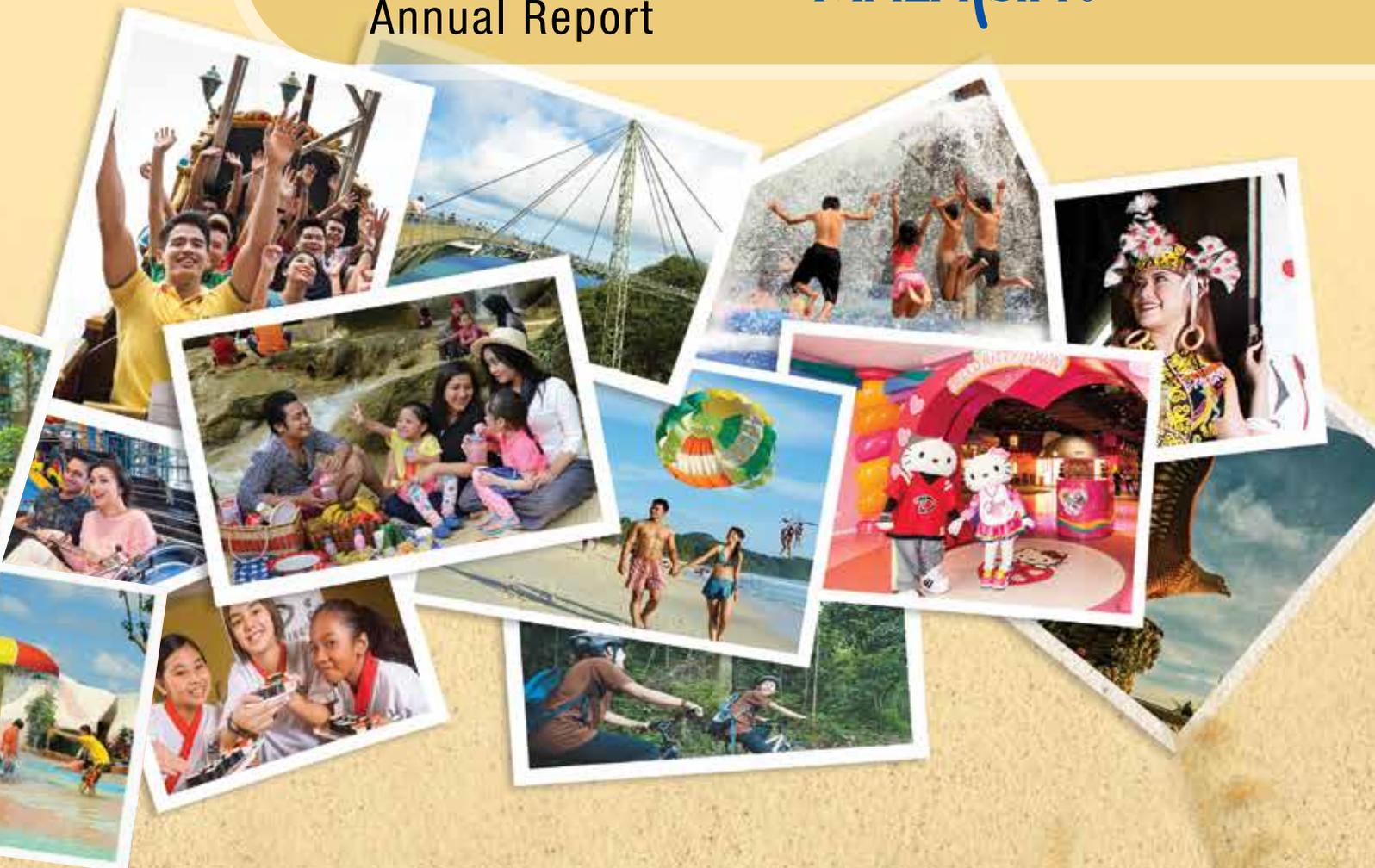


# 2018

Annual Report



Enjoy Delightful  
Family Fun

# CONTENTS



The 2018 Annual Report features the theme of Family Fun. Malaysia has an extensive array of theme parks, amusement parks, edutainment centres, extreme parks, wildlife parks, animal farms, water parks as well as culture and heritage centres that are great places to strengthen family ties. The montage of photographs reflect the wide range of attractions for family fun that are found around the country.

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## OVERVIEW



## Who We Are

The Malaysia Tourism Promotion Board or Tourism Malaysia is an agency under the Ministry of Tourism, Arts and Culture Malaysia. It focuses on the specific task of promoting tourism in Malaysia and overseas.

Since its inception in 1972, Tourism Malaysia has grown by leaps and bounds and has played a prominent role in the international tourism arena.

To date, Tourism Malaysia has 35 Overseas Offices and seven Marketing Representative offices in locations identified as Malaysia's key markets. In addition, there are four Regional Offices and two Supervisory Tourist Information Centres Offices at strategic locations within Malaysia.

Driven by its aspiration to promote Malaysia as a destination of excellence in this region, Tourism Malaysia continues to propel the industry to greater heights. Today, Malaysia's tourism industry has become the second largest foreign exchange earner for the national economy whilst still maintaining the growth trend from year to year.

In 2018, Malaysia registered 25.8 million tourist arrivals and RM84.1 billion in tourist receipts, placing the country as the 15 most visited tourism destination in the world.

Along the way, the country has also received numerous international awards and accolades. For instance, at the BrandLaureate BestBrands Awards 2017-2018, Tourism Malaysia received the BestBrands Award for Nation Branding, while at the 2018 China ASEAN Tourism Exhibition, it received the Best Organization Award. Tourism Malaysia also received the Best Tourism Publicity Award at the 21st Busan International Travel Fair.

Malaysia was crowned the Most Attractive Travel Destination in the World 2018 at the 8th Hong Kong Global City Forum, while Sipadan Island clinched the title of Best Diving Destination at the 2018 Nature Travel Awards.

Besides that, Kuala Lumpur clinched the 7th spot in the 20 most visited cities around the world in 2018 by MasterCard Global Destination Cities Index.

Meanwhile, Ipoh was named as the Top 3 Best Coffee Town in Asia by Lonely Planet, while Taiping was named as one of the 100 Sustainable Cities. It was the only Malaysian city that made it in this year's list by Green Destinations.

Tourism Malaysia will continue to work closely with other Government agencies and the private sector to help secure Malaysia's position as a leading tourist destination and achieve the country's target of 30 million tourist arrivals and RM100 billion in receipts by 2020, as outlined in the Tourism National Key Economic Area (NKEA).

Please visit [www.malaysia.travel](http://www.malaysia.travel) for information on a wide range of fascinating tourist attractions and destinations in Malaysia, as well as exciting events.

## Our Functions

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

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

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 visitors to increase tourism revenue.
- Stimulate the growth of domestic tourism.
- Increase the benefits/share obtained from the MICE market.



## Our 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.



## Chairman's Statement

### 2018 In Review

Malaysia's tourism industry continued to build on the country's prominence as a world-renowned tourism destination. In 2018, it recorded 25.8 million (25,832,354) tourist arrivals, contributing RM84.1 billion in revenue to the country's economy.

Despite the slight decline in arrivals by 0.4% compared to 2017, the contribution of tourist receipts increased by 2.4%. Besides that, tourism performance also saw growth in terms of per capita expenditure, which increased by 2.9% to RM3,257, while the Average Length of Stay (ALOS) climbed 0.8 points to 6.5 nights.

Singapore remained as the highest contributor of tourists to Malaysia with 10.6 million, followed by Indonesia (3.3 million), China (2.9 million), Thailand (1.9 million), Brunei (1.4 million), South Korea (0.62 million), India (0.6 million), the Philippines (0.4 million), Japan (0.39 million), and Taiwan (0.38 million).

The ASEAN region continued to dominate the share of tourist arrivals to Malaysia. It contributed 70.1% to the country's total tourist arrivals in 2018, while the medium- and long-haul markets occupied 20.3% and 13.3% shares respectively.

Tourist arrivals growth were seen in Central Asia (+81.9%), Africa (+49.1%), Americas (+26.3%), West Asia (+25.3%), East Asia (+24.3%), South Asia (+13.4%), and Europe (+7.8%), while declines were recorded for Oceania (-0.8%) and ASEAN (-7.0%) markets.

Overall, the performance of the medium- and long-haul markets showed healthy recovery with 19.3% growth compared to the previous year, impacting the length of stay and receipts positively.

In terms of overall tourist expenditure, the ASEAN region remained as the biggest contributor, with a total of RM48.5 billion. The highest per capita expenditure was from West Asian tourists with RM9,947, an increase of 6.1% against RM9,378.50 in 2017.

The top three components of tourist expenditure were shopping (33.4%), accommodation (25.7%), and food and beverages (13.4%). Once again,

receipts from shopping exceeded accommodation, growing from a share of 32.7% in 2017 to 33.4% in 2018.

Tourism Malaysia also continued to place emphasis on domestic tourism, which is a key contributor to the country's economy. A total of 221.3 million domestic visitors were recorded in 2018 with a growth of 7.7% compared to 2017, while domestic tourist expenditure registered a double-digit growth of 11.4% with RM92,561 million.

Our promotional strategies in 2018 were guided by Tourism Malaysia Integrated Promotion Plan (TMIPP) 2018 – 2020, which sets to drive the country's tourism industry forward and achieve its objectives and targets for the next three years. The Plan continues the strategic path laid out in the previous plans and paves the way for the achievement of the country's ultimate goal of 30 million tourist arrivals and RM100 billion in tourist receipts by the year 2020.

TMIPP 2018 – 2020 sets out the general outlook and perspectives for the overall marketing programmes for Tourism Malaysia. Our major focus is to enhance Malaysia's appeal as a top-of-mind tourism destination while promoting domestic tourism. Indeed, the Plan serves as a useful reference for all industry players to steer our tourism sector in the right direction.

We have undertaken various strategies and dynamic efforts to boost the country's arrivals and tourism revenue. Together with industry players and tourism stakeholders from the public and private sectors, we focused on promotional programmes that helped build momentum and culminate with the celebration of the country's fifth Visit Malaysia Year in 2020.

Our strategies to attract arrivals from key markets revolved around forming strategic partnerships with airlines and corporate bodies, utilising digital media

platforms for marketing and publicity, organising familiarisation trips for selected markets, and taking part in major international tourism trade shows.

Taking into consideration the country's tourism target and the development of the tourism industry, Tourism Malaysia has adopted six strategies for the successful implementation of the country's tourism promotion plan.

Digital marketing is becoming increasingly important in attracting new and potential consumers as digital devices are being used extensively in this era. Therefore, Tourism Malaysia is optimising the use of the latest information technology to create a fresh and exciting approach in promotion, publicity, and advertising.

In order to reach out to larger audiences and promote more destinations, Tourism Malaysia is also utilising social media platforms, such as Facebook, Twitter, Instagram, YouTube, and blog. In 2018, Tourism Malaysia's YouTube channel recorded over 43 million total views.

Besides that, Tourism Malaysia is also leveraging on upcoming major events in Malaysia, such as the PATA Travel Mart 2018, which took place in Langkawi. The event attracted over 1,400 delegates from 70 global destinations. In addition, it was also attended by 17 media from 12 countries, including Canada, India, the Netherlands, UK, and USA, who not only provided coverage to the event, but also helped promote the wide variety of attractive tourism offerings in Langkawi and Malaysia.

To encourage more arrivals from the medium- and long-haul markets while reducing dependency on regional markets, Tourism Malaysia is enhancing initiatives through smart partnerships with industry players. We are focusing heavily on increasing accessibility to Malaysia via various airline partnerships for scheduled and charter flights. The

Malaysian Government has special incentives for this purpose and Tourism Malaysia is using this to attract international airlines to fly Malaysia routes.

Through this incentive, we have successfully attracted Germany's Condor Airlines to commence Frankfurt-Kuala Lumpur flights for winter travel, beginning November 2018. Leading up to that, we have also worked closely with Condor Airlines on joint-marketing activities to create awareness and promotions.

Similarly, we also have attracted Thai Airways to collaborate globally and we have jointly developed and promoted tourism to Malaysia. Besides that, Qatar Airways has also launched direct flights from Doha to Penang on 6 February, while AirAsia has added seat capacity from Malaysia to the ASEAN markets, such as Bangkok-Kota Kinabalu, beginning 16 August.

Tourism Malaysia has also worked together with other airlines to increase connectivity and to provide ease of travel to all, including collaborations with Emirates Airlines, Etihad Airways, Turkish Airlines, and also Philippines Airlines that has extensive network in Europe and west coast of USA.

We were also pleased that Thomson Cruises introduced a new cruise programme in Malaysia for winter 2018/2019 with the TUI Discovery cruise ship, homeporting in Langkawi. The inaugural Thomson Cruise Malaysia programme took place from 20 December 2018 to 29 March 2019, which offered an approximately 7,200 seats.

To maximise integrated marketing campaigns, we are partnering with other government agencies, such as MATRADE, MITI, MIDA, Malaysia Healthcare Travel Council, and the Ministry of Education.

In addition, we also aimed to promote the country as a top filming location in the region. For this reason,

we are working closely with FINAS and Pinewood Iskandar Malaysia Studios, which is a world class film and television studio facility, ideally located for the Asia Pacific region.

Meanwhile, efforts to promote and publicise Malaysia have also been undertaken via Mega Fam programmes where we continue to bring in international media and agents for a first-hand experience of Malaysia to help them to write about Malaysia or create attractive holiday packages that appeal to their respective markets.

In 2018, a total of 80 guests from 10 countries participated in seven Mega Fam events, which generated RM3.7 million worth of commercial value from 30 published feature articles in international publications, 68 documentaries, and online media broadcasts. Indeed, Mega Fam is one the most successful publicity platforms for Tourism Malaysia.

Malaysia is set to celebrate its fifth Visit Malaysia Year in 2020. This initiative has been endorsed by the Prime Minister of Malaysia. Therefore, beginning 2018, Tourism Malaysia has started to promote the celebration internationally to create demand for travel to Malaysia and ultimately reach our 2020 tourism targets.

