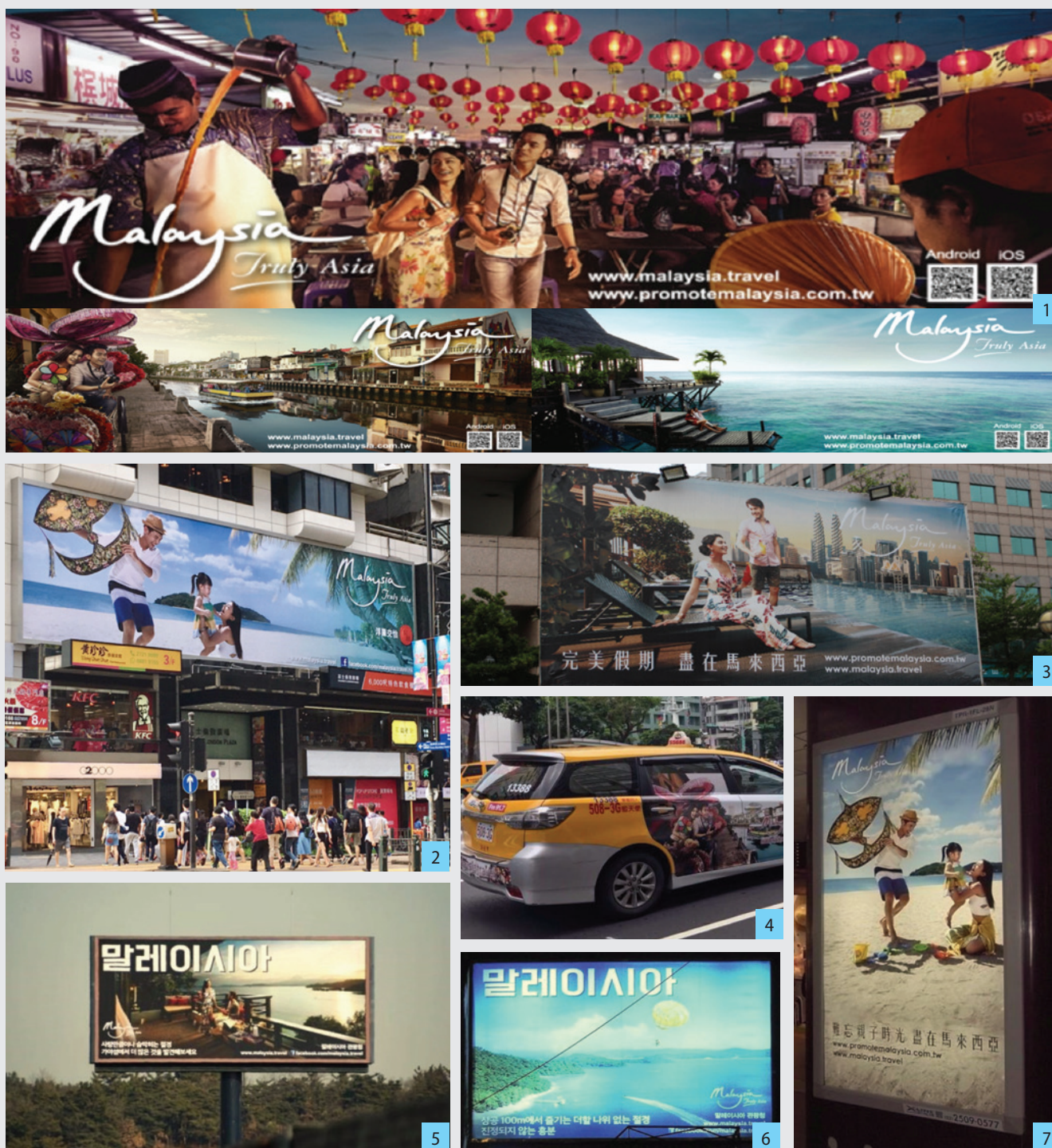
ADVERTISING WAS CARRIED OUT THROUGH VARIOUS APPROACHES: BY APPOINTING ADVERTISING AGENCIES, DIRECT BOOKINGS WITH MEDIA, FORMING PARTNERSHIPS, COLLABORATING FOR EVENTS AND SPECIAL PROGRAMMES AND THROUGH DIGITAL MEDIA PLATFORMS.

Langkawi, Kedah



In-Market

For in-markets, Tourism Malaysia's advertising campaign and activities were focused mainly on China, Hong Kong, Japan, Korea and Taiwan. The campaign was implemented via various mediums including billboards, LED boards, cinema advertising, light box panels, bus wrapping, bus shelter and taxi wrapping.



1. BUS & TAXI WRAPPING IN TAIWAN 2017
2. HONG KONG BILLBOARD CAMPAIGN, 2017
3. TAIWAN BILLBOARD CAMPAIGN 2017
4. TAXI WRAPPING IN TAIPEI, 2017

5. KYUNGJU, SOUTH KOREA BILLBOARD CAMPAIGN 2017
6. BUSAN, SOUTH KOREA BILLBOARD CAMPAIGN 2017
7. TAIWAN LIGHTBOX CAMPAIGN 2017

Global

To maintain Malaysia's visibility as a go-to tourist destination, Tourism Malaysia worked with nine international satellite TV channels: National Geographic Channel, Discovery Networks, CNN, History Channel, MTV Asia, AXN Asia, TV5 Monde, CCTV 4 and Deutsche Welle. This collaboration successfully garnered a global viewership of 4.3 billion viewers.



8



9



10



12



13



11



- 8. MALAYSIA IN THE MOMENT – ADVENTURE VIGNETTE THUMBNAIL ON MTV CHANNEL 2017
- 9. MALAYSIA IN THE MOMENT – EXPERIENCE VIGNETTE THUMBNAIL ON MTV CHANNEL 2017
- 10. LIFESTYLE & ATTRACTION VIGNETTE ON AXN CHANNEL 2017
- 11. CULTURE VIGNETTE ON AXN CHANNEL 2017
- 12. NATIONAL GEOGRAPHIC VIGNETTE FEATURING BRITISH NATURALIST - NICK BAKER IN LANGKAWI 2017
- 13. "YOU ME MALAYSIA" FEATURING DIANA DANIELLE (MALAYSIAN CELEBRITY) ON DISCOVERY CHANNEL

Digital Advertising

Global Branding Via La Liga

To build demand for travel to Malaysia, Tourism Malaysia collaborated with Mediapro - the Malaysian representative for the top-rated football league - to become La Liga's Tourism Destination Partner in Asia.

Leveraging on the football league's presence in Asia, the title of Tourism Destination Partner drove interest towards Malaysia as a tourist destination. La Liga has a strong fanbase within Asia and branding was visible in China, Taiwan, Hong Kong, South Korea, Japan, Macau, Singapore, Malaysia, Indonesia, Thailand, Philippines, Vietnam, Myanmar, Cambodia, Laos, Brunei, India, Sri Lanka, Pakistan and Maldives.

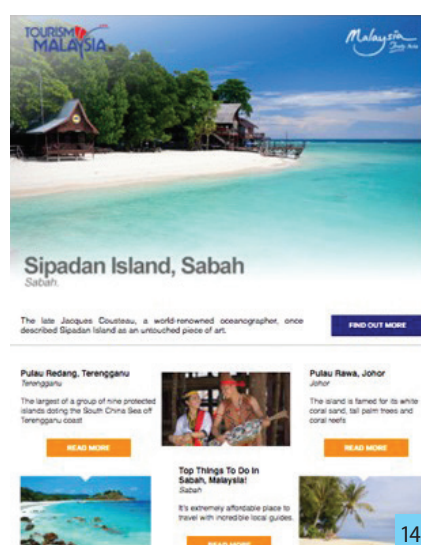
As a result, the Tourism Malaysia brand received exposure in over 40 countries with a total viewership of approximately 186 million. The Tourism Malaysia logo was featured on 90 LED screens in at least 18 different stadiums during the year-long campaign. 30 Tourism Malaysia 'Digital Board Replacements' (DBR) were also made available specifically for the China and Asia feeds.

Digital advertising is becoming increasingly important in attracting new and potential consumers as digital devices are being used extensively in this era.

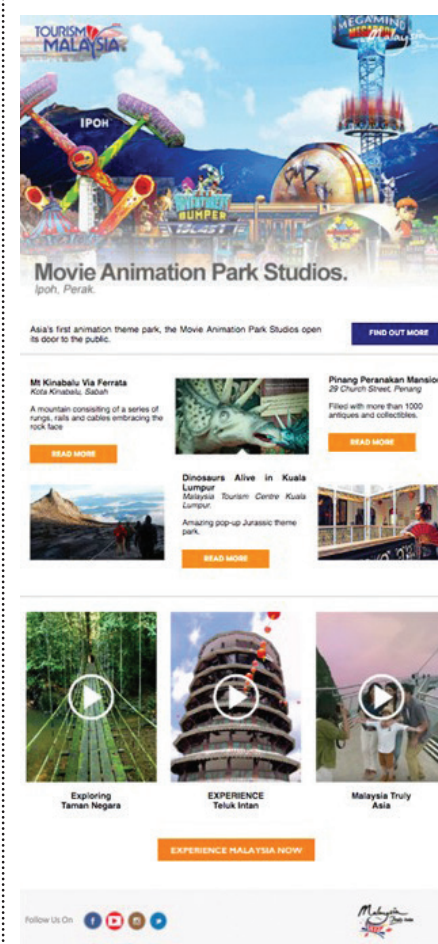
To maximise the chances of attracting new consumers and engaging with potential customers early on in the decision-making process, Tourism Malaysia uses several digital advertising mediums in its marketing strategy such as email marketing/blasting, display advertising (digital ads and banners), online TV and running campaigns on travel portals and websites.

Email Marketing/ Blasting

Email marketing enables Tourism Malaysia to tailor messages and build relationships with travellers from different backgrounds. It is a powerful marketing tool as it drives traffic to the different assets of Tourism Malaysia.



Tourism Malaysia has undertaken a targeted advertising campaign to reach 4.5 million people through email marketing/blasting. The campaign was targeted towards potential travellers in China, India, Middle East, Australia and ASEAN based on demographics such as language, income, age as well as psychographics.