To reinforce our marketing and promotional efforts in Europe, we agreed to be the European Travel Agents and Tour Operators Association (ECTAA) Preferred Destination Partner for 2018, and the Official ITB Partner Country at the International Tourism Bourse (ITB) 2019 in Germany. We are honoured to have these opportunities that gave us wider global publicity and access to key decision makers and top industry players in Europe.

Tourism Malaysia has also launched Malaysia Smart Tourism 4.0, an initiative that marks the first milestone in Malaysia's 10-year tourism roadmap. Besides that, the collaborative effort with Tencent

Holdings, a major Internet company in the world, has also provided a digital ecosystem for Malaysia to reach out to the 1.4 billion Chinese population utilising precision marketing methods.

With better allocation for our advertising and promotional activities, which are crucial for the success of our tourism campaigns, Tourism Malaysia is confident of achieving the country's tourism target of 30 million tourist arrivals and RM100 billion tourist receipts by the year 2020.

Other regional destinations have been aggressive in their advertising and promotional efforts; therefore, we need to have a stronger brand presence in various markets to compete. We understand that positive media coverage on Malaysia will also go a long way towards the success of Visit Malaysia 2020. Therefore, we hope our media friends and partners will help to showcase the many positive news on Malaysia.

On that note, I would like to take this opportunity to thank all our tourism trade partners, tourism stakeholders, the federal and state governments, government agencies, and media for their continued support throughout the year towards making Malaysia a preferred business and leisure destination. We look forward to continue working closely together with them to reap the economic benefits of the tourism industry for the overall development of Malaysia.

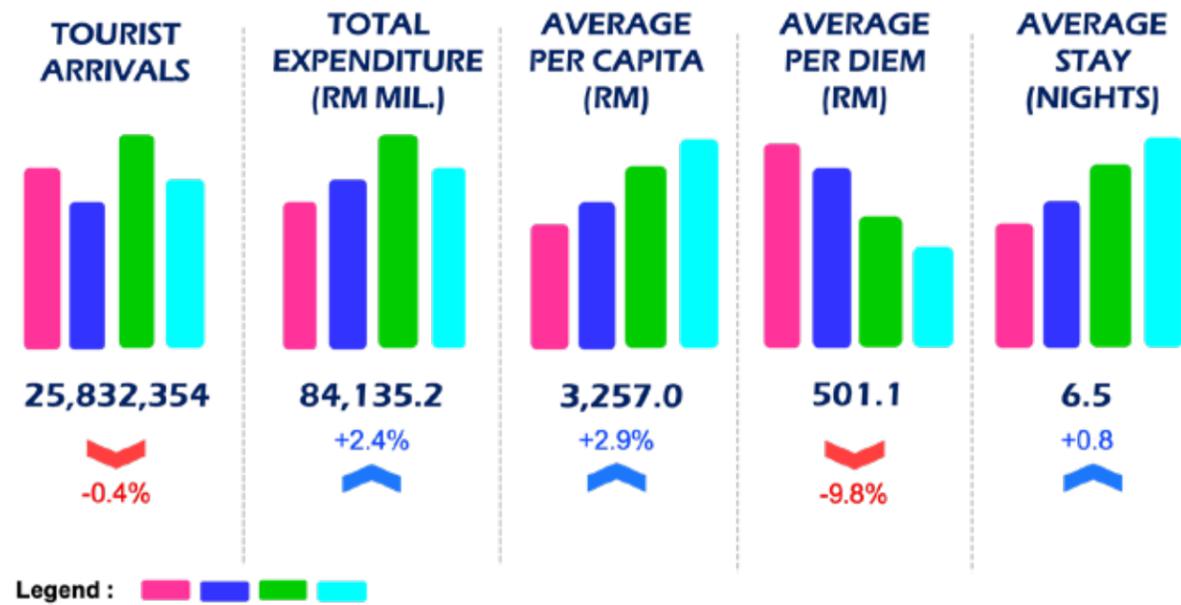


**Datuk Ahmad Shah Hussein Tambakau**  
Chairman  
Tourism Malaysia



**PERFORMANCE**

## 2018 HIGHLIGHTS



Source: DVS, Tourism Malaysia

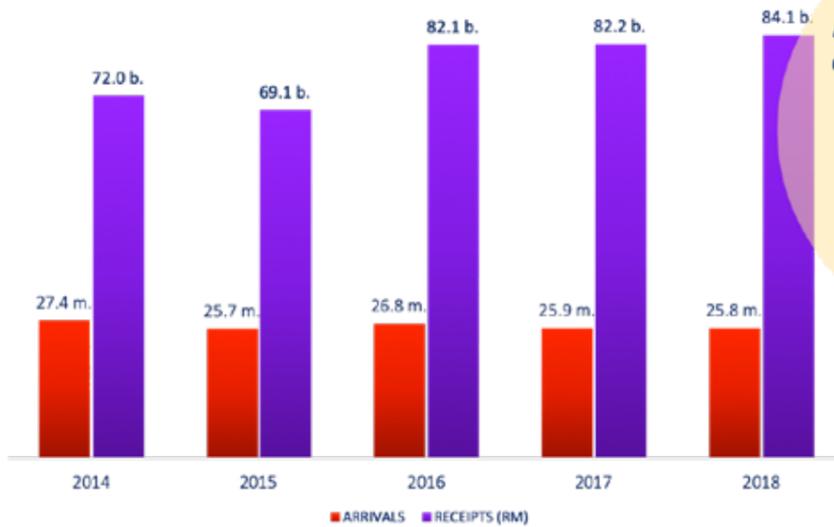
## TOP 10 TOURIST ARRIVALS



Top 10 markets for tourist arrivals to Malaysia were from the Asian region. **Singapore, Indonesia and China** were three largest sources with a combined share of **65.2%** from the total arrivals.

All regions except Southeast Asia recorded a positive growth, with the highest from Americas region representing 26.3%.

## TOURIST ARRIVALS & RECEIPTS 2014 - 2018



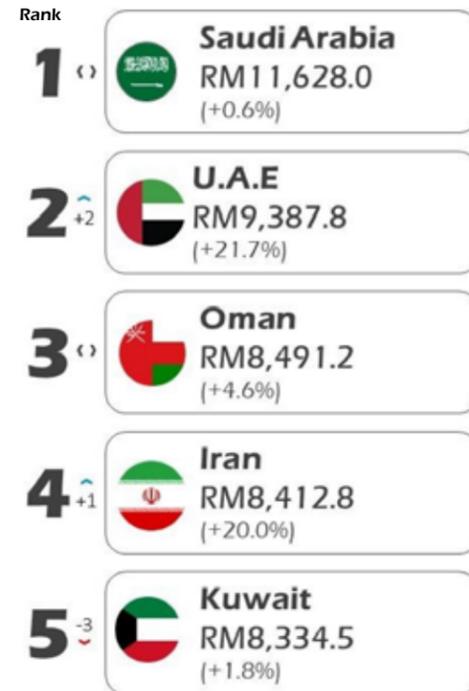
Despite the slow growth of tourist arrivals, tourist expenditure has seen a steady growth in recent years due to the increase of quality tourists from medium- and long-haul markets.

# TOP 5 RANKING

## TOURIST EXPENDITURE



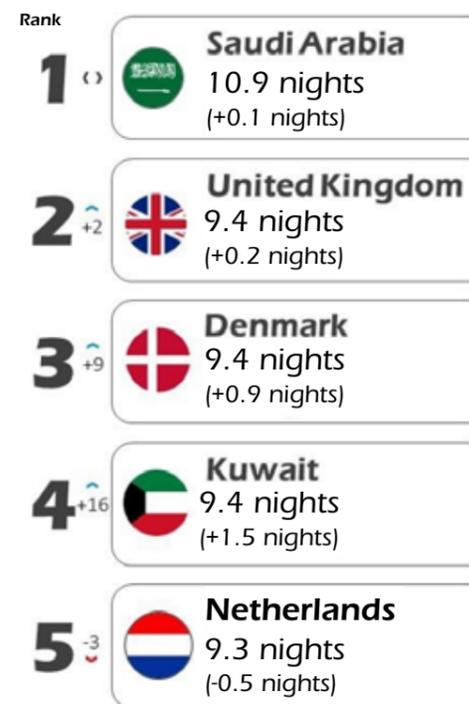
## PER CAPITA EXPENDITURE



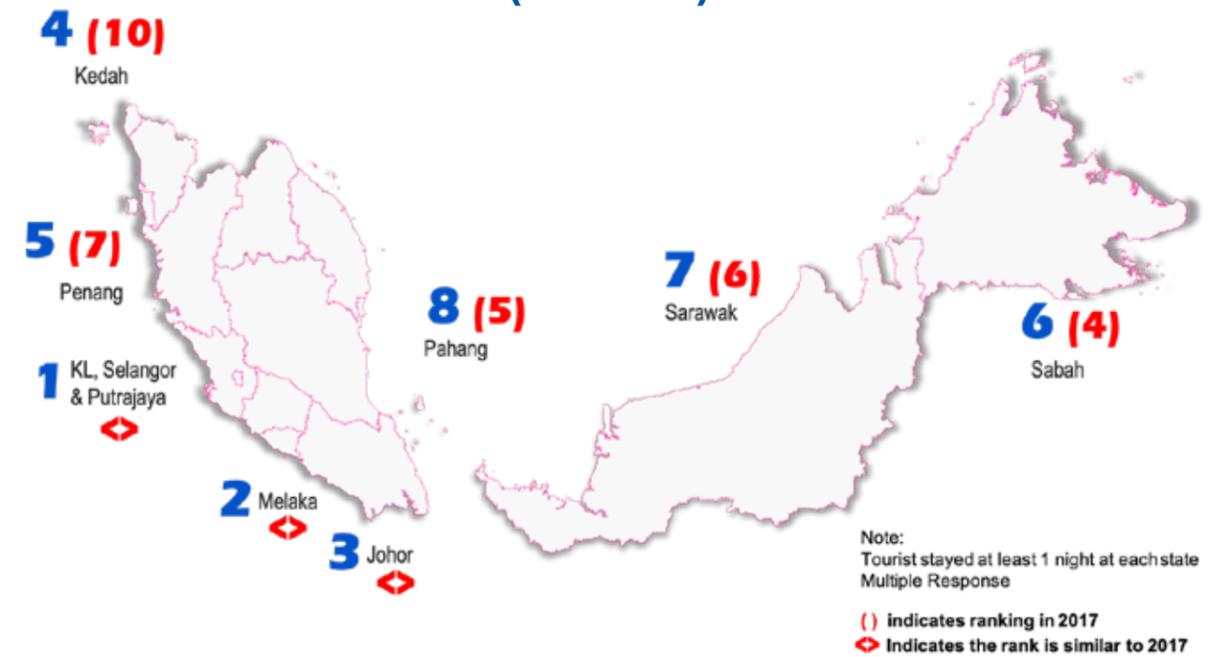
## PER DIEM EXPENDITURE



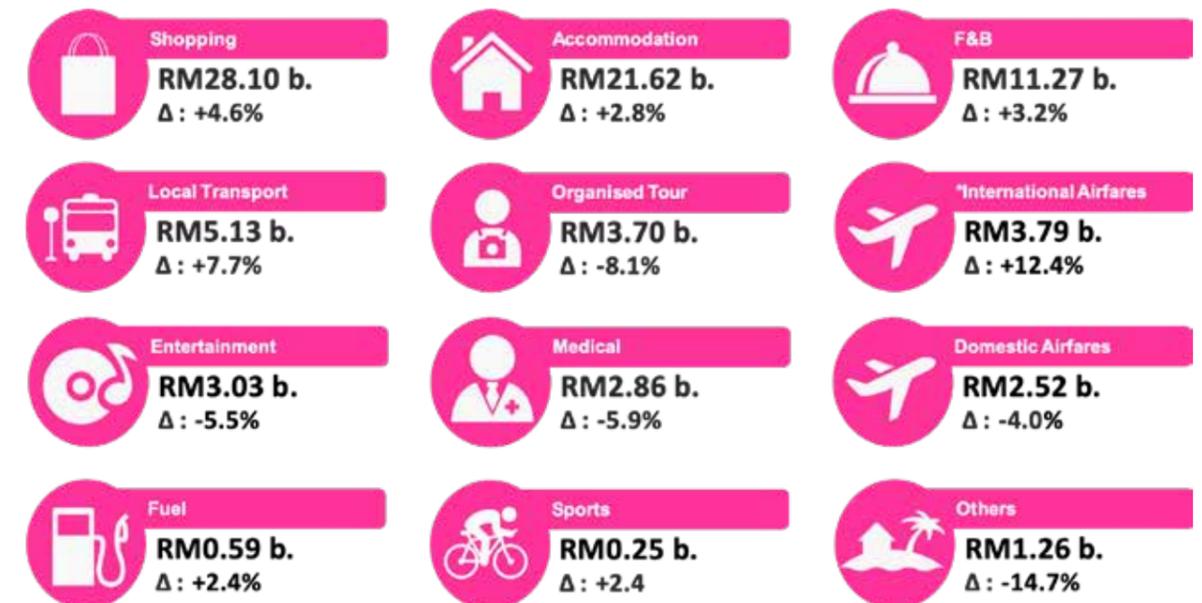
## AVERAGE STAY



## TOP STATES VISITED (BY RANK)

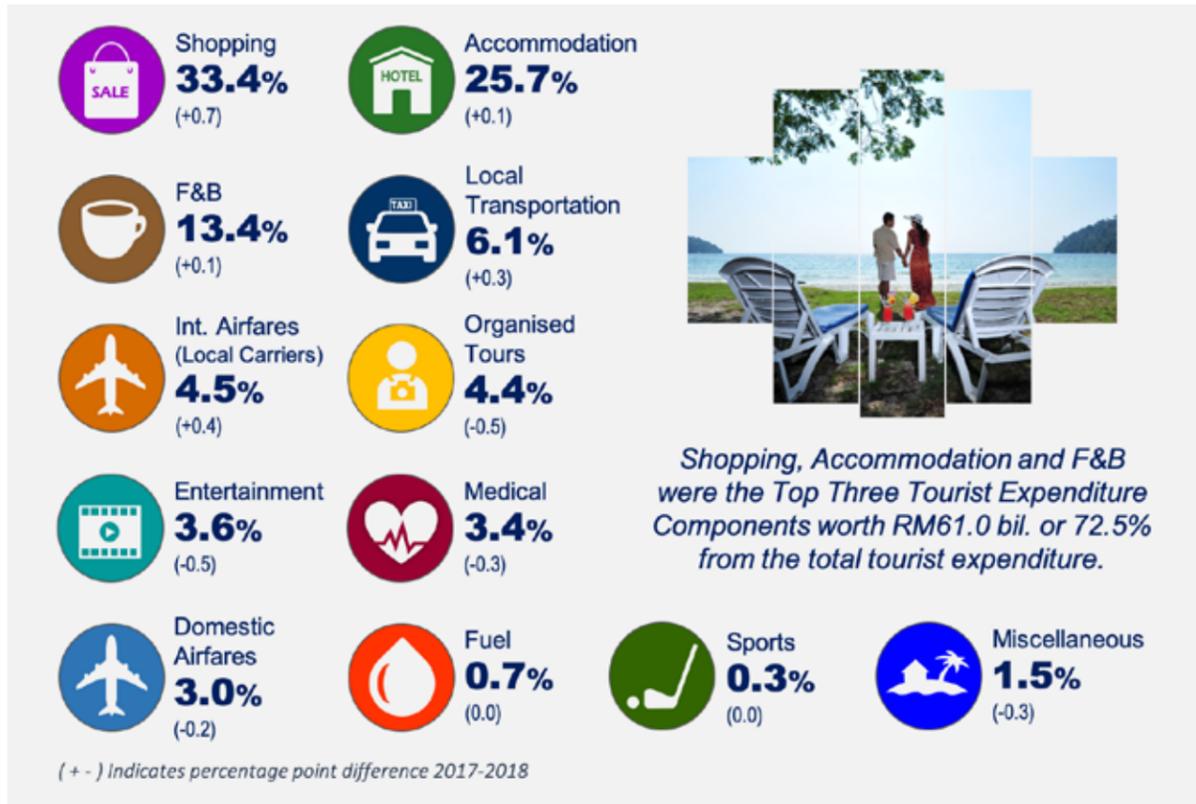


## TOURIST EXPENDITURE COMPONENTS

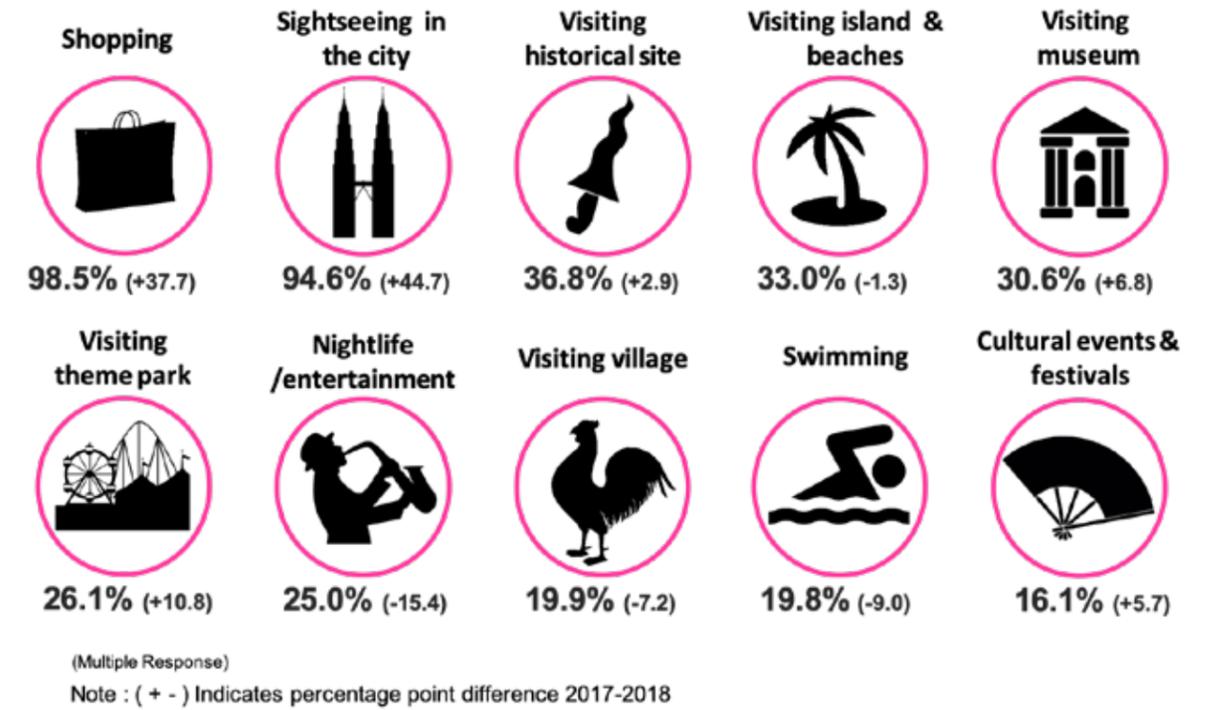


\*Note: Malaysian owned airlines only  
Δ: symbol indicates growth

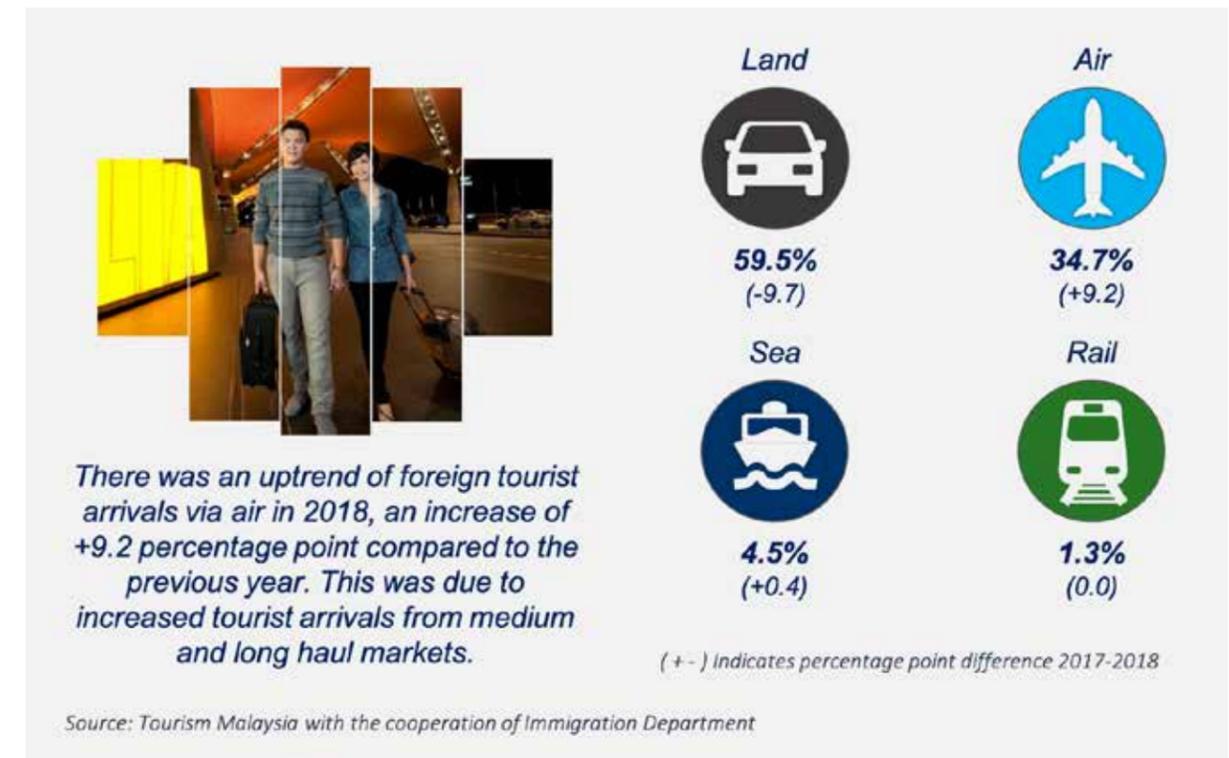
## EXPENDITURE COMPONENTS (share)