14. ADVERTORIAL & VIDEO BLASTING 2017

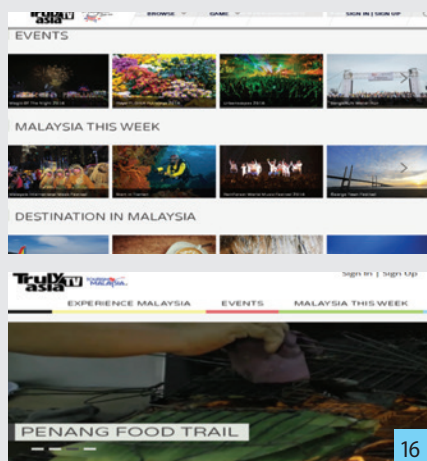
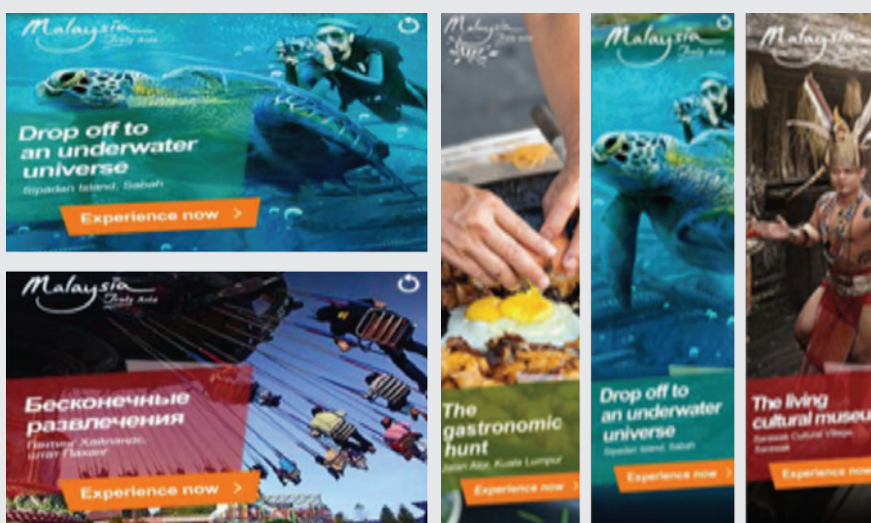
15. DISPLAY ADVERTISING (DIGITAL ADS/BANNERS) PLACED ON VARIOUS TOP TRAVEL WEBSITES IN EUROPE, AUSTRALIA, MIDDLE EAST, CHINA, INDIA, JAPAN AND ASEAN



Display Advertising (Digital Ads/Banners)

As global media consumption is rapidly shifting towards the digital world, Tourism Malaysia worked closely with global top travel websites such as TripAdvisor, CNN.com and BBC.com. Digital banners on these websites encourage potential consumers to associate Malaysia with being a must-visit destination in Asia.

15



16. TRULYASIA.TV ONLINE CHANNEL

Online TV

Online TV, also known as WebTV, is a highly engaging medium that was utilised to feature entertaining Video on Demand (VOD) and live events that were happening in Malaysia. This gave potential visitors a preview of what Malaysia had to offer.

TrulyAsia.tv is an online video content platform developed by Tourism Malaysia. It delivers relevant video content – anytime and anywhere – to targeted markets based on their interests, buying stage and demographics. In 2016/17, TrulyAsia.tv generated over 35 million total page views with over 18 million total visits and 27 million video views.

Campaign on Travel Portals / Sites

For the China market, Tourism Malaysia worked with Lotour.com. Ranked as the No.1 comprehensive travel information portal in China, 98% of registered Lotour.com users commonly visit the portal prior to travelling.

In 2017, a page dedicated to Malaysia was put up on the portal to provide



17. MALAYSIA DEDICATED PAGE ON LOTOUR.COM

more information to Chinese travellers. The campaign sought to attract young users who were highly educated, keen to travel and active internet users with high purchasing power. An estimated 1.05 billion display ads impressions were generated during this campaign in 2016/2017.

Social Media Platforms

Social Media Content (Global & Domestic)

Social media has come to play a key role in tourism advertising and consumption. According to surveys, consumers and travellers select holidays and new places based on their engagement with social media.

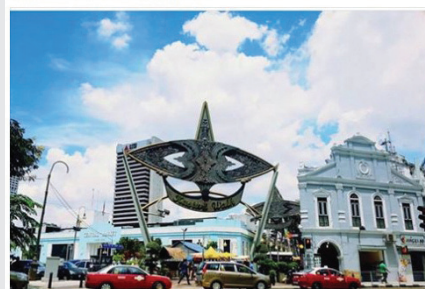
The platforms serve as mediums of inspiration, allowing users to witness and discover far-off places, unique cultures and beautiful scenery even before stepping foot on foreign soil. Engagement is made through the combination of texts, photos, videos and new forms of media such as GIF/ memes.

Tourism Malaysia
28hb Disember 2017 · 🌐

Kasturi Walk is a covered, open-air flea market set along Jalan Kasturi, a lane running alongside Central Market. Right over the front entrance of the tiled walkway is a pewter Wau Bulan (a type of Malay kite) which looks like a butterfly. Photo by @dezhchy via Instagram.

Visit our website www.malaysia.travel/en/my/places for travel and destination info!

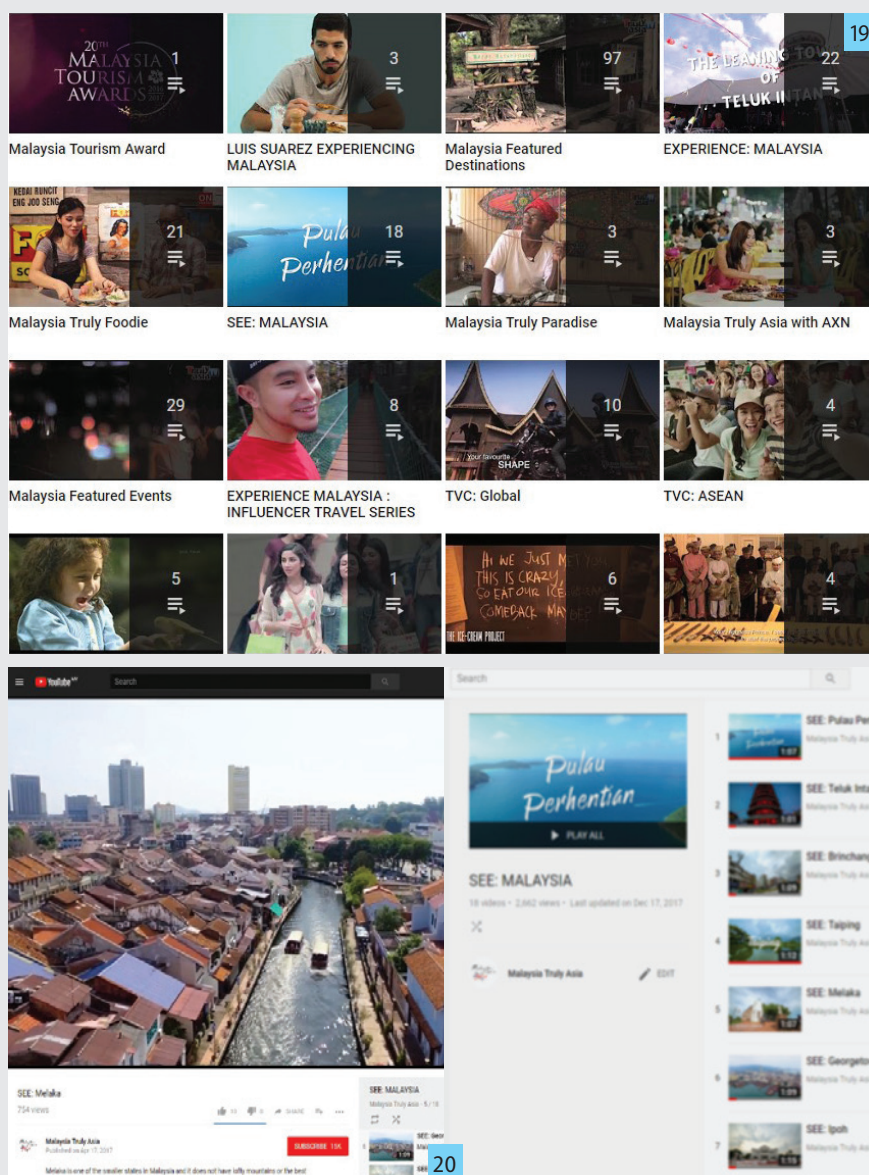
#MalaysiaTrulyAsia #TourismMalaysia #KasturiWalk #CentralMarket #KualaLumpur #BeautifulMalaysia



Tourism Malaysia @TourismMalaysia · 14 Dec 2017

The Kuching Golden Bridge is to further encourage integration between communities on both sides of Sarawak River. Photo by @MalaysiaAsia.

#MalaysiaTrulyAsia #TourismMalaysia #Dekate



Social Media Content Development (Video)

Today, the single most important strategy in content marketing is video. By 2020, video content will be the driving factor behind 85% of search traffic.

In 2017, Tourism Malaysia produced video content – specifically non-scripted, short-form videos. The 120-second videos were developed for social media platforms and

featured 20 destinations in Malaysia such as Perhentian Island, Pangkor Island, Tioman Island, Teluk Intan, Georgetown, Brinchang, Kuala Selangor, Ipoh, Kenyir, Kota Tinggi and others.

The videos showcased unique and lesser-known restaurants, food, activities and fun destinations around Malaysia. The goal was to create curiosity amongst travellers and visually entice visitors to Malaysia.

18. MALAYSIA DEDICATED PAGE ON LOTOUR.COM
19. PLAYLIST CREATED ON YOUTUBE CHANNEL 2017
20. VIDEOS UPLOADED ON YOUTUBE CHANNEL 2017

Tourism Malaysia Social Media Channels

In order to reach out to larger audiences and promote more destinations, Tourism Malaysia utilised social media platforms such as Facebook, Twitter, Instagram, Youtube and the blog.malaysia.travel blog.

Youtube is the global leader in the video streaming market, with over a billion videos being viewed every day. Tourism Malaysia's Youtube channel recorded over 43 million total views.

- **facebook.malaysia.travel**
3.4 million likes
- **twitter.malaysia.travel**
452k followers
- **instagram.malaysia.travel**
43k followers
- **youtube.malaysia.travel**
44 million views
16k subscribers
- **blog.malaysia.travel**
30k visits
220k page views (since 2016)

Influencer Video Campaign

Tourism Malaysia collaborated with top social media influencers across the globe to produce eye-catching video content. Each influencer had a strong online following in their respective country and shared their experiences in Malaysia to their online followers. The videos featured Malaysia's beautiful wonders, colourful diversity, unique culture and fun attractions to encourage followers to visit.

Five main short videos were produced, featuring popular locations such as Kuala Lumpur, Melaka, Sabah and Langkawi.