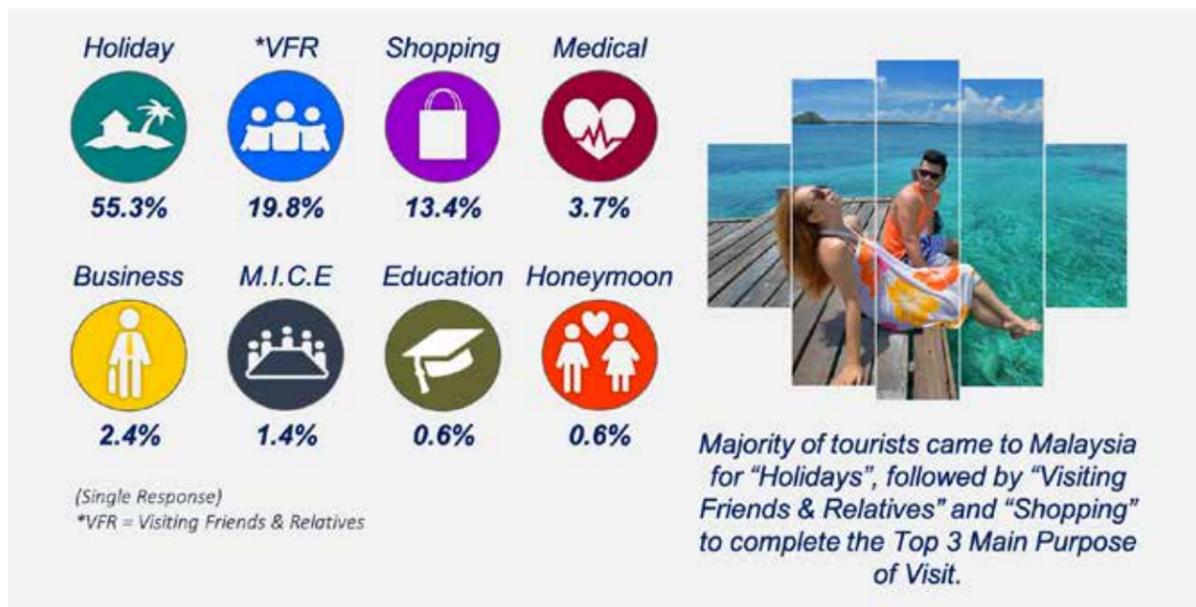
## MAJOR ACTIVITIES ENGAGED



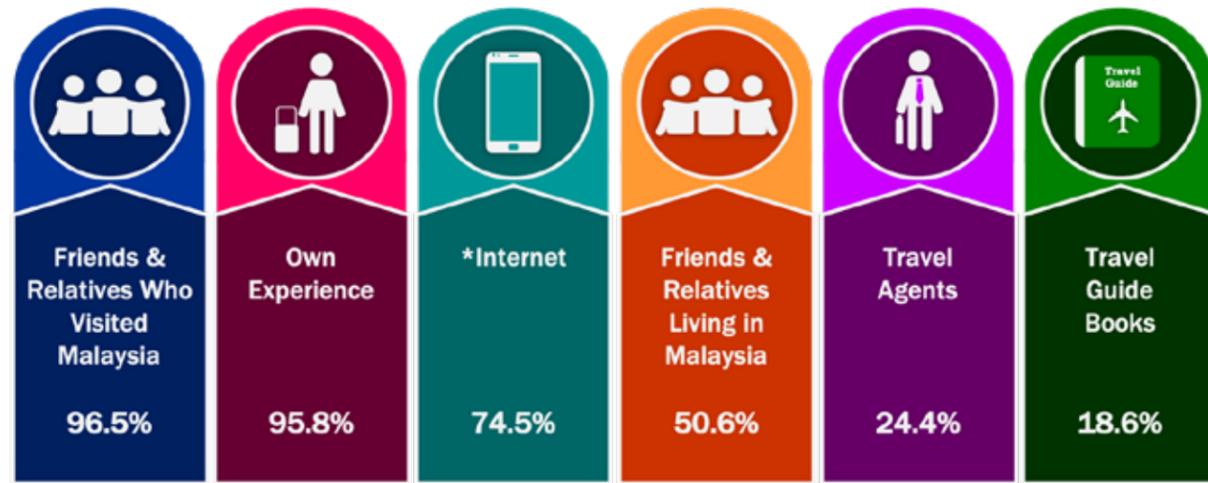
## MODE OF TRANSPORT



## MAIN PURPOSE OF VISIT

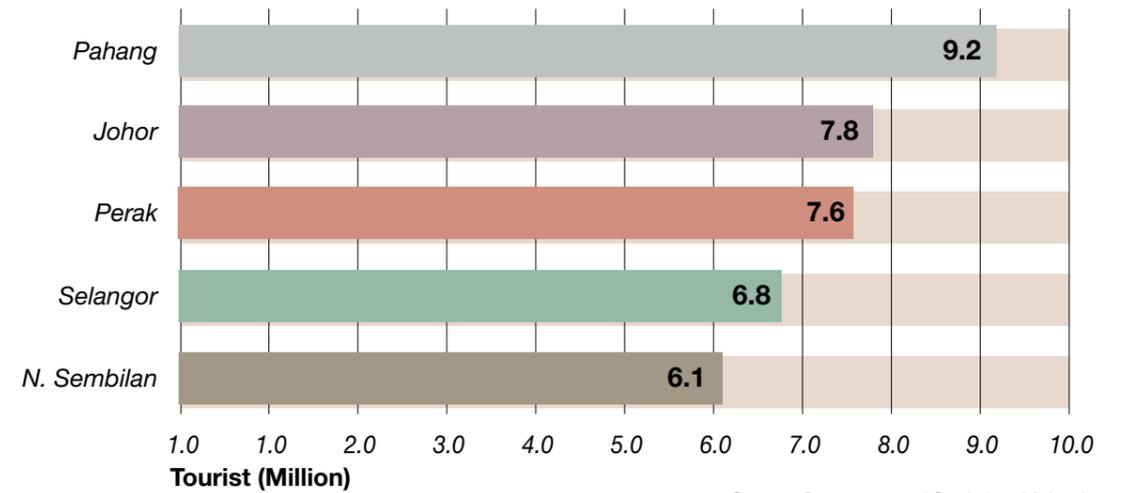


### TOP SOURCES OF INFORMATION ON MALAYSIA



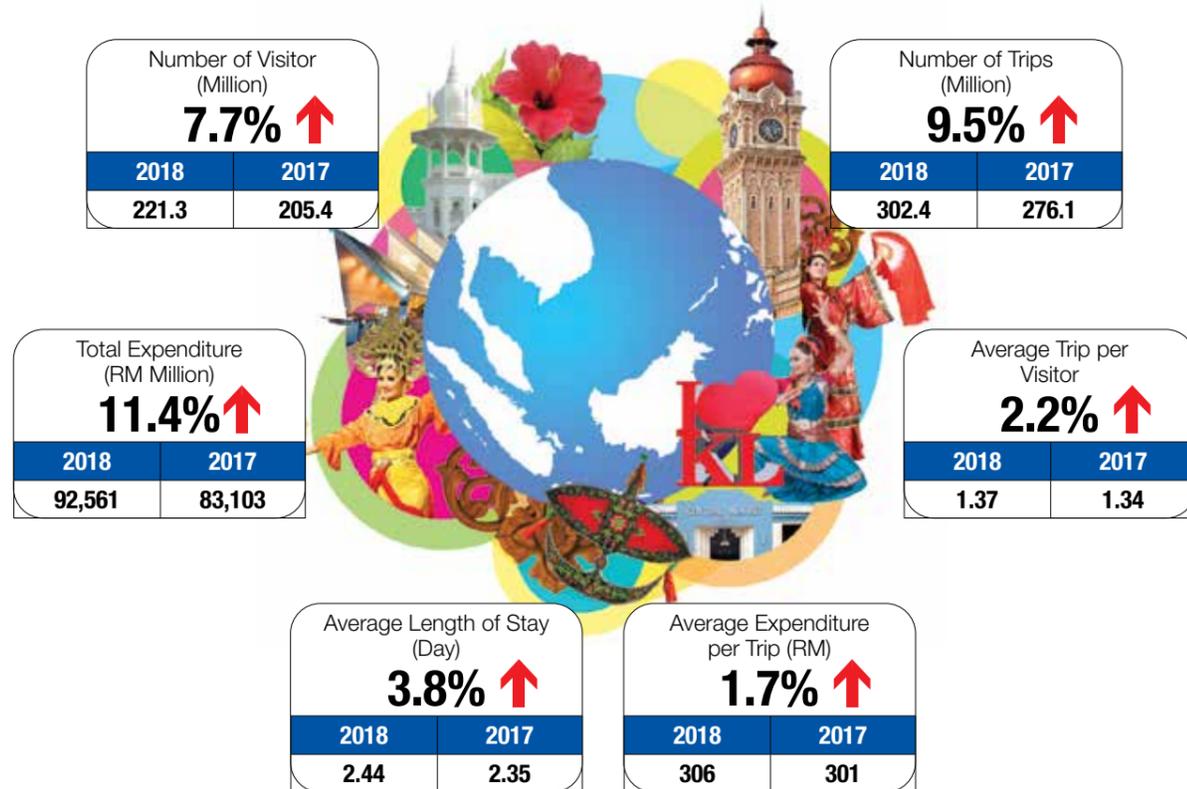
(Multiple Response)

### TOP FIVE MOST VISITED STATES BY TOURISTS, 2018



Source: Department of Statistics, Malaysia

### KEY STATISTIC OF DOMESTIC TOURISM, 2017 AND 2018



Source: Department of Statistics, Malaysia

### 5 Main Purposes of Trips by Domestic Visitors



### 5 Top States of Domestic Visitors (Million)



### Expenditure Components of Domestic Visitor



Source: Domestic Tourism Survey, Department of Statistics Malaysia



## Tourism Industry Performance

In 2018, Malaysia received a total of 25,832,354 international tourists compared to 25,948,459 international tourists in 2017, registering a decline of 0.4%.

International tourist expenditure in 2018 was RM84.1 billion compared to RM82.2 billion in 2017, signifying a growth of 2.4%. The top contributor of tourist expenditure was the short-haul ASEAN market, which was RM48.5 billion, although it was a drop of 12.8% against RM55.6 billion in 2017. Non-ASEAN markets contributed RM35.6 billion.

On average, international tourist per capita expenditure increased by 2.9%, from RM3,166.5 in 2017 to RM3,257.0 in 2018. The highest per capita expenditure was from West Asia, which was RM9,947.0 (an increase of 6.1%), while the lowest per capita was from ASEAN (RM2,678.7), recording a drop of 6.2%.

In 2018, the Average Length of Stay (ALOS) of international tourists in Malaysia increased 0.8 nights, which was 6.5 nights compared to 5.7 nights in 2017. The increase in length of stay was recorded from the long-haul markets, namely West Asia (9.7 nights), Europe (8.6 nights), and Central Asia (8.3 nights), as well as the middle-haul markets, namely South Asia (6.2 nights) and East Asia (6.1 nights).

## International Tourist Promotions

The top 10 tourist arrivals to Malaysia from the 10 main markets and tourist arrivals based on market distance in 2018 were as below:

Top 10 tourist arrivals to Malaysia from the 10 main markets in 2018

Position	Nationality	January - December		
		2018	2017	Δ%
1	Singapore	10,615,986	12,441,713	(14.7)
2	Indonesia	3,277,689	2,796,570	+17.2
3	China	2,944,133	2,281,666	+29.0
4	Thailand	1,914,692	1,836,522	+4.3
5	Brunei	1,382,031	1,660,506	(16.8)
6	South Korea	616,783	484,528	+27.3
7	India	600,311	552,739	+8.6
8	Philippines	396,062	370,559	+6.9
9	Japan	394,540	392,777	+0.4
10	Vietnam	375,578	248,927	+50.9
	Others	3,314,549	2,881,952	+15.0
<b>TOTAL SUM</b>		<b>25,832,354</b>	<b>25,948,459</b>	<b>(0.4)</b>

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

Tourist Arrivals based on Market Distance in 2018

DISTANCE	MARKET	2018	2017	Δ%
Short	ASEAN	18,114,446	19,478,575	(7.0)
Medium	South Asia	896,596	790,600	+13.4
Long	East Asia	4,343,689	3,493,916	+24.3
	Africa	152,391	102,195	+49.1
	America	389,797	308,567	+26.3
	West Asia	315,733	251,937	+25.3
	Central Asia	30,623	16,834	+81.9
	Europe	1,177,948	1,092,793	+7.8
	Oceania	408,437	411,670	(0.8)

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

### Δ Short-Haul Market

The ASEAN market continued to dominate international tourist arrivals from the short-haul markets to Malaysia with a share of 70.1%. However, there was a decline of 7.0% for total arrivals, which was 18,114,446 tourists in 2018 against 19,478,575 tourists in 2017.

ASEAN markets that recorded growth were Cambodia (+114.5%), Vietnam (+50.9%), Indonesia (+17.2%), the Philippines (+6.9%), and Thailand (+4.3%), while markets that recorded decline were Myanmar (-9.0%), Singapore (-14.7%), Brunei Darussalam (-16.8%), and Laos (-39.7%).

**Tourist Arrivals from ASEAN Countries to Malaysia in 2018**

NO.	NATIONALITY	JANUARY - DECEMBER		
		2018	2017	Δ%
1	Singapore	10,615,986	12,441,713	(14.7)
2	Indonesia	3,277,689	2,796,570	+17.2
3	Thailand	1,914,692	1,836,522	+4.3
4	Brunei	1,382,031	1,660,506	(16.8)
5	Philippines	396,062	370,559	+6.9
6	Vietnam	375,578	248,927	+50.9
7	Cambodia	90,113	42,004	+114.5
8	Myanmar	38,513	42,314	(9.0)
9	Laos	23,782	39,460	(39.7)

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

### Δ Medium-Haul Market

The total share of medium-haul market for 2018 was 20.3% with a growth of 22.3%. The total tourist arrivals recorded in 2018 were 5,240,285 tourists compared to 4,284,516 tourists in 2017.

The markets that recorded positive growth were from East Asia (+24.3%) and South Asia (+13.4%). The East Asian markets that registered positive growth were the People's Republic of China (PRC) (+29.0%), South Korea (+27.3%), Taiwan (+15.3%), and Japan (+0.4%), while the South Asian markets that recorded positive growth were Pakistan (+39.3%), Bangladesh (+34.2%), and India (+8.6%).

**Tourist Arrivals from ASEAN Countries to Malaysia in 2018**

NO.	NATIONALITY	JANUARY - DECEMBER		
		2018	2017	Δ%
1	China	2,944,133	2,281,666	+29.0
2	South Korea	616,783	484,528	+27.3
3	India	600,311	552,739	+8.6
4	Japan	394,540	392,777	+0.4
5	Taiwan	383,922	332,927	+15.3
6	Bangladesh	150,054	111,836	+34.2
7	Pakistan	74,458	53,453	+39.3

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

### Δ Long-Haul Market

The long-haul market grew by 13.3% and contributed 9.6% share of total tourist arrivals to Malaysia. In 2018, a total of 2,474,929 tourists from the long-haul markets visited Malaysia against 2,183,996 tourists in 2017.

Markets that recorded positive growth were the United States of America (+27.8%), Canada (+26.3%), Switzerland (+23.6%), Poland (+21.4%), Spain (+20.3%), Iraq (+20.1%), Belgium (+19.0%), Egypt (+17.5%), Germany (+17.4%), Italy (+16.6%), Saudi Arabia (+11.7%), Kazakhstan (+10.2%), United Arab Emirates (+9.7%), Russia (+7.7%), the Netherlands (+7.6%), France (+5.9%), Turkey (+5.6%), South Africa (+1.9%), and the United Kingdom (+0.7%).

**Selected Tourist Arrivals from the Long-Haul Market to Malaysia 2018**

NO.	NATIONALITY	JANUARY - DECEMBER		
		2018	2017	Δ%
1	United Kingdom	361,335	358,818	+0.7
2	United States of America	253,384	198,203	+27.8
3	France	139,408	131,668	+5.9
4	Germany	128,895	109,816	+17.4
5	Saudi Arabia	112,263	100,549	+11.7
6	Canada	84,705	67,056	+26.3
7	Netherlands	81,651	75,885	+7.6
8	Russia	72,785	67,564	+7.7
9	Italy	52,055	44,638	+16.6
10	Spain	28,018	35,149	+25.5
11	Egypt	27,909	23,760	+17.5
12	Switzerland	25,680	20,775	+23.6
13	Poland	24,364	20,067	+21.4
14	Iraq	22,291	18,555	+20.1
15	South Africa	21,977	21,560	+1.9
16	Belgium	20,624	17,327	+19.0
17	Turkey	15,406	14,594	+5.6
18	Kazakhstan	13,861	12,577	+10.2
19	UAE	9,386	8,555	+9.7

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



## Domestic Tourism Performance

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 78.2 million domestic tourists were recorded in 2018, signifying a growth of 10.9% compared to 70.5 million tourists in the previous year. Domestic tourism expenditure registered a double-digit growth

of 11.7% in 2018 with RM60,412 million compared to RM54,091 million in 2017.

The top five states that recorded the highest number of domestic tourists in 2018 were Pahang (9.2 million), followed by Johor (7.8 million), Perak (7.6 million), Selangor (6.8 million), and Negeri Sembilan (6.1 million).

## Accessibility Performance

The total number of seats for direct flights to Malaysia increased 3.4%, from 2.7 million seats in 2017 to 2.8 million seats in 2018. Nevertheless, the number of seats to Malaysia is still less if compared to neighbouring countries like Singapore (3.5 million seats) and Thailand (4.4 million seats) in 2018. Tourist arrivals trend based on mode of transportation showed a growth of 35.7% in air arrivals, with majority of the arrivals from medium- and long-haul markets.

have resulted in an increase in tourist arrivals from the European markets and the west coast of the United States of America.

Among the airlines that partnered with Tourism Malaysia were Emirates Airlines, Etihad Airways, Condor Airlines, Philippines Airlines, Turkish Airlines, Singapore Airlines, Thai Airways, and KLM Royal Dutch Airlines, which have a wide flight network around the world.

Tourism Malaysia's continued efforts in forging smart and strategic partnerships with international airlines



## International Tourism Promotions

Tourism Malaysia's efforts to promote Malaysia internationally continued in 2018 with sales missions and roadshows, tourism exhibitions and expositions, seminars and workshops, advertising campaigns, publicity programmes, and the promotion of niche tourism products.

## Aktiviti Promosi Utama 2018

### Δ ASEAN Market

**ASEAN Tourism Forum (ATF) 2018**  
Chiang Mai, Thailand  
21-27 Jan

**Thailand International Travel Fair (TITF)**  
Bangkok, Thailand  
6-11 Feb

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

### Δ Pasaran Asia dan Afrika

**11<sup>th</sup> Tehran International Tourism Exhibition (TITEX) 2018**  
Tehran, Iran  
23-26 Jan

**Silk Road International Expo (SRIE)**  
Xi'an, China  
11-15 May

**China (Guangdong) International Tourism Industry Expo (CITIE) 2018**  
Guangzhou, China  
7-9 Sep

**SATTE 2018**  
New Delhi, India  
31 Jan-2 Feb

**ITB China 2018**  
Shanghai, China  
16-18 May

**Pakistan Travel Market 2018**  
Karachi, Pakistan  
2-4 Oct

**2018 Sourcing Taiwan Connecting New Southbound Partners in Taiwan**  
Taipei, Taiwan  
22 Mar

**Panel Discussion about “2-Way Tourism” with Association of National Tourist Office Representatives (ANTOR)**  
Hiroshima Business Fair 2018, Jepun  
4-5 Jul

**China International Travel Mart (CITM) 2018**  
Shanghai, China  
16-18 Nov

**Xi'an Silk Road International Tourism Expo (XSRITE)**  
Xi'an, China  
30 Mar-1 Apr

**China ASEAN Expo (CAEXPO) 2018**  
Nanning, China  
11-15 Sep

**2018 Taipei International Travel Fair**  
Taipei, Taiwan  
23-26 Nov

**Riyadh Travel Fair (RTF) 2018**  
Riyadh  
10-13 Apr

**JATA Japan Travel Expo 2018**  
Tokyo, Jepun  
20-23 Sep

**Arabian Travel Market (ATM) 2018**  
Dubai, Emiriah Arab Bersatu  
21-26 Apr

**Hana Tour International Travel Show 2018**  
Seoul, Korea Selatan  
7-10 Jun

**SanchakaraUdawa**  
Colombo, Sri Lanka  
4-5 May

**International Travel Expo**  
Hong Kong  
14-17 Jun

## Δ Americas, Europe, and Oceania Markets

**Feria Internacional de Turismo (FITUR)**  
Madrid, Spain  
17-21 Jan

**Moscow International Travel & Tourism**  
Moscow, Rusia  
13-15 Mar

**Travel Expos**  
Auckland (10-11 Feb; 10 Jun; 29-30 Sep)  
Christchurch (25 Feb; 30 Sep)  
Tauranga (13 Oct)

**MATKA**  
Helsinki, Finland  
18-22 Jan

**Ukraine International Travel & Tourism**  
Ukraine  
28-30 Mar

**Flight Centre World Travel Expo**  
Brisbane (3-4 Feb)  
Perth (3-4 Feb)  
Hobart (4 Feb)  
Sydney (10-11 Feb)  
Townsville (11 Feb)  
Melbourne (17-18 Feb)  
Adelaide (24-25 Feb)  
Canberra (25 Feb)  
Gold Coast (4 Mar)  
Darwin (11 Mar)

**Holiday World 2018 Dublin**  
Dublin, Ireland  
26-28 Jan

**Kazakhstan International Travel Fair**  
Almaty, Kazakhstan  
18-20 Apr

**Borsa Internazionale del Turismo (BIT)**  
Milan, Italy  
11-13 Feb

**Underwater Tour 2018**  
Perth, Melbourne, Brisbane, & Sydney  
9-12 May

**International Tourismus Bourse (ITB)**  
Berlin, Jerman  
7-11 Mar

**World Travel Market**  
London, UK  
5-7 Nov

### Δ Food and Culture Fairs

**Tourism Malaysia & Akquasun Roadshow**  
Chennai, Bengaluru, & Hyderabad, India  
18 Jan

**2018 Asia Pacific Culture Day**  
Taipei, Taiwan  
27-28 Oct

**Malaysia Food & Cultural Promotion with JW Marriott**  
Beijing, China  
9-17 Mar

**Malaysia Fair 2018**  
Tokyo, Japan  
2-4 Nov

**Malaysia Food & Culture Festival**  
Guangzhou, China  
28 Aug-15 Sep

**Malaysia Street Bazaar 2018**  
Shanghai, China  
15-18 Nov

**Taste of Malaysia Food Festival**  
New Delhi, India  
4-7 Oct

**ASEAN Culinary Festival 2018**  
Seoul, South Korea  
28 Nov-1 Dec

## Airlines Partnerships

### Tourism Malaysia Promotional Efforts with International Airlines in 2018

Accessibility has been recognised as a key component in attracting tourists to Malaysia. Therefore, in 2018, Tourism Malaysia continued to form strategic partnerships with various international airlines to launch new routes, initiate charter flight operations, and organise joint promotional campaigns. Some of the promotions include:

#### Thai AirAsia Inaugural Flight Bangkok-Kota Kinabalu

Beginning 16 Aug, Thai AirAsia operates three-time weekly scheduled direct flight using the A320 aircraft, with 180 seats capacity. Total weekly seats capacity is 540.

#### Inaugural Flight by Citilink from Banyuwangi to Kuala Lumpur

Beginning 19 Dec, Citilink operates three-time weekly scheduled direct flight using the A320 aircraft, with 180 seats capacity. Total weekly seats capacity is 540.

#### Partnership with AirAsia to promote Malaysia in Taiwan through online and outdoor media.

Starting 28 Oct, Kaohsiung-Kuala Lumpur flight increased from four-time weekly to daily. Total flights are 35, offering 10,437 seats per week.

#### Launched Beijing-Kota Kinabalu inaugural flight with Xiamen Airlines

Beginning 16 Jan, Xiamen Airlines operates this daily (seven-time weekly) direct flight to provide additional seats to cater to an increase in demand from northern China provinces to Malaysia, and the growing interest of Chinese tourists and expatriates towards Sabah. This successful smart partnership is between Xiamen Airlines and Sabah Tourism Board, together with Tourism Malaysia Beijing Office.

#### Tourism Malaysia promoted FIT to Langkawi, Kuala Lumpur, Penang, and Sabah

From 1 May to 31 Dec, this campaign brought in 40,103 FIT tourists to Malaysia with a total value of US\$23 million in sales.

#### Zhengzhou-Kota Kinabalu Charter Flight by Utour

Utour signed an agreement with Malindo Airlines to operate flight service from Zhengzhou city (Henan Province) to Kota Kinabalu. The promotion was from June 2018 to June 2019, with a total of 156 charter flights, offering 24,180 seats.

#### Tourism Malaysia partnered with Malaysia Airlines and its recommended agents to launch "Shop Malaysia" campaign for Hong Kong market.

In line with the Autumn and Winter deals special fare, a total of 6,400 tour packages were sold with RM8,082,565 in revenue.

#### Malindo Airlines charter flight from Tokyo to Kota Kinabalu.

Organised with a local travel agent in Niigata Prefecture to bring Japanese tourists to celebrate New Year in Kota Kinabalu. A total of 90% of the seats was sold within a month.

#### Silk Air operated extra flights from Hiroshima to Kuala Lumpur (via Singapore).

The services were on 31 Jul, 7 Aug, and 21 Aug. This is in addition to its regular four times a week flight.

#### 'Malaysia Fantastic Deals' campaign with Tourism Malaysia

Sales period from 15 Dec 2018 to 15 Jan 2019; travel period from 1 Feb to 31 July 2019. Cities covered under this campaign were Chennai, New Delhi, Mumbai, and Kolkata.

#### IndiGo flight services to Malaysia

Beginning 15 Nov, IndiGo operates daily flight services between New Delhi and Kuala Lumpur, and six-time weekly flights between Bangalore and Kuala Lumpur. IndiGo is the first local Indian carrier to introduce flight services to Malaysia.

#### Tourism Malaysia joint promotion with AirAsia X

The promotion period was from 1 May to 31 Aug. It brought in 5,413 tourists to Malaysia, with an estimated revenue of RM16.52 million.

#### Partnered with Qatar Airways and Turkish Airlines to introduce new route to Penang

- Qatar Airways - 1,543 pax, with revenue of RM6,981,304
- Turkish Airlines - 1,053 pax, with revenue of RM4,764,299

#### Collaborated with Condor Air to introduce inaugural flight from Germany to Kuala Lumpur

Beginning 1 Nov, Condor Air operates this three-time weekly flights, which brought in 90% of tourists from Germany.

#### Joint promotion between Tourism Malaysia-MAHB and Kompas Tour (Kazakhstan)

A four-month (Sep 2018 to Jan 2019) charter flight services between Almaty and Langkawi. A total of 705 packages were sold, with sales value of over RM3.4 million.

#### Collaborated with Malindo Air (Australia)

For three months (July – Sept); brought in 7,357 tourists from Australia with sales value of RM8.7 million.



#### Joint promotion with MAHB and TUI (UK) to Langkawi

From Dec 2018 to Apr 2019, a total of 27 flights that fly three times fortnightly via Boeing 787 Dreamliner, offering 290 seats per flight. The estimated sales value was RM90 million.



## Tour Operator Collaborations

### Tourism Malaysia Partnerships with Local Tour Operators in 2018

In order to penetrate the local market, partnerships with tour operators are crucial. In 2018, 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:

#### Collaborated with Lion Travel Service to sell tour packages to Malaysia from Taiwan

The promotion was from 1 May to 30 Sep. A total of 21,783 tourists joined the new tour packages, which contributed RM62,696,283 in revenue.

#### Wing On Travel Agency introduced Pulau Ketam tour to Hong Kong tourists

The tour, from May to Oct, brought Hong Kong tourists to enjoy seafood and visit fishing villages. A total of 22,598 packages were sold, with RM35,453,751 in revenue.

#### Collaborated with Hankyu Travel to offer special tour package to Melaka

This special tour package was to celebrate the 10th anniversary of Melaka's status as UNESCO World Heritage City. A total of 600 packages were sold to Japanese tourists.

#### Tourism Malaysia had a successful session with Outbound Travel Operators Association of India on 1 Feb

Led to the formalisation and introduction of ENTRI to the Indian market.

#### Collaborated with Premium Golf New Zealand (PGNZ)

PGNZ organised three series of Golf Tournament in Auckland and five winners represented New Zealand in World Amateur Golfers Championship final in Johor in Oct 2018. The event was participated by 240 golfers. It garnered RM250,000 in media/publicity value.

### Travel Professional Group (Ukraine) successfully created awareness among the Ukrainians

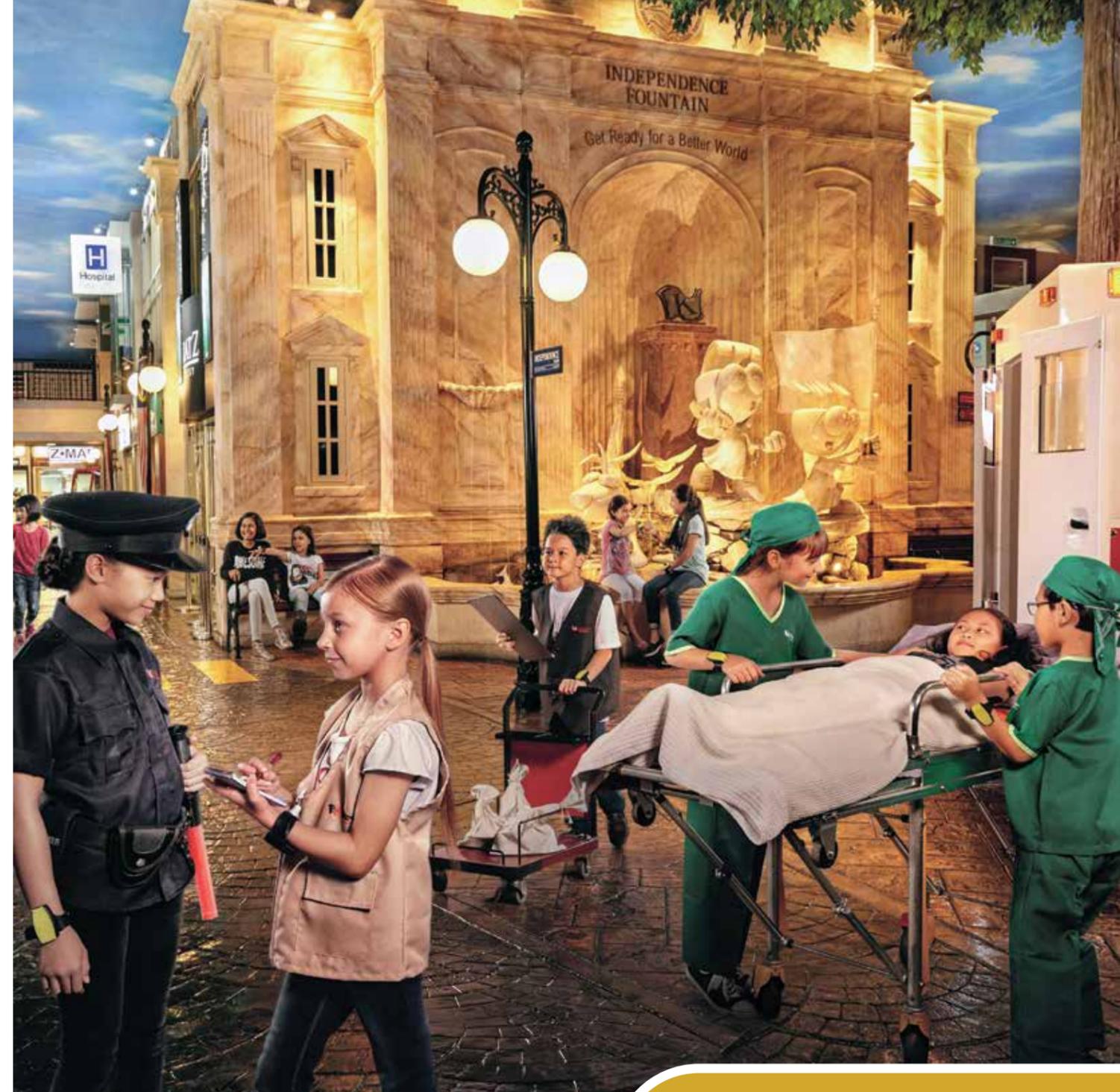
- Managed to sell 65 packages from Mar-May 2018

### Joint promotions with tour operators in Dublin

Tropical Places, Hayes and Jarvis, GTI Travel Tours, Travel Counselors, and Travel Department all extended or initiated their programmes to Malaysia after the fam trip to Penang organised by Tourism Malaysia.

### Kazunion Tour Operator (Kazakhstan) – collaboration in cinema advertising in Nov 2018

Successfully developed 13 tour packages, with sales value of RM7.9 million.