Outcome of the video production is as follows:

- **Collaborated with 5 top influencers**
 - Leenda D (USA)
 - Tanner Patrick (USA)
 - Richie Le (USA)
 - Strawburry17 (USA)
 - XFUN Foodie Club (China)
- **Total Reach (Social Media): 21,864,283 Impressions (Social Media): 9,715,203**
- **Views (Youtube + iQiyi): 3,613,015 Total Watch Time (Youtube + iQiyi): 2,024,397 minutes**



21. POSTS ON KOL'S SOCIAL CHANNELS 2017
22. PROMOTING POST THROUGH SOCIAL MEDIA CHANNELS

Luis Suarez Social Media Activation

In 2017, Tourism Malaysia held exclusive rights to work with world-class football sensation and Barcelona's Leading Forward, Luis Suarez. The year-long collaboration utilised Suarez's sensational presence and popularity on social media to promote the many unique destinations in Malaysia. Luis Suarez has a strong online following with 25.3 million followers on Instagram, 18.9 million fans on Facebook and 12.4 million followers on Twitter.



Domestic Advertising Campaign

Locally, Tourism Malaysia's advertising campaign focused on outdoor advertising through bus wrapping on the Hop On Hop Off (HOHO) buses in Kuala Lumpur and Penang. In addition, bus wrapping creatives were produced for domestic events such as "Miss SHOPhia" – Malaysia's Shopping Buddy, "KL Biennale", "Dinosaurs Alive Exhibition in Kuala Lumpur" and "Miss Cosmopolitan 2017".



23



24

- 23. KL BIENNALE" PROMOTED ON HOHO BUS 2017
- 24. "SHOP MALAYSIA – MISS SHOPHIA" PROMOTED ON HOHO BUS 2017
- 25. "DINOSAURS ALIVE IN KL" PROMOTED ON HOHO BUS 2017



25



Proboscis Monkeys

INDUSTRY DEVELOPMENT AND RESEARCH



INFOGRAPHIC SUMMARY

83
seminars
and briefings

- CONDUCTED FOR TOUR GUIDES AND ASSOCIATIONS



Thursday
Talk sessions

- PLATFORM FOR INDUSTRY PLAYERS TO NETWORK AND SHARE NEW DEVELOPMENTS
- **83 PARTICIPANTS**



20th
Malaysia
Tourism
Awards

- **665 TOTAL NOMINATIONS**
- **PRESENTED A TOTAL OF 56 AWARDS**
- HELD AT PUTRAJAYA INTERNATIONAL CONVENTION CENTRE ON 28 FEBRUARY 2018



SMART ONLINE TRAVEL ASSISTANT (SOTA) LAUNCHED ON WWW.MALAYSIA.TRAVEL

- ONLINE B2C BOOKING PLATFORM
- TO SUPPORT AND PROMOTE LOCAL TRAVEL AGENTS
- MORE THAN 100 TRAVEL PACKAGES PUBLISHED



IMPLEMENTED SURVEY ON PAID ACCOMMODATIONS IN MALAYSIA

SAMPLE SIZE:

- 837 PAID ACCOMMODATIONS
- 790 HOTELS
- 47 SERVICE APARTMENTS

ACQUIRED DATA:

- AVERAGE HOTEL OCCUPANCY RATES
- REPORTS ON HOTEL GUESTS (DOMESTIC AND INTERNATIONAL)
- AVERAGE ROOM RATES

PUBLISHED THE INTEGRATED PROMOTION PLAN 2018 - 2020 WITH 6 MUTUALLY-AGREED STRATEGIC DIRECTIONS:

- Optimising the usage of latest information technology
- Leveraging on major events
- Taking advantage of mega project developments in the country
- Enhancing initiatives made under the NKEA
- Maximising integrated marketing campaigns by partnering with government agencies
- Promoting Malaysia as a filming destination

RESOURCE CENTRE OF TOURISM MALAYSIA



**CONTAINS 19,120
CATALOGUED
MONOGRAPHS
AND JOURNALS**

**HOLDS A TOTAL
OF 120,047
MATERIALS SUCH
AS NEWS ARTICLES,
PROMOTIONAL
ACTIVITIES REPORTS,
ANNUAL REPORTS AND
TOURISM STATISTICS
REPORTS IN DIGITAL
FORM**



**RECEIVED A TOTAL
OF 160 SERIAL
PUBLICATIONS IN 2017**

INDUSTRY DEVELOPMENT AND RESEARCH

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 AS REFERENCE.



Eagle Square, Langkawi, Kedah

Seminars and Briefings

A total of 83 presentations were conducted for the Travel and Tours Management Course (TTMC) and Travel and Tours Enhancement Course (TTEC) throughout 2017. Organised by the Ministry of Tourism and Culture, these courses were attended by individuals and associations looking to obtain or renew their tour guide licenses. Among the topics discussed were tourism history, marketing and promotions, performance, trends and future development.



Tourism Malaysia Networking Day / Thursday Talk

The Thursday Talk is an informal avenue for industry guests like event organisers and tourism product operators to give talks, interact and share ideas with the Tourism Malaysia staff in a casual setting. Industry players have the opportunity to promote and update any new developments within their organisations. In 2017, three Thursday Talk sessions were organised and attended by a total of 83 officers. The sessions were conducted by Miri Country Music fest, Zenith Hotel, Legoland Malaysia and A'Famosa Resort.



Malaysia Tourism Awards 2016/2017

The Malaysia Tourism Awards is held once every two years to honour local and international individuals as well as organisations who have contributed to the nation's tourism industry. The 20th Malaysia Tourism Awards opened the nominations from 7 September to 15 October 2017 and received 665 nominations in

total, comprising 14 categories and 52 sub-categories. Two new categories were introduced – the 'Best Entertainment Spot' and 'Best Airline' – to acknowledge the private sector's efforts in fulfilling the Tourism NKEA objectives. These include establishing a dedicated entertainment zone and enhancing connectivity from the medium-haul market to capitalise on the high-yield tourism market. The awards ceremony was held at Putrajaya International Convention Centre on 28 February 2018 and a total of 56 awards were presented. The Prime Minister and Minister of Tourism and Culture each selected and presented two individuals and organisations with special awards for their exceptional contributions to the industry.

Online Booking Travel Packages

In July 2017, Tourism Malaysia launched the online booking platform Smart Online Travel Assistant (SOTA) on the consumer website (www.malaysia.travel), offering travel packages provided by local tour operators. The integration assisted in promoting the travel packages and encouraged visitors to book the packages on the website, thus directly converting viewership to sales. Since its inception, more than 100 travel packages have been published and are expected to increase through a series of briefings targeted at tour operators over the coming years.

Research and Reference Materials

Tourism Malaysia is a treasure trove of information and presents survey data in various publications, such as the following:



Paid Accommodations Survey

Tourism Malaysia implemented a survey on Paid Accommodations in Malaysia, conducted every quarter. In 2017, the survey was conducted with a sample size of 837 paid accommodations consisting of 790 hotels and 47 service apartments. The survey was based on a sampling technique which represented 16.87% of the total paid accommodations in Malaysia. The survey generated data on average hotel occupancy rates, reports on hotel guests (domestic and international) and average room rates.

Hotel Facilities Survey

Conducted every two years, the Hotel Facilities Survey collects information on the number of hotels, number of rooms, room rates and the latest facilities offered by the hotels, service apartments, dormitories and other types of accommodation representing the paid accommodations population in Malaysia.



Malaysia Tourism Statistics in Brief

The pocket-sized annual publication provides important facts and figures particularly on the performance of the Malaysian tourism industry. The data is directly obtained from various sources and formulated according to the needs and requirements of the Ministry of Tourism and Culture.



Malaysia Tourism Key Performance Indicators

A valuable and insightful reference for those interested in Malaysia's tourism industry, the publication can be viewed and downloaded at <https://www.tourism.gov.my/pdf/uploads/KEY-PERFORMANCE-INDICATORS-2016.pdf>

Malaysia Domestic Tourism Statistics

The report presents data on domestic tourism extracted from the annual Domestic Tourism Survey by the Department of Statistics Malaysia (DOSM).



Tourism Malaysia Integrated Promotion Plan 2018-2020

From 16 to 18 November 2017, Tourism Malaysia organised a workshop for its senior management and representatives from all divisions to prepare the organisation's plans for 2018 to 2020.

The three-day workshop resulted in the Tourism Malaysia Integrated Promotion Plan 2018-2020, outlining the action plans for the next three years. The plan was based on six mutually-agreed strategic directions comprising the optimisation of use of the latest information technology, leveraging on major events, taking advantage of mega project developments in the country, enhancing initiatives made under the NKEA, maximising integrated marketing campaigns by partnering with government agencies and promoting Malaysia as a filming destination.

Tourism Malaysia KPI Annual Report 2017

The KPI report is designed to measure the performance of each Tourism Malaysia division, office, and unit, and whether it achieved the target set for the year.

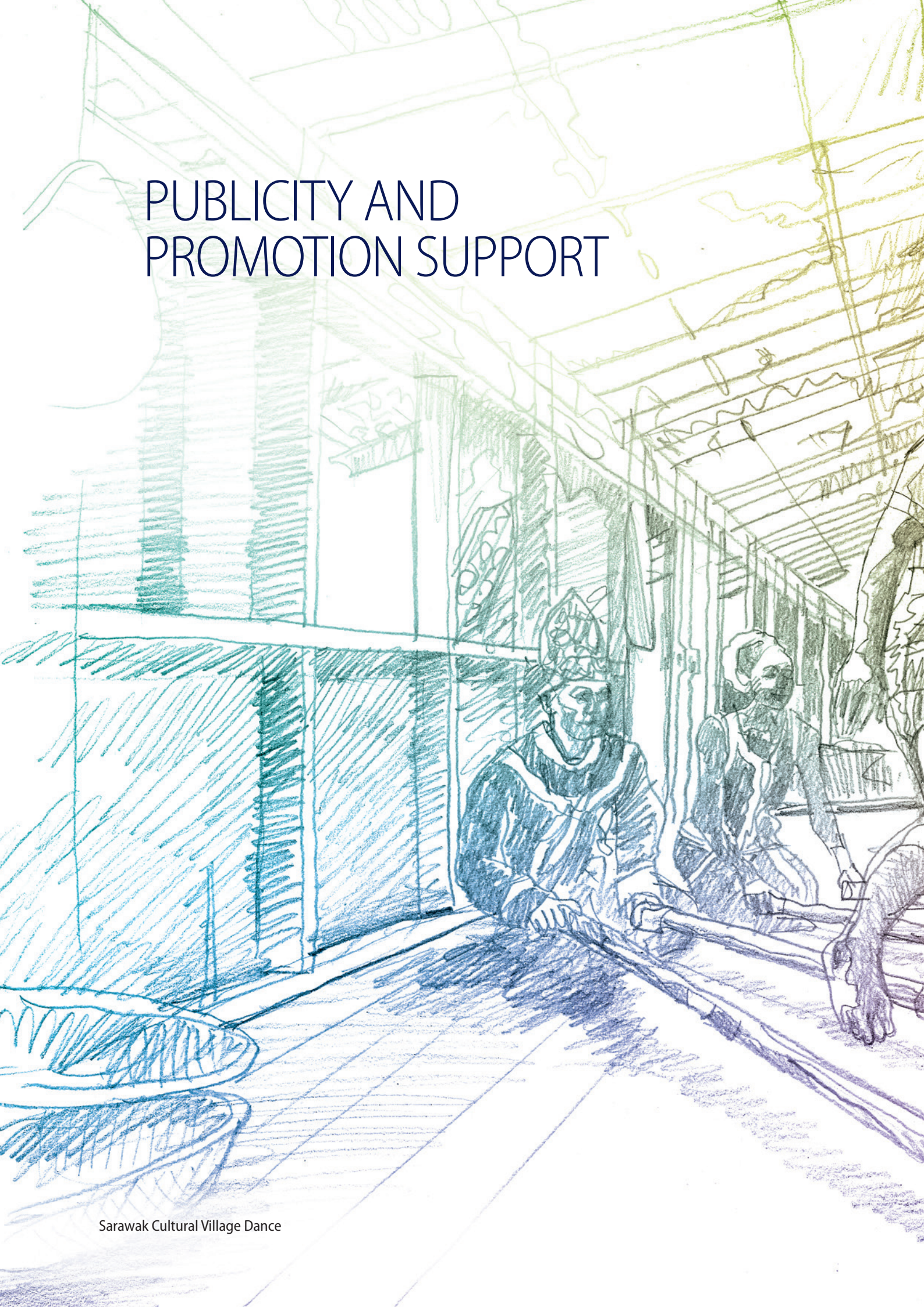
Tourism Malaysia Resource Centre

The Resource Centre of Tourism Malaysia holds a total of 19,120 catalogued monographs and journals, whereby 70% of the resources are relevant to the field of tourism. This constitutes an increase of 379 units from the previous year. It also holds a total of 120,047 news articles, promotional activities reports, annual reports and tourism statistics reports in digital form. The materials were catalogued in WebOpac and digitised in WebInfoline within the Integrated Library Management Utility System (ILMU).



The Resource Centre received a total of 160 serial publications in 2017 and continued its subscription of several online tourism databases including PASSPORT: Travel & Tourism, Business Monitor Online and Centre for Asia Pacific Aviation (CAPA).

PUBLICITY AND PROMOTION SUPPORT





INFOGRAPHIC SUMMARY

PUBLICITY PLATFORMS

ONLINE CHANNELS



CONSUMER WEBSITE
(MALAYSIA.TRAVEL)



CORPORATE WEBSITE
(TOURISM.GOV.MY)



BLOG
(BLOG.MALAYSIA.TRAVEL)



FACEBOOK PAGE
(FACEBOOK.COM/MALAYSIA.TRAVEL)



YOUTUBE CHANNEL
(YOUTUBE.MALAYSIA.TRAVEL)



TWITTER
(TWITTER.MALAYSIA.TRAVEL)



EXPERIENCE MALAYSIA

Monthly e-newsletter distributed via email to a database of users

MEGA FAMILIARISATION PROGRAMME

- 41 PARTICIPANTS FROM 8 COUNTRIES
- **GENERATED RM2,619,899.73** IN COMMERCIAL VALUE FROM 25 PUBLISHED FEATURE ARTICLES IN INTERNATIONAL PUBLICATIONS AND 28 DOCUMENTARIES AND ONLINE MEDIA BROADCASTS

TOURISM AMBASSADOR PROGRAMME

- 14 TOURISM AMBASSADORS

PUBLIC RELATIONS AGENCIES

- APPOINTED 8 PUBLIC RELATIONS AGENCIES
- **GENERATED RM73,990,606 WORTH OF MEDIA PUBLICITY VALUE**

DISSEMINATION OF TOURISM INFORMATION

**23 TOURIST
INFORMATION
CENTRES (TICS)
NATIONWIDE**

**SERVED
788,816
TOURISTS**



**HIGHEST
NUMBER OF
VISITS:**

- TIC KLIA2 (411,619 tourists)
- TIC MATIC (73,862 tourists)
- TIC LTAB Langkawi (48,971 tourists)
- TIC KL Sentral (38,329 tourists)
- TIC LTAB Kota Kinabalu (38,054 tourists)

**TOURISM MALAYSIA
CONTACT CENTRE**
Attended to a total of
2,468 calls and 4,061
email enquiries

**TOURISM
MALAYSIA'S
IMAGE
GALLERY**


46,644
visitors



59,669
website
visits



52,753
image downloads
worldwide



**ASSISTED MOTAC IN
THE PRODUCTION OF 6
PROMOTIONAL CAMPAIGNS**



**78,390 PHOTOS WERE
UPLOADED TO TOURISM
MALAYSIA'S IMAGE GALLERY**

TOURISM MALAYSIA'S DISTRIBUTION CENTRE



Received, stored and distributed
more than 1.4 million units
of flyers and 369,600 units of
collateral items



38 land-based deliveries across
Malaysia



32 deliveries by sea to
international locations

PUBLICITY AND PROMOTION SUPPORT

TOURISM MALAYSIA CONTINUES TO COORDINATE AND IMPLEMENT COMMUNICATION, PUBLICITY AND PUBLIC RELATIONS ACTIVITIES THAT ALIGN WITH ITS VISION AND MISSION TO PROMOTE MALAYSIA AS A TOP TOURIST DESTINATION BOTH LOCALLY AND INTERNATIONALLY.

In addition, Tourism Malaysia bolsters domestic and international promotion efforts and activities by producing a range of promotional materials and marketing collateral such as brochures, posters and videos.

Gunung Mulu National Park, Sarawak

International Publicity

Online platforms

Several online publicity platforms are developed in-house and are used to promote Malaysia's tourist attractions to the world.

These platforms include the Tourism Malaysia consumer website (malaysia.travel), the corporate website (tourism.gov.my), the blog (blog.malaysia.travel) as well as social media platforms Facebook, Twitter and YouTube.

In addition to that, Tourism Malaysia publishes the monthly online newsletter Experience Malaysia. The e-newsletter details exciting events, happenings and attractions in Malaysia and is distributed via email to local and international readers, media and industry players.

Mega Familiarisation Programme

The Mega Familiarisation Programme (Mega Fam) is a signature Tourism Malaysia programme that assists in the worldwide promotion and branding of Malaysia as a preferred tourist destination.

In 2017, a total of 41 guests from eight countries participated in two Mega Fam events. 10 guests were representatives from travel agencies, 29 were media representatives, while two were corporate guests.

The Mega Fam programme generated RM2,619,899.73 worth of commercial value from 25 published feature articles in international publications, 28 documentaries and online media broadcasts.



1.



2.

Tourism Ambassador Programme

The Tourism Ambassador Programme is an initiative by the Ministry of Tourism and Culture that engages with prominent, well-established and influential Malaysians from various fields to promote the country among their circle of friends, fans and network of contacts.

The programme is part of the effort to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP).

The outstanding individuals were carefully selected to assist Tourism Malaysia in propelling the country's tourism industry to greater heights.

By the end of 2017, the programme engaged with a total of 14 Tourism Ambassadors. The list includes:

- South India market - Ms. Shantini Theva, popular Kollywood actress and model
- China/Hong Kong/Taiwan/ Japan and South Korea markets - Mr. Johnny Chiang, renowned Taiwanese singer
- Global diving community - Mr. Clement Lee, PADI AmbassaDiver and Course Director, committed conservationist and diving legend
- Gastronomy - Dato' Chef Ismail Ahmad, Malaysian Celebrity Chef
- USA and UK markets - Mr. Kabir Khan, World-Renowned Malaysian magician and mentalist

The newly appointed Tourism Ambassadors for 2017 are:

- Russia and CIS markets - Datuk Nargiz Safarova, businesswoman and personality
- Global market - animated TV characters Upin & Ipin
- Mr. Harith Iskander, Malaysian actor and comedian

Public Relations Agencies

In 2017, Tourism Malaysia coordinated and monitored the performance of eight public relations agencies which were appointed to promote Malaysia in selected markets. The public relations activities served to complement the respective marketing strategies implemented within markets such as Taiwan, Thailand/Myanmar, India, Korea, France/Spain/Portugal, Russia, Germany/Austria, and New Zealand.

RM73,990,606 worth of media publicity value was successfully generated through the public relations activities.

Domestic Publicity

Media publicity

Tourism Malaysia coordinated print, electronic and social media coverage throughout the year. Press interviews with local mainstream media such as television and radio stations as well as local and international print media were part of the effort to provide greater coverage to Tourism Malaysia's events. Among the participating media outlets were Traxx.fm, Mutiara.fm, Bernama Radio, Korea Broadcasting System, Japan's Unlock Design Magazine and Xin Hua China News Agency.

Written materials for publicity and promotions were published 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.

Dissemination of Tourism-related Information

A core function of Tourism Malaysia's promotions is to disseminate tourism-related information to domestic and international tourists. Tourist Information Centres (TICs) distribute the latest information and answer enquiries to facilitate travel arrangements. To date, there are a total of 23 TICs nationwide to assist tourists during their travels.

In 2017, TICs served a total of 788,816 tourists. The TICs that received the most tourists were:

- TIC KLIA2 (411,619 tourists)
- TIC MATIC (73,862 tourists)
- TIC LTAB Langkawi (48,971 tourists)
- TIC KL Sentral (38,329 tourists)
- TIC LTAB Kota Kinabalu (38,054 tourists)

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 2017, TMCC attended to a total of 2,468 calls and 4,061 email enquiries.

Promotional Support

Brochures



A range of brochures were produced and printed in various languages to support Tourism Malaysia's promotional activities.

In 2017, an estimated 1.4 million units of brochures were produced. These included travel guide booklets, map series, calendar of events, and festival guides. Travel guides, expo and travel fair guides according to state and region were also produced. Among the produced brochure titles were Flea Market Galore, Sport Fishing Paradise,

and Malaysia Events and Festivals 2018. Tourism Malaysia also produced the 2018 Table Calendar, updated information on new theme parks in Malaysia and printed a guide on traveling around KL and Selangor on the MRT system.

Tourism Malaysia foreign offices also cooperated in the effort to publish numerous brochures that were translated into 15 different languages including Arabic, Persian, Indonesian, Italian, German, French, Spanish,

Turkish, Japanese, Korean, Vietnamese, Russian, Chinese (simplified) and Chinese (Traditional) in addition to Bahasa Malaysia.

Tourism Malaysia produced a total of 369,600 collateral items for display and souvenirs throughout 2017. Among the items produced were pens, luggage tags, golf bags and balls, Hari Raya packets, Hari Raya Aidilfitri cards, fridge magnets and pocket notebooks. These items were distributed across Malaysia and internationally.