Domestic  
Tourism  
Promotions

## DOMESTIC TOURISM PROMOTIONS



### Cuti-Cuti 1Malaysia DekatJe Campaign

- Participated in 11 travel fairs and 3 travel marts
- Sold **RM559,794** worth of travel packages

### FAM Trips

- 29 fam trips; 708 participants
- **RM7,410,737** worth of media publicity

### Travel Marts

- 1,550 participants
- **RM100,016,000** worth of media publicity

### Trade Supports

- Organised 56 seminars, workshops, and tour operator support for package development
- Involved **1,100** participants

## SMART PARTNERSHIP

### Terengganu

- 10th ASEAN Monsoon Casting Tournament 2018
- Smart partnership between Tourism Terengganu, KETENGAH, and Tourism Malaysia east coast region
- **RM150,000** publicity value with 224 international participants

### Johor

- Tanjung Piai Clean Up & Pulau Kukup Sunset Stroll 2018
- NBOS initiative by Tourism Malaysia teaming with government agencies, such as MOTAC, Tourism Johor, Johor National Parks, local schools, college and private sector, such as Jebesen and Jessen and Rotary Club of Johor
- **RM300,000** publicity value



Tourism Malaysia 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. It promotes the various interesting tourist attractions and tourism events throughout the year, as well as encourages Malaysians to explore their own country instead of travelling overseas.

Throughout 2018, Tourism Malaysia participated in 11 travel fairs and three travel marts. As a support to the industry players' efforts in promoting domestic tourism, Tourism Malaysia organised a total of 56 activities in the form of seminars, workshops, and networking sessions.

**Domestic Travel Fairs**

Tourism Malaysia participated in a total of three major travel fairs throughout 2018 for the purposes of branding, information sharing, and promotion of packages. Among the travel fairs that Tourism Malaysia participated in 2018 were:

- MITA Travel Fair (19 - 21 Jan)
- Muafakat Kedah Expo (24 Feb - 3 Mar)
- MITM Travel Fair 2018 (9 - 11 Mar)
- MATTA Travel Fair (16 - 18 Mar & 7 - 9 Sept)
- MATTA Fair Perak (16 - 18 Mar)
- Jalan-Jalan Dekat Je Carnival (6 - 9 Apr)
- MITM Travel Fair 2018 (6 - 8 Jul)
- MATTA Fair Selangor Carnival (27 - 29 Jul)
- MATTA Fair Perak (7 - 9 Sep)
- MATTA Fair Negeri Sembilan (5 - 7 Oct)

**Domestic Familiarisation Trips**

Tourism Malaysia organised 29 domestic familiarisation trips in 2018, and one of the trips was Discovery West of Pahang 2018. The product visit covers tourism areas around west Pahang, namely Janda Baik, Genting Highlands, and Bentong. It involved 35 people, including media, travel agencies, and frontliners from Tourism Malaysia.

The main objective of the tour was to promote tourism destinations around west Pahang that are well-known for its ecotourism and agro-tourism products. In addition, it will give inspiration and ideas to travel agencies in developing more creative and competitive tourism packages.



**Domestic Travel Marts**

Three travel marts were participated by Tourism Malaysia throughout 2018, namely KL Travel Mart, PATA Travel Mart, and Business Matching Programme in conjunction with Malindo Air Inaugural Flight (Medan - Ipoh).

**Domestic Smart Partnerships**

Throughout 2018, Tourism Malaysia strengthened its domestic tourism promotion by developing 36 smart partnerships with various organisations.

**Δ ASEAN Monsoon Casting Tournament 2018**

This is the 10th edition of the event at Kenyir Lake with 224 participants, including international anglers from Thailand, Brunei, Singapore, and China. It's a smart partnership between Tourism Terengganu, KETENGAH, and Tourism Malaysia east coast region. This event successfully promoted Lake Kenyir as a top angling and ecotourism destination.

The publicity value of the media coverage received was around RM150,000.

**Δ Tanjung Piai Clean Up and Pulau Kukup Sunset Stroll 2018**

Tanjung Piai Clean Up and Pulau Kukup Sunset Stroll was an NBOS initiative by Tourism Malaysia, who collaborated with government agencies, such as MOTAC, Tourism Johor, Johor National Parks, and local schools and colleges, as well as private sector, namely Jebesen and Jessen, and Rotary Club of Johor.

The programme aims to educate the participants about the mangrove ecosystem and the importance of mangroves to the local communities. It also gained RM300,000 in publicity value and successfully collected half a tonne of rubbish.

**Δ Other Domestic Collaborative Partnerships**

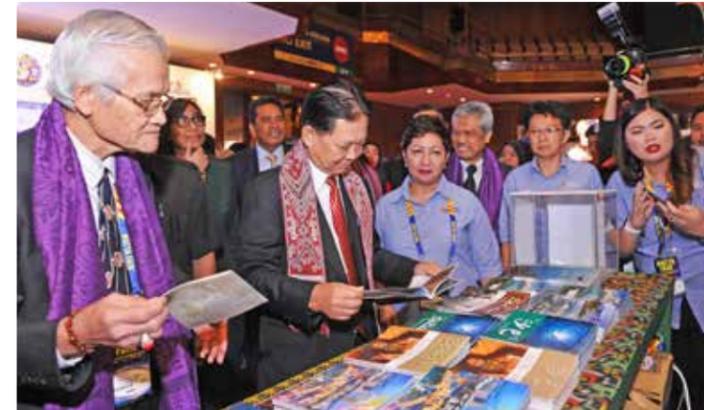
Royal Langkawi Yacht Club (RLYC), Tourism Terengganu, Kedah State Government, Perlis State

Government, Tourism Johor, Johor National Park, ASTRO, TV3, AirAsia, Angkatan Tentera Malaysia, Siam Women Association of Kelantan, etc.

**Domestic Trade Supports**

Among the activities organised was a seminar to update industry players on the latest development, trends, and products and offerings in Malaysia. Besides that, a networking session between Tourism Malaysia and Johor industry players were organised in September 2018, which covers Kluang, Johor Bahru, and Desaru in Kota Tinggi district.

Tourism Malaysia has also organised several product updates to introduce travel agents to new local attractions with the aim to encourage the development of tour packages, such as the KL Heritage Food Trail, which promotes KL traditional food in Kampung Baru, Chinatown, and Brickfields.



**Domestic Events**

Tourism Malaysia organised the 20th Malaysia Tourism Awards 2016/2017 at Putrajaya International Convention Centre on 28 February 2018. This is the highest form of recognition by the Ministry of Tourism, Arts and Culture Malaysia to local and international tourism industry players for their outstanding contributions to the success of Malaysia's tourism industry.

A total of 665 nominations for 14 categories and 52 subcategories were received across the globe. In addition, four special awards were presented to two individuals and two organisations, which were personally selected by the Prime Minister and the Minister of Tourism, Arts and Culture, for their exceptional contributions and esteemed positions in the tourism industry.

Besides that, Tourism Malaysia was involved in promoting Malaysia Open House (MOH) celebration, namely Chinese New Year at Amanjaya Square, Sungai Petani, Kedah (1-4 Mar) and Deepavali at Pandamaran Sports Complex, Klang, Selangor (25 Nov). The MOH celebration is an annual national event that highlights religious festivals by various races in Malaysia.

It aims to foster unity and understanding among the multiracial communities in Malaysia and promote closer relations between leaders and the people, as well as to highlight the tradition of celebrating various festivities in Malaysia as national tourism events.

Other domestic events include six 'Visit My Kampung' programme organised by Tourism Malaysia at six different places, including Tanjung Rhu, Padang Rengas, Muar, and Kuala Terengganu, in April and May 2018. It is an awareness campaign to provide information to the public and prepare them for the upcoming Visit Malaysia 2020.



**Niche  
Tourism  
Promotions**

## SHOPPING EXPENDITURE PROFILE



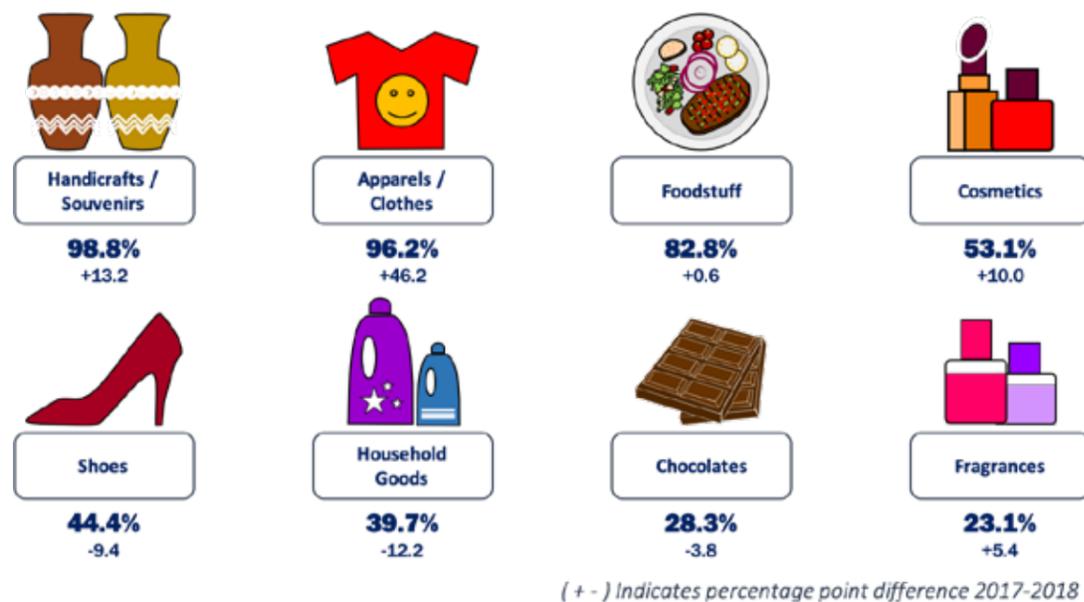
Shopping has seen a sturdy growth and has become the biggest tourist expenditure component since 2015, replacing Accommodation.



### TOP SHOPPING LOCATION



## TOP SHOPPING ITEMS PURCHASED



### National Sales Campaigns



<b>MALAYSIA SUPER SALE</b>	<b>MALAYSIA MEGA SALE CARNIVAL</b>	<b>MALAYSIA YEAR-END SALE</b>
<b>1 Feb - 15 Mar 2018</b>	<b>15 May - 31 Jul 2018</b>	<b>1 Nov - 31 Dec 2018</b>

**Birding**

In 2018, Malaysia was promoted as a birdwatching destination at various domestic events, such as Raptor Bird Watch at Port Dickson, International Bird Race, International Bird Count, and Borneo Bird Festival. The annual event brought in participants from seven international organisations from 10 countries and was attended by 5,000 visitors.

The event was also attended by nature lovers and 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 participating organisations.

**Cruise**

Tourism Malaysia participated in Seatrade Cruise Global for the fifth time in 2018. 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 event is the world's most important and comprehensive cruise industry event and has attracted about 11,000 attendees. The platform is particularly important in promoting Malaysia as a cruise destination to Americans and other international buyers.

Tourism Malaysia also continued to provide welcome receptions for cruise ships making their maiden calls to Malaysia. In 2018, a welcome reception organised by Star Cruises, Tourism Malaysia, Boustead Cruise Centre, and Selangor Tourism was held for the Star Cruise Superstar Gemini (BCC as Home Porting) during her maiden call to Port Klang on 5 Nov.

The cruise ship started its journey from BCC Port Klang to Phuket/ Krabi, stopped at Langkawi and Penang, and then returned to BCC Port Klang. It can accommodate 1,530 passengers and offers 11 dining venues and two outdoor swimming pools with warm Asian hospitality.

**Golf**

As a member of the International Association of Golf Tour Operators, Tourism Malaysia took part in the Asia Golf Tourism Convention in Manila, Philippines. Tourism Malaysia, along with 10 Malaysian golf clubs and operators, took part in the SPH Golf Travel Fair 2018 in Singapore to promote special golf packages.

Tourism Malaysia also collaborated with golf operators to promote prestigious golf tournaments, such as CIMB Classic 2018, and provided support and promotion to international sporting events, such as Le Tour de Langkawi 2018 and Moto GP 2018.



Under the NKEA initiative, Tourism Malaysia also embarked on a tactical campaign with a golf operator to promote golf to the Japanese market by organising seminars in Hokkaido and Kobe.

**Marine/Lifestyle Unit**

Tourism Malaysia participated in Diving & Marketing Association (DEMA), which was held from 14-17 Nov 2018 at the Las Vegas Convention Centre. Tourism Malaysia was accompanied by four dive operators and an ambassador of Diveheart Malaysia to promote diving packages in Malaysia.

DEMA is the largest trade-only event in the world for companies doing business in the scuba diving, ocean water sports, and adventure/dive travel industries. Every year, the event attracts hundreds of exhibitors and thousands of dive and travel industry professionals from around the world. More than 9,100 pre-qualified dive professionals and over 590 exhibiting companies participated in DEMA Show 2018.

Besides that, Tourism Malaysia also participated in Moscow Dive Show, the largest exhibition of equipment, tourism, and training for people interested in active lifestyle water-based sports in Russia and Eastern Europe. The main part of the exhibition covers underwater activities, such as diving, underwater photography, surfing, and spearfishing.

The show provides a platform and marketplace for retail and wholesale business communication, dealership network expansion, and direct sales of goods to visitors. It attracted 265 exhibitors from 27 countries with 20,000 attendees



in 2018. Tourism Malaysia participated in the event with two Malaysian dive operators, namely Borneo Divers and Summer Bay Resort, as well as our renowned Tourism Dive Ambassador Clement Lee.

Another dive event that Tourism Malaysia participated in 2018 was ADEX, the biggest and longest-running dive expo in Asia and one of the industry's most popular events. Organised by Underwater360 (UW360), ADEX brings together distinguished VIPs and speakers from across the globe – scientists, marine conservationists, underwater photographers and videographers, etc.

ADEX also provides an excellent business networking platform for various businesses, such as dive operators, equipment manufacturers, and national tourism boards. ADEX Singapore 2018 attracted a total of 62,079 visitors over the course of three days, while ADEX Beijing attracted 24,057 visitors.