Image Gallery

Throughout 2017, Tourism Malaysia managed a photo bank containing a total of 78,390 photos through the Fotoware 8.0 software. The images were uploaded and made available on the Tourism Malaysia website's Image Gallery. The Image Gallery serves as a platform to promote Tourism Malaysia's products and is accessible to all domestic and international media.

The Image Gallery also serves to assist travel industry players and the public by providing access to photos of Malaysia's destinations, events and attractions. The user-friendly Image Gallery allows visitors to download high resolution photos at imagegallery.tourism.gov.my. It drew in 46,644 visitors in 2017, in addition to 59,669 website visits and 52,753 photo downloads worldwide.

Campaigns

A total of six promotional campaigns were produced for the social media campaign #SayangMalaysia (NBOS) Photography and Video Competition. Produced in collaboration with the Ministry of Tourism and Culture, the



campaigns comprised #MyCuisine, #MyDestination, #MyCulture, #MySports, #MyEvents and #MyFamilyFun. The Fresh Air Lung Washing video was also produced through this campaign, introducing the concept of an ecotourism destination to audiences.

Tourism Malaysia also produced a promotional video for its participation in the Seatrade Cruise Global 2017 in Florida. A video entitled NEGARAKU, SEHATI SEJIWA was also produced in conjunction with Malaysia's 60th National Day celebrations. It was uploaded onto all MOTAC social media platforms with the intent of fostering patriotism and love for the country.

Tourism Malaysia's Distribution Centre

Tourism Malaysia's Distribution Centre (TMDC) facilitated the distribution and



delivery of more than 1.4 million units of flyers and 369,600 units of collateral items.

A total of 32 deliveries were made by sea to ensure that all promotional materials would arrive at the designated Tourism Malaysia offices abroad and at international tourism events such as ITB Berlin, Arabian Travel Mart in Dubai and World Travel Market in London.

Meanwhile, 38 land-based shipments were made to the Tourism Malaysia state offices, the Tourism Information Center's Supervision Office and Tourist Information Centres. Tourism Malaysia provided a variety of collateral items such as brochures and souvenirs to government agencies, travel agencies, hotels, schools, universities, the private sector as well as other parties involved in tourism promotions.

OPERATIONS AND MANAGEMENT SERVICES



Suria KLCC Shopping Mall



INFOGRAPHIC SUMMARY

IMPLEMENTATION OF THE TOURISM MALAYSIA CLOSING OF STATE AND INTERNATIONAL OFFICES RATIONALISATION PLAN

ORGANISED PROGRAMMES FOR EMPLOYEES' WELFARE

Service Excellence Award • Iftar Ramadhan • Hari Raya Aidilfitri Open House
Labour Day celebration • Maulidur Rasul parade • National Sports Day
Sukan Badan Berkanun Malaysia (SUKANUN) 2017 • Health & Wellness Carnival

PRESENTED AWARDS AND RECOGNITION TO TOURISM MALAYSIA EMPLOYEES



- EXCELLENT SERVICE AWARD PRESENTED TO 70 TOURISM MALAYSIA OFFICERS AND STAFF WHO HAVE SERVED WELL THROUGHOUT 2016



- EXCELLENT SERVICE MEDAL AWARDED TO A TOURISM MALAYSIA OFFICER FOR OUTSTANDING WORK PERFORMANCE BY THE PUBLIC SERVICE DEPARTMENT



- SERVICE LOYALTY AWARD PRESENTED TO 32 EMPLOYEES WHO HAVE DEVOTED MORE THAN 20 YEARS OF SERVICE TO THE ORGANISATION



A TOTAL OF 4,351 TOURISM MALAYSIA STAFF ATTENDED 540 TRAINING PROGRAMMES ORGANISED BY TOURISM MALAYSIA; THE MINISTRY OF TOURISM AND CULTURE; INTAN; IDFR; PSD AS WELL AS OTHER GOVERNMENT AND PRIVATE AGENCIES.

PSD AND TOURISM MALAYSIA SCHOLARSHIPS AWARDED TO 7 OFFICERS TO FURTHER THEIR STUDIES

ORGANISED 5 GROUP WORKSHOP SERIES (PROGRAM KELOMPOK SYOK KERJA)



Trained and educated Tourism Malaysia employees on stress management, communication skills and conflict management



Participation of 60 Tourism Malaysia employees of various grades and posts

OPERATIONS AND MANAGEMENT SERVICES

HUMAN RESOURCE MANAGEMENT PLANNING

IN 2017, TOURISM MALAYSIA UNDERWENT ORGANISATIONAL RESTRUCTURING BASED ON THE TOURISM MALAYSIA CLOSING OF STATE AND INTERNATIONAL OFFICES RATIONALISATION PLAN (PELAN RASIONALISASI PENUTUPAN PEJABAT-PEJABAT NEGERI DAN LUAR NEGARA).

The plan was implemented to strengthen and ensure the competitiveness of Tourism Malaysia as an organisation that contributes to the economy, with tourism being the country's second largest foreign exchange earner.

In line with the restructuring of this plan, Tourism Malaysia is currently staffed by 1,029 personnel comprising 809 permanent personnel, 146 Locally Recruited Staff (LRS) stationed at overseas offices and 74 contract personnel.

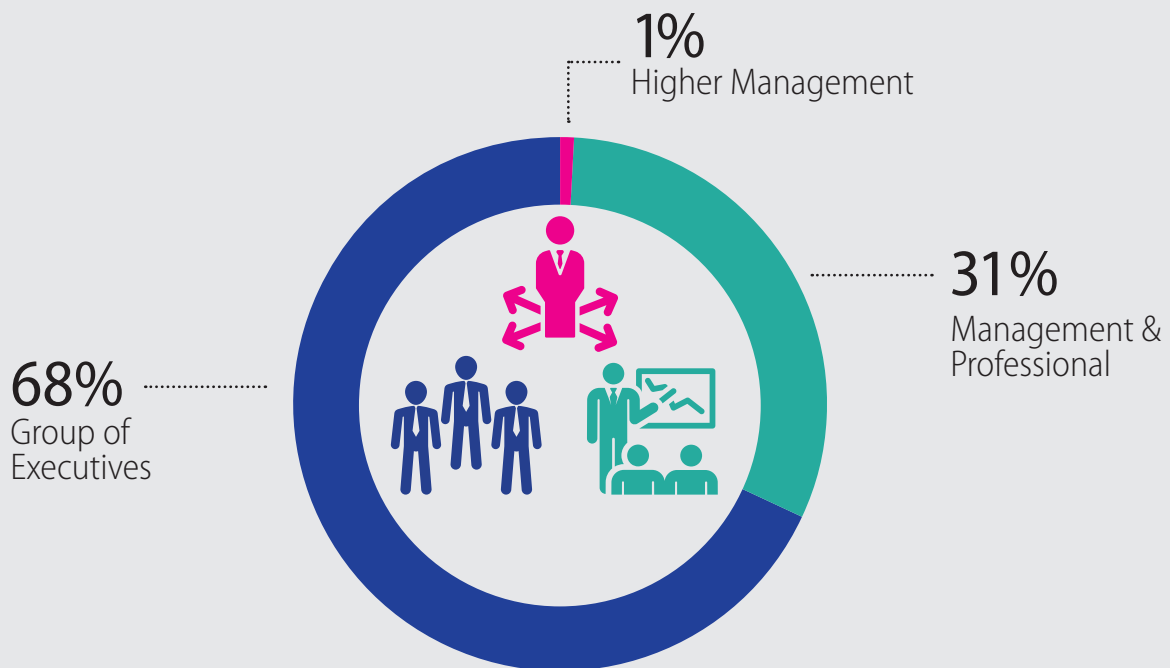


X-JETBLADE

The Rationalisation Plan included the closing of 14 state offices which were later upgraded to four Regional Offices: the Eastern Region TM Office, Southern Region TM Office, Central Region TM Office and Northern Region TM Office.

A total of five overseas Tourism Malaysia offices were also closed: TM Milan, TM Stockholm, TM Johannesburg, TM New York and TM Perth. In total, Tourism Malaysia currently has 30 overseas TM offices and 5 overseas marketing offices.

Chart 1: Composition of Personnel, Tourism Malaysia 2017



Effective Administration Procedures

Tourism Malaysia places great emphasis on good practice pertaining to staff relations and employee welfare.

In line with the Government Transformation Programme (GTP) towards good governance, Tourism Malaysia initiated several new systems such as e-asset and Sistem Keluar Pejabat (Out Of Office System). Two new systems, Sistem Tempahan Bilik Mesyuarat (Meeting Room Booking System) and Sistem Tempahan

Kenderaan (Vehicle Booking System) were upgraded with new features and modifications.

In the event of an office closure, Standard Operating Procedures stipulate that all files and assets of Tourism Malaysia are to be disposed of following strict procedures. For Tourism Malaysia offices that were elevated, filing reference numbers were upgraded.

Throughout the year, various events were organised for Tourism Malaysia staff such as the Service Excellence Award, Iftar Ramadhan and Hari Raya Aidilfitri Open House. Tourism Malaysia officers and staff also participated in national events such as the Labour Day celebration, Maulidur Rasul parade, National Sports Day and Sukan Badan Berkanun Malaysia (SUKANUN) 2017 in Malacca.

Internal Auditing

Internal audits in Tourism Malaysia are conducted to improve levels of compliance with the law, assess regulations and procedures set in place to achieve the vision and mission of Tourism Malaysia. Internal audits also increase the level of accountability and efficiency in the management of funds and finances.

The auditing process is conducted at the Tourism Malaysia headquarters, consisting of 13 departments; 30 overseas offices; 7 overseas marketing offices; 4 regional offices; 2 Tourism Information Centre Supervision Offices and 22 Tourist Information Centres.

In 2017, two types of audits were conducted:

1. Financial Management Auditing, which ensures compliance towards the existing financial regulations.
2. Performance Auditing, which evaluates promotional and marketing activities based on 'value for money' and the return on investment from the activities.

Based on the Audit Plan 2017 that was approved by the Tourism Malaysia Audit Committee, most of the auditing programmes were successfully conducted.

Financial Management Auditing was conducted in the Strategic Planning Division and State/Overseas Tourism Malaysia Offices including TM Melaka, TM Negeri Sembilan, TM Vientiane, TM Phnom Penh, TM Shanghai and TM Almaty.

Tourism Malaysia also conducted a Performance Audit on the management of public relations agencies in which the report was issued during the first quarter of 2018. Tourism Malaysia also successfully organised four Audit Committee Meetings as stipulated in the General Circular No. 3 of 1998.

In addition to that, the Ministry of Tourism and Culture (MOTAC) also conducted a

Financial Management Audit at TM Hanoi and TM Ho Chi Minh. A Procurement Management Performance Audit was also implemented on Tourism Malaysia's advertising activities. An external advertising inspection visit to Korea and Japan were also conducted by MOTAC following the audit performance.

Tourism Malaysia has received visits from the National Audit Department with regards to audit reviews on procurement services for supplying, installing, configuring and maintaining WebTV. However, the audit study has been postponed as the NAD was instructed to implement higher-risk audits.

Based on the outcome of the audits, several enhancements have been made to the systems and procedures of the related divisions and offices. This ensures that every administrative and financial transaction in Tourism Malaysia is carried out in accordance with the rules and regulations.

Awards and Recognition of Tourism Malaysia Staff

A total of 70 Tourism Malaysia officers and staff was recognised and awarded for their efforts in service throughout 2016.

Recipients of the Excellent Service Award were celebrated in a ceremony held on 13 April 2017. A Tourism Malaysia officer was also recognised for service and active participation in numerous activities, marking the first time an officer was awarded the Excellent Service Medal by the Public Service Department. The award was presented by the Minister of Tourism and Culture on 20 November 2017 at the Kuala Lumpur Craft Complex. In addition, 32 long-serving Tourism Malaysia employees who have devoted more than 20 years of service to the organisation were also awarded the Service Loyalty Award (Anugerah Khidmat Setia).

In addition, a health-themed carnival was organised in collaboration with PMCARE, a company that manages the medical services and panel clinics for Tourism Malaysia. In order to create awareness on personal health, free health checks were provided for the Tourism Malaysia community and was led by 11 healthcare and hospital specialists. The free services provided amounted to a value of RM29,090.00.

Human Capital Development Programme

Tourism Malaysia provides its staff with continuous education and training programmes to enhance their skills and build character. A total of 4,351 Tourism Malaysia staff attended 540 training programmes organised by Tourism Malaysia; the Ministry of Tourism and Culture; INTAN; IDFR; PSD as well as other government and private agencies.

In 2017, seven officers were awarded scholarships by JPA and Tourism Malaysia to further their studies. The scholarships were given to outstanding officers intent on pursuing higher education. In addition, six Tourism Malaysia officers participated in short-term training programmes overseas which were organised by the National Human Resources Development Institute (NHI) Republic of Korea, Singapore Cooperation Program (SCP), UNWTO and Japan International Cooperation Agency (JICA).

An educational training programme entitled Kursus Pemantapan Profesional Pensyarah Bidang Pelancongan was also provided by Tourism Malaysia for Institut Pengurusan Guru (IPG) lecturers teaching the Diploma of Tourism Management at Kolej Vokasional Malaysia. The course, presented by senior officers from Tourism Malaysia, indirectly positions Tourism Malaysia as a specialist and point of reference on matters concerning the nation's tourism industry.

1. BRIEFING ON NATIONAL SECURITY POLICY 2017

In order to provide psychology-based and counselling programmes, a Psychology Management Unit was established to assist Tourism Malaysia staff. The unit aims to enhance the personal and emotional well-being of employees within the organisation. Among the high-impact initiatives implemented by the Psychology Management Unit was the accreditation of 12 Tourism Malaysia staff as peer counsellors (AKRAB), led by the Public Service Department (PSD). AKRAB is a support group that helps to create a positive and harmonious working environment in the organisation.

Furthermore, a total of five Group Workshop series (Program Kelompok Syok Kerja) was successfully organised. The programme aimed to train and educate Tourism Malaysia employees on stress management, communication skills and conflict management. A total of 60 participants of various grades and posts were involved in the workshops.

Financial Management

The financial management of Tourism Malaysia is divided into four main areas: Payment, Budget, Accounting and Branch Operations. Budget allocation was distributed among 15 divisions for the implementation of approved programmes in accordance with applicable regulations.

The financial statements, records and registers of Tourism Malaysia were prepared and maintained according to the Guidelines for the Preparation and Presentation of Annual Reports and Financial Statements of Federal Statutory Bodies. The financial statements also adopted the Malaysian Public Sector Accounting Standards (MPSAS) as required by the Ministry of Finance, presenting a transparent and fair view of Tourism Malaysia's state of affairs.

All expenditures made by the state and overseas Tourism Malaysia offices were also monitored and recorded. The exercise



included ensuring all transactions for management, financial and procurement operations were made in accordance with regulations. In addition, Tourism Malaysia offered advice to these offices particularly on matters regarding operational and financial management as well as carrying out audits regularly.

Beginning January 2017, Tourism Malaysia implemented an automated financial system named MyFIS (My Financial Information System). The system ensures that all financial and accounting data transactions are recorded accurately. Currently, the system is being used in Tourism Malaysia headquarters and in all 14 offices. Based on this system, Tourism Malaysia is also developing a new financial information system, MyFIS LTE, to be implemented in all overseas offices by January 2018.

Technological Applications

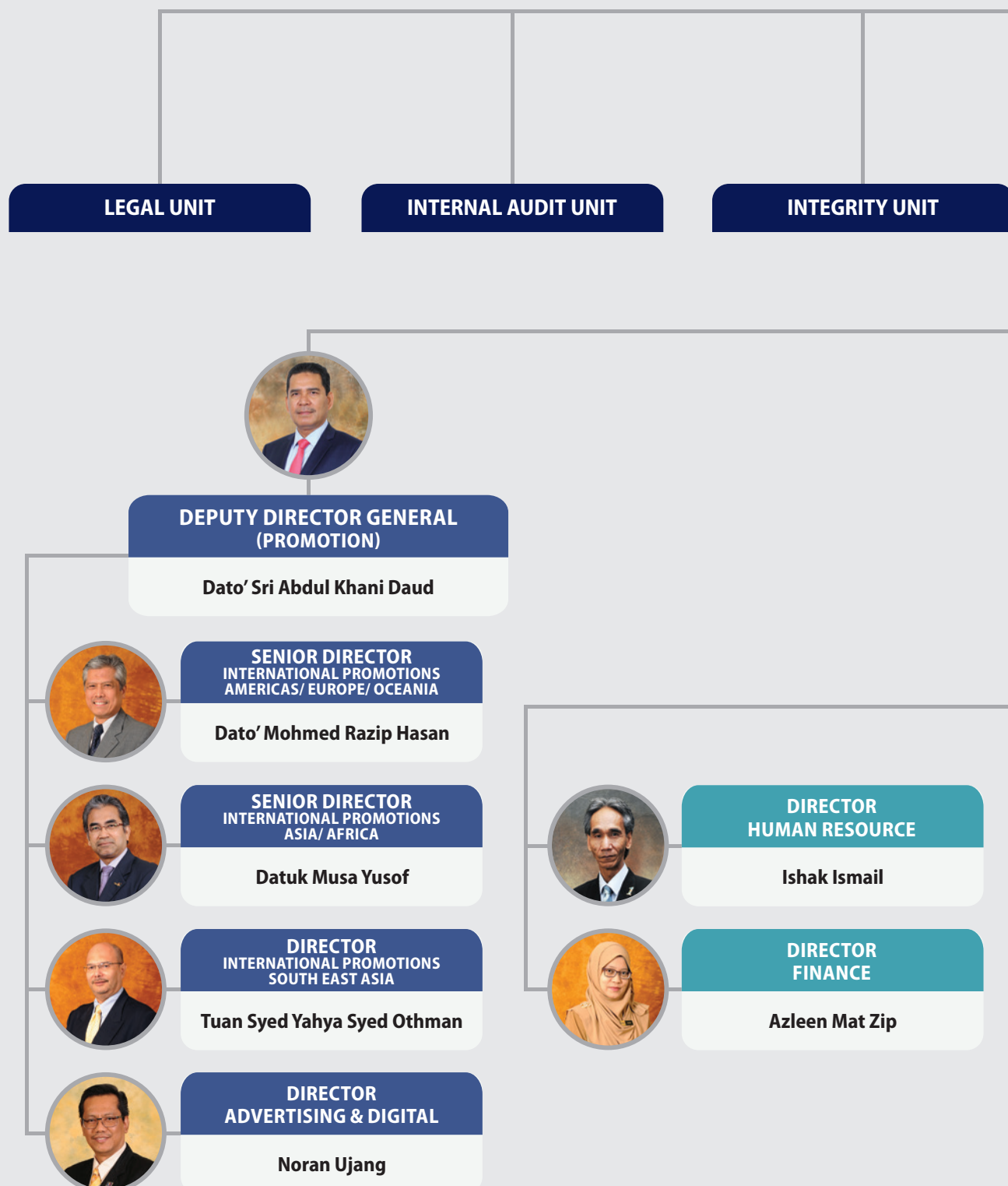
As an IT-oriented organisation, Tourism Malaysia uses IT support and services to help improve its tourism promotion activities as well as internal operations.

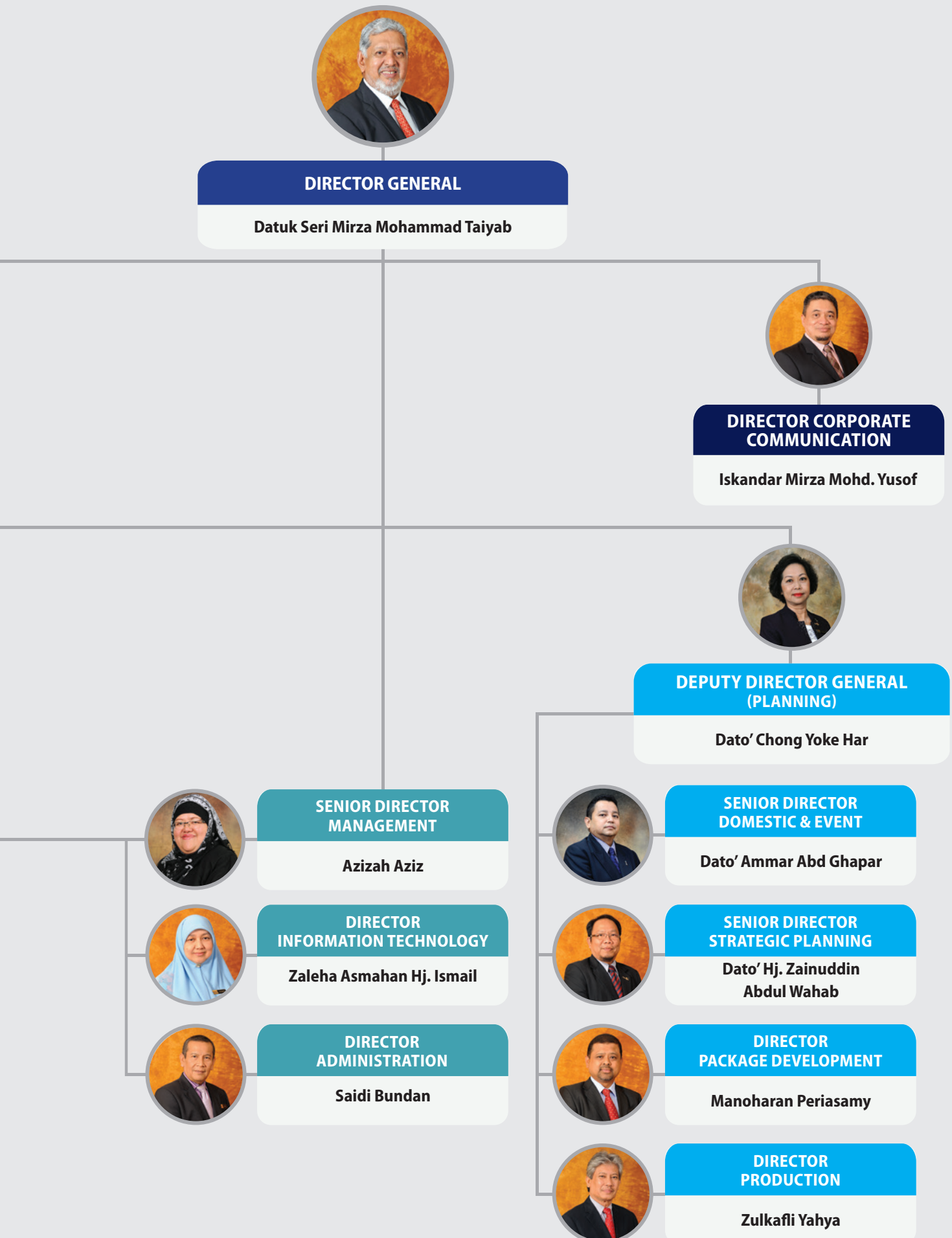
Tourism Malaysia's operations in 2017 were made more efficient with the implementation of several technological applications.