To highlight Malaysia's scuba diving and marine industry in Japan, Tourism Malaysia participated in Diving Festival Kansai 2018 from 19 to 20 May. The event successfully attracted 11,020 visitors. Tourism Malaysia partnered with ST World to promote diving packages at the event and managed to sell 734 packages with a revenue of RM10,520,422.00 (up to Dec 2018).

**Product Update**

Product update and package development of the Ecotourism Package in Pekan, Pahang was held for the first time from 6 to 8 March 2018 to identify and promote tourism products there. A total of 16 participants comprising media/bloggers, hotel operators, and travel agencies participated in the tour to establish collaborations among tourism operators, hotels, and tourism product owners in Pekan, Pahang.

Besides that, Tourism Malaysia also invited 15 people to participate in the annual Squid Jiggling programme from 27 to 30 April 2018. This exciting activity is developed as Special Interest package and supported by visit to new products that have potential to be promoted in domestic and international markets.

We have also organised the 'Visit My Kampung (VMK)' Programme in collaboration with the Ministry of Tourism, Arts and Culture Malaysia and the Department of Orang Asli Development at Kuala Mu, Sungai Siput Perak on 6 and 7 May 2018. The programme was participated by 16 people from 11 organisations.

Kuala Mu, an Orang Asli village, located about 50 km from the town of Sungai Siput, Perak will be developed as a Special Interest (niche) tourism package for tourists to recognise and experience Orang Asli's way of life and culture, as well as to help generate income

for the people of Kuala Lumpur through the tourism industry and other related industries.

In an effort to realise the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT) 2017-2020 implementation plan, the 'Peranakan and Nature Trail' was developed to combine tourism product destination with the theme of 'Peranakan and Nature Trail' and promote thematic routes in the IMT-GT arena.

**National Sales Campaign**

To further strengthen this branding and facilitate its promotional efforts, Tourism Malaysia, in collaboration with the Ministry of Domestic Trade and Consumer Affairs, organised three national sales campaigns nationwide in 2018.

A total of 300 events and activities that had taken place in shopping malls during the period of the campaigns were promoted through the social media platforms of

Miss SHOPhia - Facebook page: facebook.com/missshophia; Instagram: @miss\_shopfia; and website: http://missshophia.malaysia.travel.

Miss SHOPhia is a Malaysia shopping buddy introduced in 2016 to strengthen Malaysia's shopping branding. Media releases on the events and happenings have been sent to the media/industry through assistance from the Corporate Communication Division.



Media Release Malaysia Super Sale 2018



Corporate Site Tourism Malaysia-Media Release MYES 2018



Events & Happening in Instagram Miss SHOPhia



Tourism Malaysia E-Newsletter Edition June 2018

**Kuala Lumpur Fashion Week**

A total of 150 local and international designers featured their ready-to-wear collection exclusively for the Kuala Lumpur Fashion Week in Pavilion KL from 8-12 August 2018.

The Shopping Secretariat Malaysia (SSM) was also involved in coordinating the Ministry of Tourism, Arts and Culture 'Fashion Night Out', which was held on 8 August 2018 and was graced by YB Tuan Muhammad Bakhtiar Wan Chik, Deputy Minister of Tourism, Arts and Culture Malaysia.



Fashion designers who participated in the Kuala Lumpur Fashion Week



Fashion show



Invitees who were present enlivened the Kuala Lumpur Fashion week

**Shopping Tactical Campaign**

Tourism Malaysia is implementing a selling strategy focusing on targeted shopping market, such as Hong Kong, India, New Zealand, and Iran. For all the markets, Tourism Malaysia has worked with travel agencies and airlines through respective Tourism Malaysia overseas offices to develop and sell shopping packages. Through campaign that was implemented for Hong Kong market, a total of 6,400 packages were successfully sold with sales value of RM8,062,565 million. The tactical campaign for three more markets is still in progress until July 2019, hence the full sales value report will only be available after that.



**INDIA**



**IRAN**

Artwork Shopping Packages (by market)

SSM organised a Product Briefing and Press Meet on 11 and 13 December in two cities in India (Chennai and New Delhi) in conjunction with the Launching of Malaysia Fantastic Deals Shopping Packages with Malindo Air.

A total of 160 tourism and media industries attended both sessions. The 'Malaysia Fantastic Deals' package was launched by Division Director Tuan Syed Yahya Syed Othman and Malindo Air Country Manager Manoj Mehta.



Product Briefing and Press Meet at Chennai, India – Tuan Syed Yahya Syed Othman, with Manoj Mehta, Country Manager



Product Briefing and Press Meet at New Delhi, India

### Courtesy Call – Shopping Industry and Malls

Networking with industry players continues to be carried out to create collaborative opportunities to promote the shopping industry. The courtesy call aims to explore collaborative opportunities with national shopping centres.

The session was mainly attended by representatives from shopping associations and malls, namely Sunway Putra Mall, Sunway Pyramid, Pavilion Kuala Lumpur, Central Market, Suria KLCC, Genting Highlands Premium Outlet, SOGO, Batu Road Retailers Association, Malaysia Retailers Association, and Shopping Complex Association of Malaysia.

SSM also received courtesy calls from Quill City Mall Shopping Centre and 1Utama Shopping Centre. Among the programmes that have been materialised from the visits were Shopping Tactical Campaign with Malindo Air, Shopping Industry for India market, Shopping Tactical Campaign for Iran market, Tourism Malaysia Chairman's meeting with SOGO Shopping Complex, and the Art Box Malaysia event.

Besides receiving courtesy call, SSM also attended 21 events organised by shopping industry players to forge closer relations with them.

### Events by Shopping Malls

SSM attended 21 events organised by members of the shopping industry to forge stronger ties with them. The Director of Package Development also delivered speeches at five of these events. The promotion of these events was disseminated through Miss SHOPhia's social media platform.



Shopping Secretariat Malaysia with Yuen May Chee, Complex Manager of Sungei Wang Plaza at Sungei Wang Mid-Autumn Festival



Shopping Secretariat Malaysia with YBhg. Tan Sri Dato' Teo Chiang Kok, Director of First Nationwide SUNWAY Group at Asia FLOW Tour 2018 Grand Finals Opening Ceremony



Shopping Secretariat Malaysia with YB Tuan Khalid Abd. Samad, Minister of Federal Territories, and YBhg. Dato Joyce Yap, CEO Retail of Pavilion KL



Shopping Secretariat Malaysia with Mr Andrew Brien, Executive Director of Suria KLCC at the Launching of Suria KLCC Christmas campaign 2018

### Exhibitions and Travel Fairs

SSM participated in three exhibitions, including MITA Travel Fair 2018 at MITEC Kuala Lumpur (19 - 21 January) and Royal Floria, Putrajaya (25 August - 2 September) under the Domestic and Events Division booth. A Miss SHOPhia's Mini Roadshow was also held at The Spring Mall and Plaza Merdeka Sarawak on 14 July, assisted by Penumbra Communications Sdn. Bhd. About 5,300 visitors visited the Miss SHOPHIA booth.



Miss SHOPhia Mini Roadshow, The Spring Mall Kuching, Sarawak



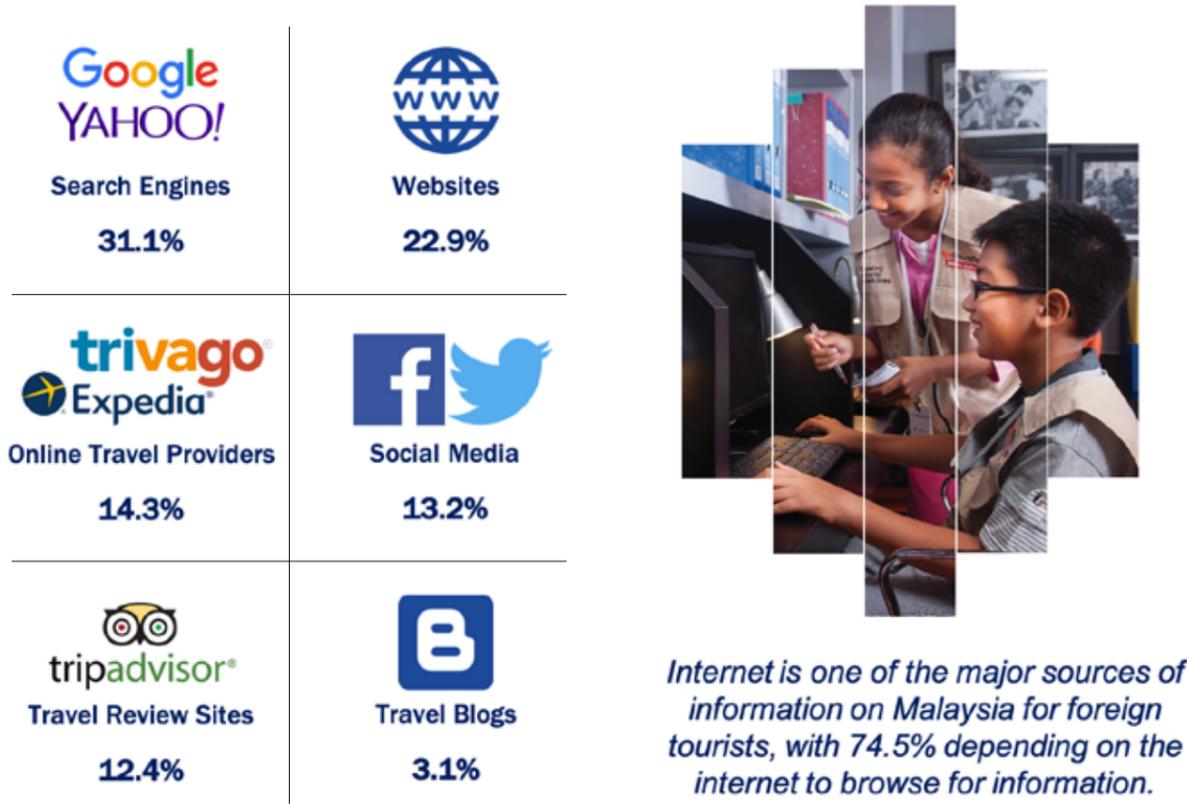
SSM team at Miss SHOPhia's booth at Royal Floria, Putrajaya

In brief, 2018 was a very productive year for SSM in promoting and marketing the shopping sector through national sales campaigns, both domestically and internationally, and in generating greater awareness and recognition. The Shopping Secretariat will continue to play an active role in promoting the country's shopping sector.



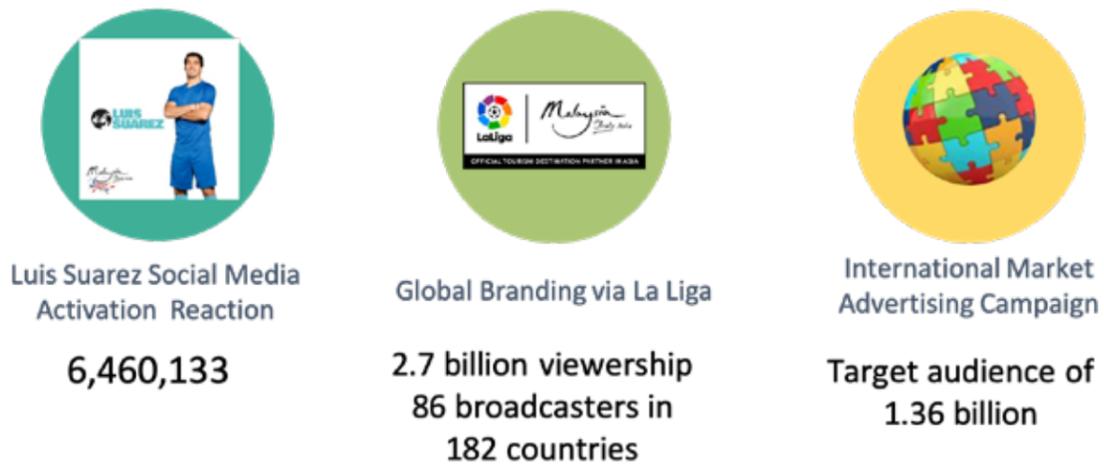
Advertising And Digital

## TOP SOURCE OF INFORMATION – BREAKDOWN OF INTERNET

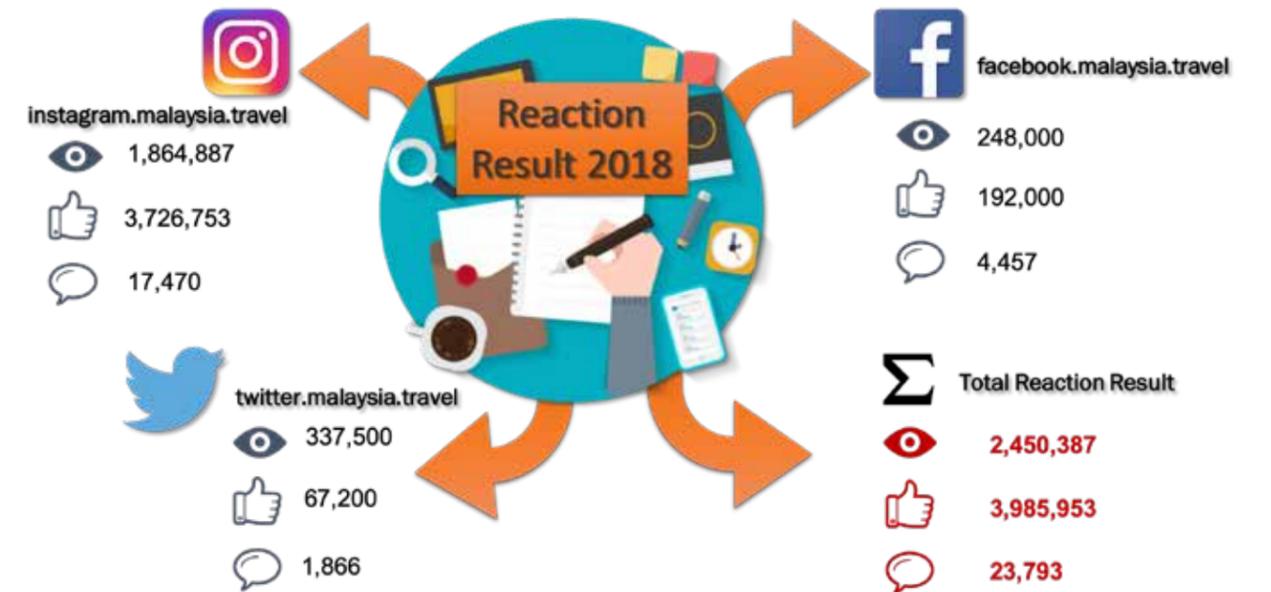


(Single Response)

## GLOBAL ADVERTISING & SOCIAL MEDIA



## 2018 REACTION RESULT



## SOCIAL MEDIA FOLLOWERS



## GLOBAL ADVERTISING CAMPAIGN 2018



### Spot Campaign

150 million TV households.  
South East Asia, Vietnam, Korea,  
China/Hong Kong, Taiwan, India,  
Australia, and New Zealand.  
1,500,019 impressions.