As an example, the Tourism Malaysia Distribution Centre (TMDC) System was enhanced with a new user interface and a cart module to provide a smooth experience for internal applications of collaterals and other goods from TMDC. This system can be directly accessed online at <https://tmdc.tourism.gov.my/> by officers from within Malaysia as well as those working in overseas stations. This enhancement was fully operational since 1 March 2017.

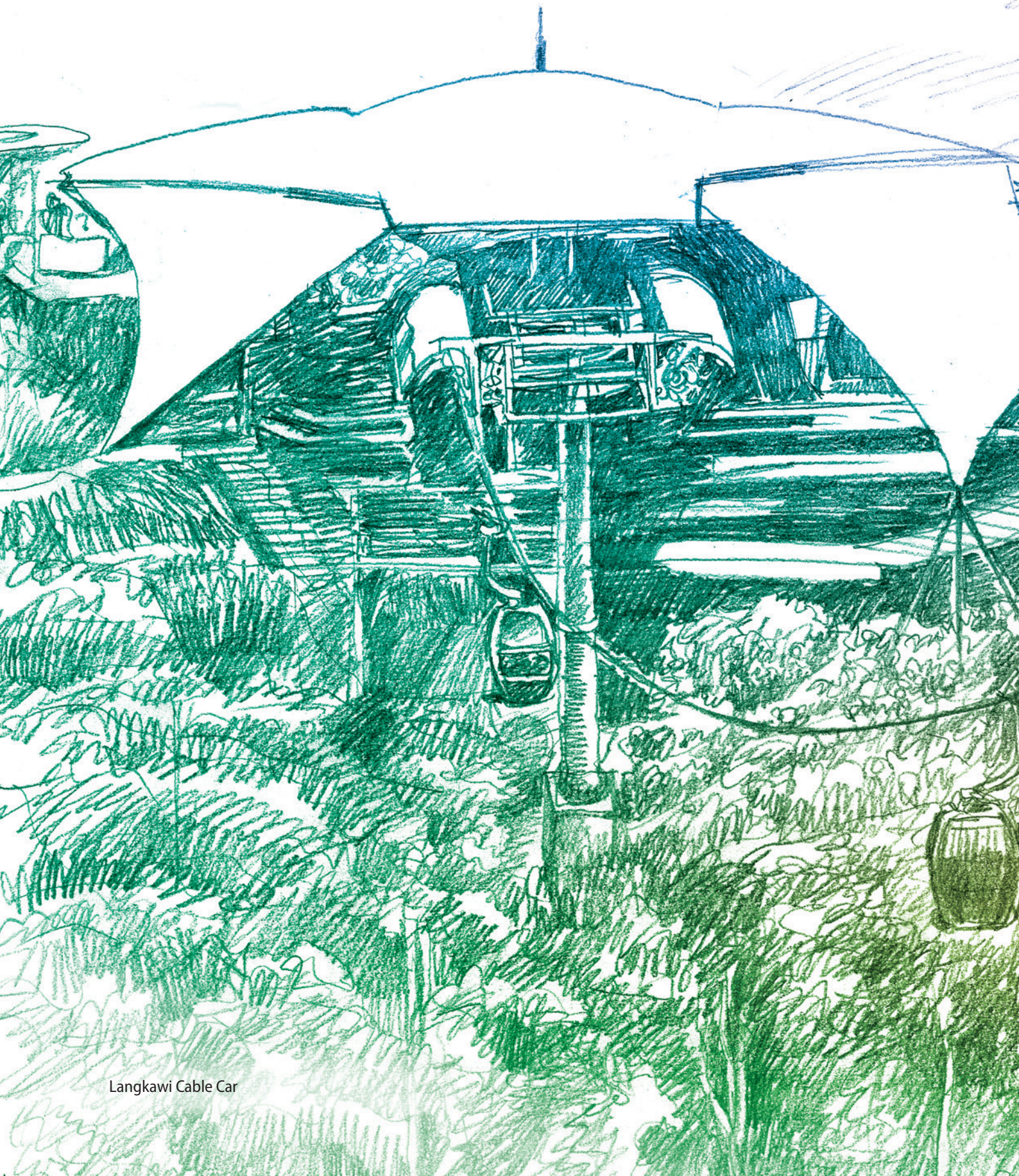
Tourism Malaysia also took the initiative to transfer all its physical backup to cloud subscription. The cloud subscription not only offers backup but also acts as a cloud disaster recovery to Tourism Malaysia. In the event of a disaster, Tourism Malaysia would be able to activate the DR Site to ensure the business of Tourism Malaysia continues to operate as close to normal as possible.

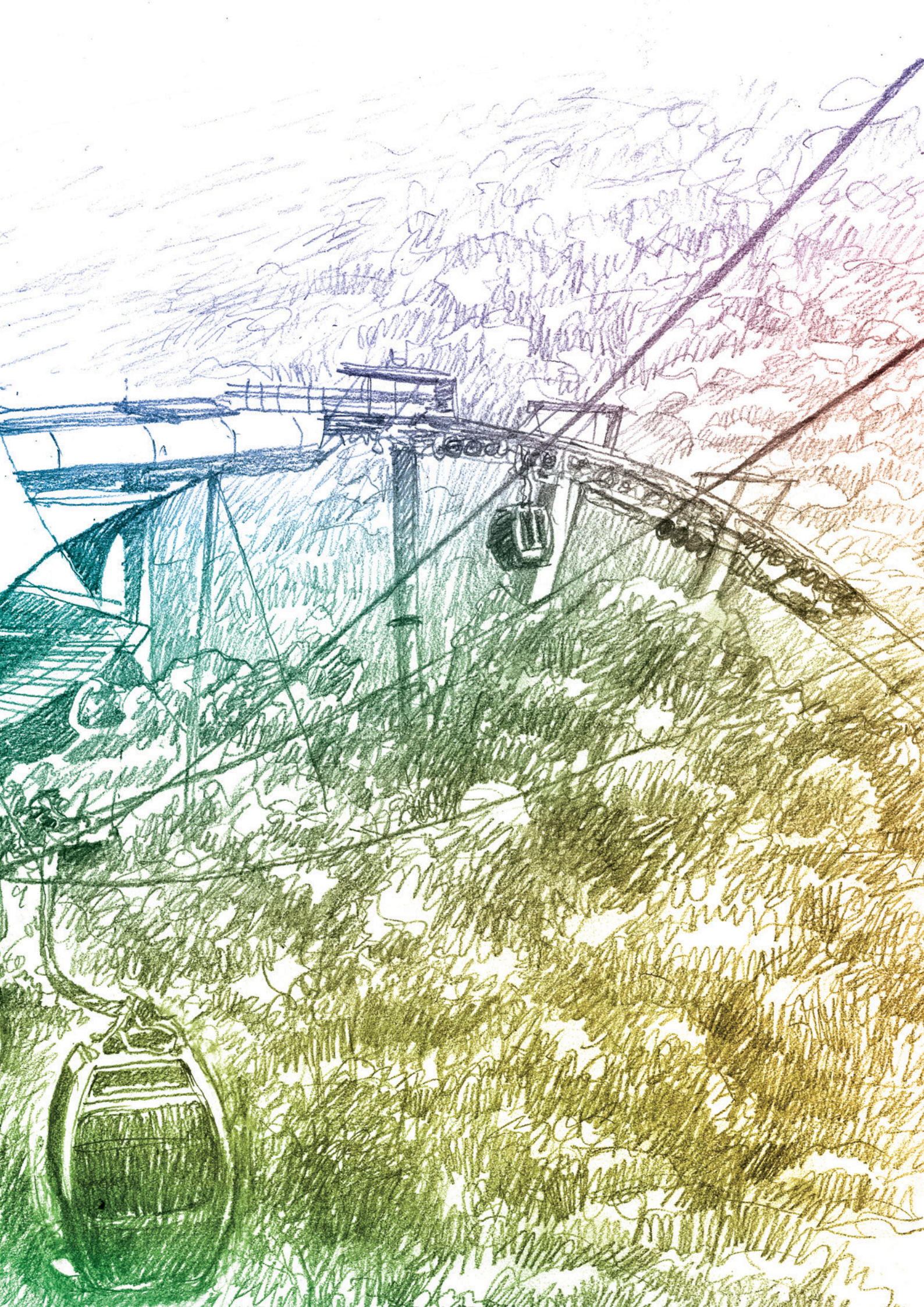
ORGANISATION CHART





AWARDS AND RECOGNITION





AWARDS AND RECOGNITION

IN 2017, TOURISM MALAYSIA RECEIVED NUMEROUS AWARDS AND ACCOLADES THAT HAVE CONTINUED TO PROPEL MALAYSIA TOWARDS INTERNATIONAL RECOGNITION. AMONG THE AWARDS RECEIVED WERE:

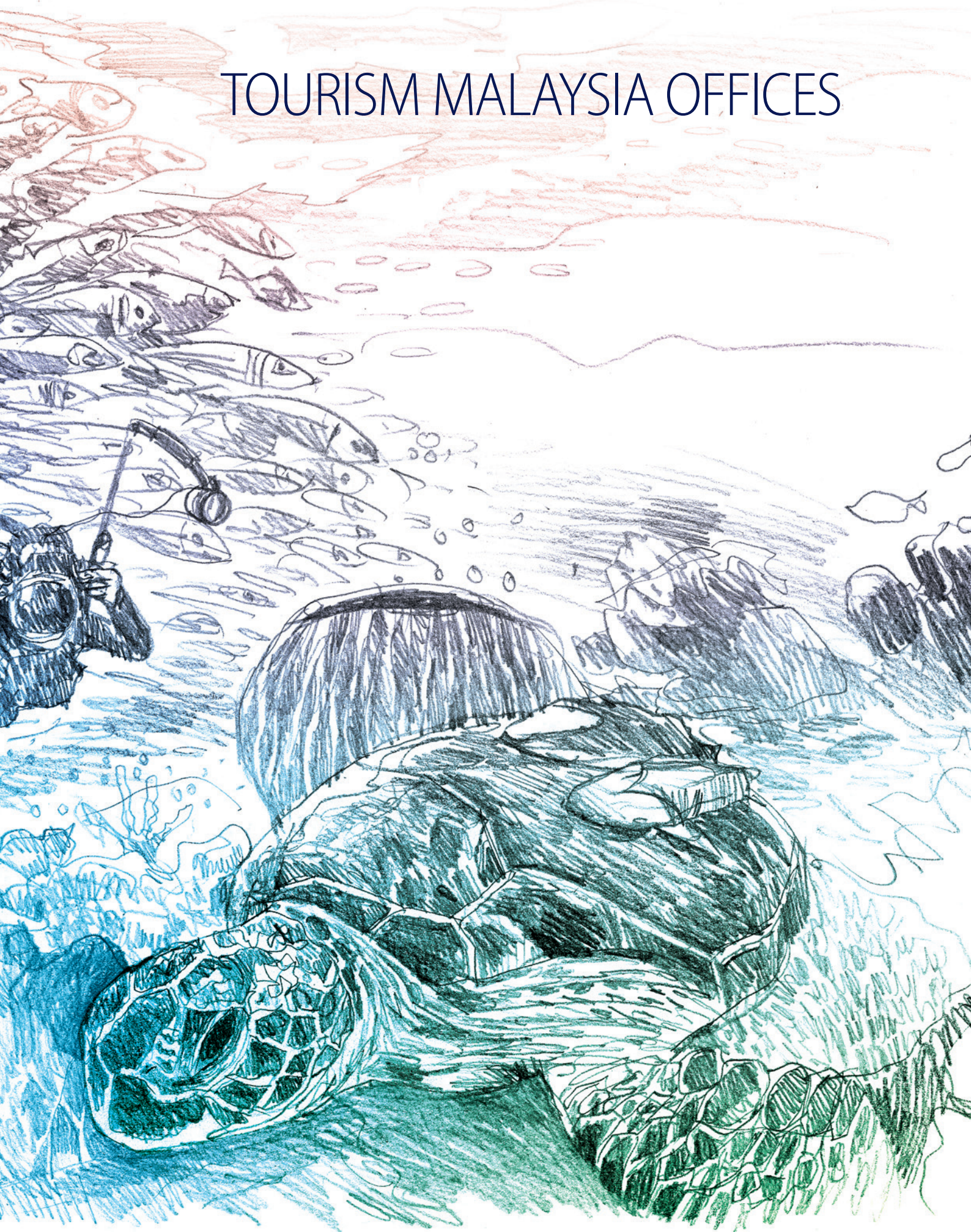
- “Top World Class Tourism Destination (Malaysia)” Digital Brand Award by kabarmedan.com in Medan, Indonesia. The Digital Brand Award recognises corporations that actively boost performance through the use of digital technology in various forms such as service excellence, social media and the internet, banking transactions and non-conventional payment systems.
- “Best Decorated Booth” at the Cambodia Travel Mart in Songkhla, Siem Reap
- “Your Favourite Memories” Best Television Commercial category by PROFIMA International Film Fest & Awards (PIFFA)
- “Innovative Government Agency” by Perak Tourism Award 2017, Tourism Malaysia Perak
- “Best Tourism Board Award for 2017” by Tours & Travels Association of Andhra Pradesh
- “Best Other Country Tourism Office – 2017” by Madura Travels supported by the Ministry of Tourism, Government of India
- “Best Performance Award” by Taiwan Visitors Associations at the Taipei International Travel Fair 2017
- “The Most Favourite Social Media (Tourism Board)” by U Magazine Travel Awards, Hong Kong
- “The Most Popular Outbound Travel Destination in Guangdong” by Guangzhou Daily Newspaper
- “The Best Booth Award” from the 13th Strait Travel Fair 2017 in Xiamen, Fujian Province, China
- “The Best Creativity Award” from China (Guangdong) International Tourism Industry Expo (CITIE) 2017 in Guangzhou, China

- “The Best Organisation Award” from China (Guangdong) International Tourism Industry Expo (CITIE) 2017 in Guangzhou, China
- “The Excellent Performance Award” from China (Guangdong) International Tourism Industry Expo (CITIE) 2017 in Guangzhou, China
- “Excellent Booth Award” from China International Travel Mart (CITM) 2017 in Kunming, China
- “Excellent Organization Award” from China International Travel Mart (CITM) 2017 in Kunming, China
- “Best Family Travel Destination 2017” by Travel Agent Magazine in Beijing, China
- “Best Family Travel Destination 2017” by Sina.com in Beijing, China
- “Best International DIY Tourism Destination (Kuala Lumpur)” China Travelers’ Top Spots Award in Shanghai, China
- “Best Island Tourist Destination (Sabah)” China Travelers’ Top Spots Award in Shanghai, China
- “SWTF Best Tourist Destination” by Shanghai World Travel Fair Award
- “Best in Show” (Tourism Malaysia)” by CMT China
- “Best Outdoor Experience Destination (Malaysia)” by Best Travel Media Awards
- “The Most Liked Delicious Destination (Malaysia)” by Delicious Travel Awards
- “The Most Popular Tourist Destination (Kuala Lumpur)” by 2017 Red Coral Award of Asia Tourism
- “The Most Popular Tourist Attraction (Genting Highlands)” by 2017 Red Coral Award of Asia Tourism
- “Most Preferred Longstay Destination” by Japan Longstay Association for 11 consecutive years
- The recent Annual Overseas Retirement Index produced by the Live and Invest Overseas official website lists three cities in Malaysia as the best places to retire in terms of cost of living. The three cities listed are Kota Kinabalu, GeorgeTown and Kundasang.





TOURISM MALAYSIA OFFICES



TOURISM MALAYSIA OFFICES

HEAD OFFICE

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

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E-mail: enquiries@tourism.gov.my • Website: www.malaysia.travel

REGIONAL OFFICES

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Kuching International Airport
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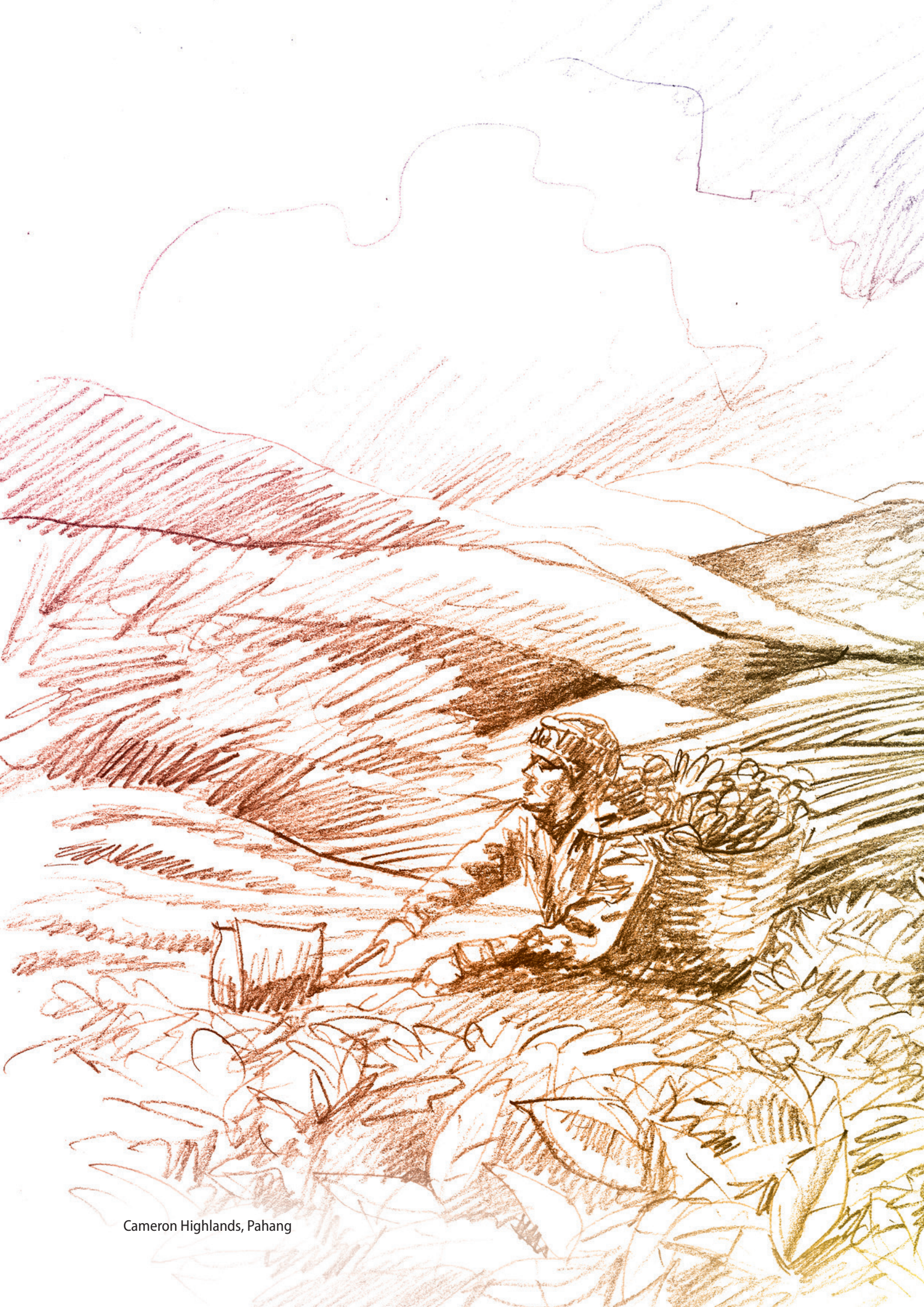
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