### TVCs

Reached 6.22 million individuals in  
South East Asia.  
Total of 49.51 million impression  
on network sites.



### Airtime TVCs

including 3 x 60s Vignettes  
featuring Malaysia.  
19 million reached.  
Market including Malaysia,  
Philippines, Taiwan, and  
Singapore.  
145 million impressions.



### Tourism Malaysia Campaign

Reached more that 68.2  
million TV viewers.  
10 markets (SEA, Philippines,  
Hong Kong, India, Taiwan, Korea,  
Japan, Australia/New Zealand,  
Middle East, China, and Europe).  
Distributed to more than 410  
million homes.

### Tourism Malaysia Campaign

Reached over 42 million  
measured viewers.  
6 markets in Asia Pacific  
(Singapore, Malaysia, Philippines,  
Australia, New Zealand,  
and India).

## Global Advertising Campaign 2018

Tourism Malaysia participated in both History Con Malaysia and Philippines organised by the network with a total of 21,000 attendees in Kuala Lumpur and 68,000 attendees in Manila, along with 25 international celebrities and over 500 exhibitors, partners, and sponsors.

Tourism Malaysia also partnered with tvN Asia (Korean Entertainment pay TV Channel in South East Asia owned by CJ E&M) for the One Night Food Trip International Edition 2. The programme was broadcasted on tvN channel in 9 countries (Malaysia, Singapore, Indonesia, Philippines, Thailand, Hong Kong, Taiwan, Myanmar, and Sri Lanka) in Asia and on OnStyle channel in Korea.

It aimed to promote Malaysia as an attractive tourist destination and attract travellers from Korea and South East Asia to visit Malaysia and experience its many cultures, attractions, and food. Besides that, tvN Asia also shot and produced 4 x 30 minutes episodes in Malaysia covering Kota Kinabalu, Johor Bahru, Ipoh, and Kuala Lumpur.



Tourism Malaysia partnered with tvN Asia (Korean Entertainment pay TV Channel in South East Asia owned by CJ E&M) for the One Night Food Trip International Edition 2 (The Malaysia Segment).



Korean singer-songwriter and television personality Jung Joon Young, actress-model and Miss Universe Malaysia 2017 Samantha Katie James, Korean comedian Jo Se Ho, and Malaysian actor Nazim Othman



tvN Asia shot and produced 4 x 30 minutes episodes in Malaysia covering Kota Kinabalu, Johor Baru, Ipoh, and Kuala Lumpur

**Global Branding via La Liga**

In 2018, Tourism Malaysia collaborated with Mediapro, Malaysia's representative for the top-rated football league, to become La Liga's Tourism Destination Partner in Asia.

The title is expected to drive interest in Malaysia as a tourist destination, leveraging on the football league's presence in Asia. La Liga has a strong fan-base 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 Tourism Destination Partner for Asia, Tourism Malaysia brand was highlighted in 182 countries and 86 broadcasters with 2.7 billion viewership. The year-long branding successfully showcased Tourism Malaysia campaign logo via 90 LED screens in selected stadiums during the season in at least 18

different stadiums. In addition, 30 Tourism Malaysia 'Digital Board Replacements' (DBR) were also made available for China feed and Asia feed.

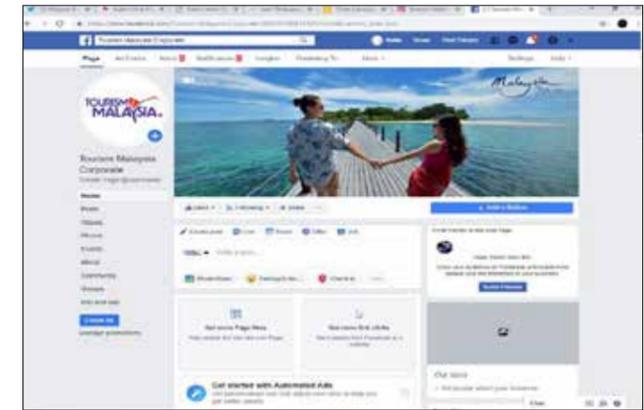
This was part of Tourism Malaysia's marketing and promotion plan to further build demand for travel to Malaysia from its key international markets in Asia.



**Social Media Platforms**

**Δ Tourism Malaysia Social Media Channels**

Tourism Malaysia utilises social media channels – Facebook, Twitter, Instagram and Blog – to reach out to audiences and promote tourism destinations. Tourism Malaysia created the Tourism Malaysia Corporate page to share information with travel trade players on its promotional activities, both domestically and internationally.



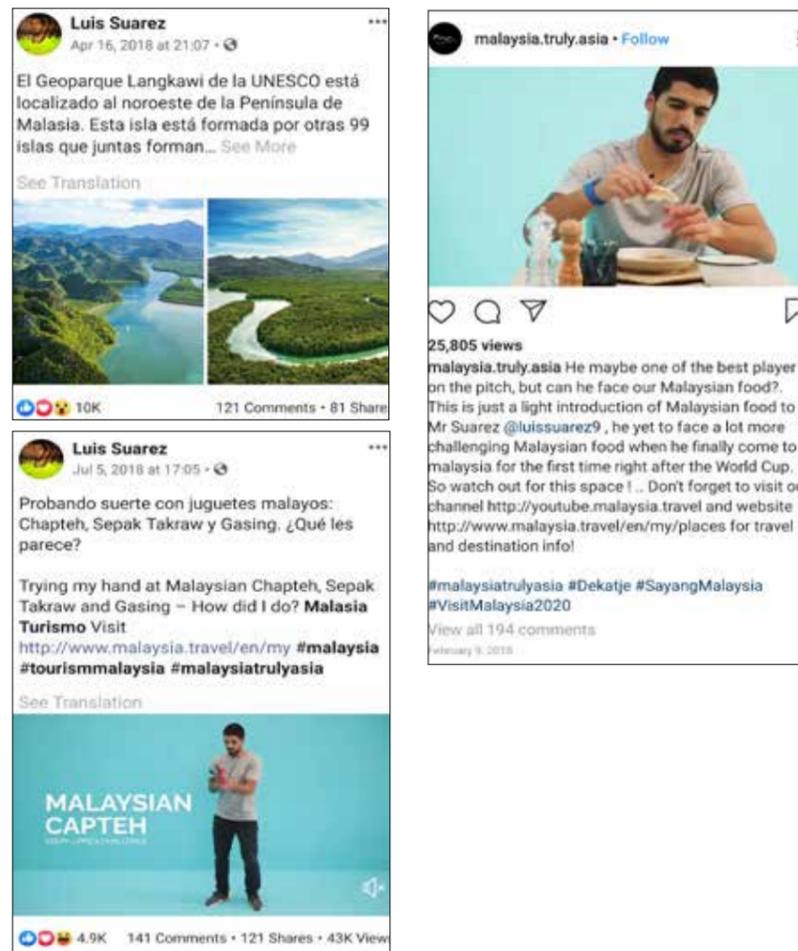
**Δ Social Media Content (Global and Domestic)**

In a survey conducted, social media platforms are the go-to social network for people who want to choose destinations to visit on their next getaway. Most of them use social channels to get inspired and discover new places. Other than to entice tourists, social media platforms have also been used to promote selected tourism events.



**Luis Suarez Social Media Activation**

Tourism Malaysia has an exclusive right to work with world-class football sensation, Barcelona's Leading Forward Luis Suarez, in 2017 for a year-long collaboration via social media activation to promote destinations in Malaysia. Luis Suarez has a strong following online, including 25.3 million followers on Instagram, 18.9 million fans on Facebook, and 12.4 million followers on Twitter.



Posts on Facebook/Twitter/Instagram 2018



**Advertising Campaigns – International Market**

Advertising campaigns for international market were implemented through various advertising mediums in selected markets, such as Taiwan, Japan, Korea, Hong Kong, and London, throughout 2018.

For the Taiwanese market, Tourism Malaysia's advertising campaign was implemented through four units of lighted sign boxes, eight

billboards at bus stops, and a giant billboard. Besides that, it also implemented advertising campaign through bus and taxi wrap, which involved 82 buses and 140 taxis.

Advertising campaign for the Japanese market focused on taxi wrapping, which involved 1,040 taxis in eight main cities in Japan for a year. Besides that, advertising campaign through a giant billboard in Shinagawa Station has been implemented for the duration of two years.

For the Korean market, Tourism Malaysia's advertising campaign was carried out through two units of LED screens, 19 units of giant billboards, and 100 slots in selected tv networks. For Hong Kong, its advertising campaign has been displayed on a giant billboard for a year.

All these advertising campaigns achieved its target audience of 1.36 billion.

**Advertising Campaigns - Domestic**

Tourism Malaysia Domestic advertising campaign focused on outdoor advertising, through bus wrapping on Hop on Hop off (HOHO) Kuala Lumpur and Penang throughout the year. The creatives were produced for the promotion of domestic events, such as "Miss Shophia" – a Malaysia Shopping icon, and "Dinosaurs Alive Exhibition in Kuala Lumpur".



Taiwan Billboard Campaign (1 June 2017 – 31 May 2018)



Taiwan Bus Wrapping Campaign (1 April 2017 – 31 March 2018)



Taxi Wrapping Campaign In Osaka



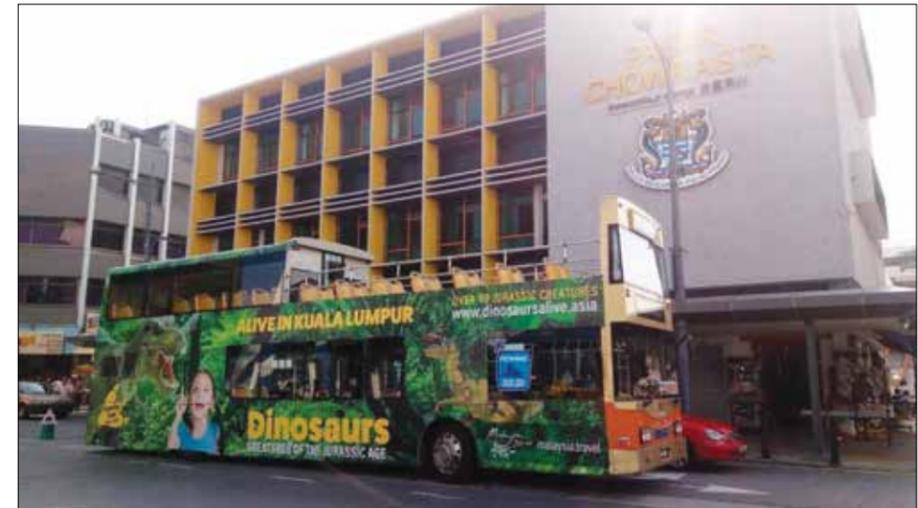
Hong Kong Billboard Campaign (15 March 2017 – 14 March 2018)



Taxi Wrapping Campaign in Kobe, Japan



"Shop Malaysia – Miss Shophia" promoted on HOHO Bus 2018



"Dinosaurs Alive in KL" promoted on HOHO Bus 2018



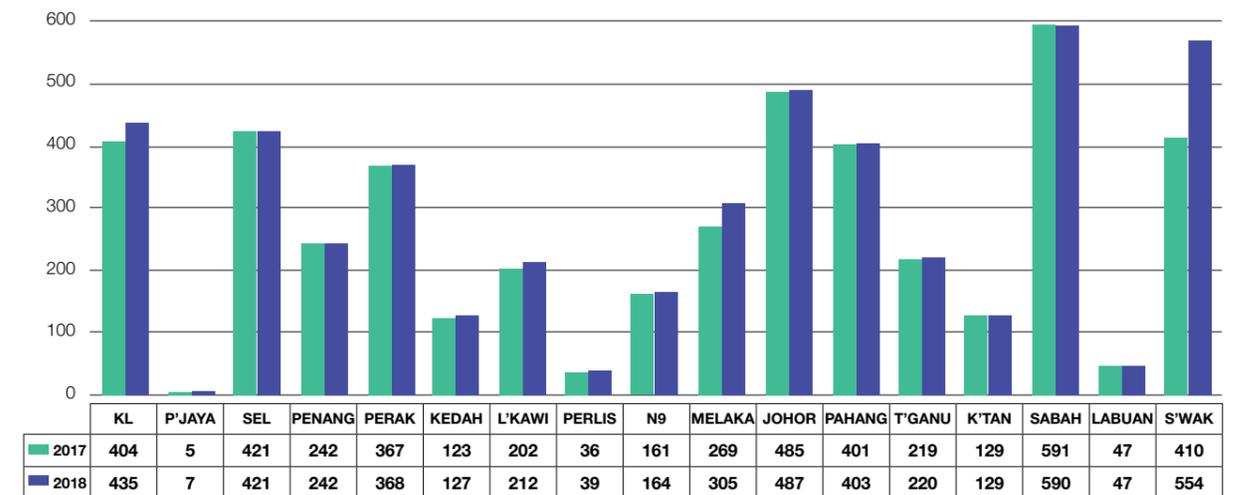
Industry Development And Research

### OCCUPANCY REPORT JAN-DEC 2018



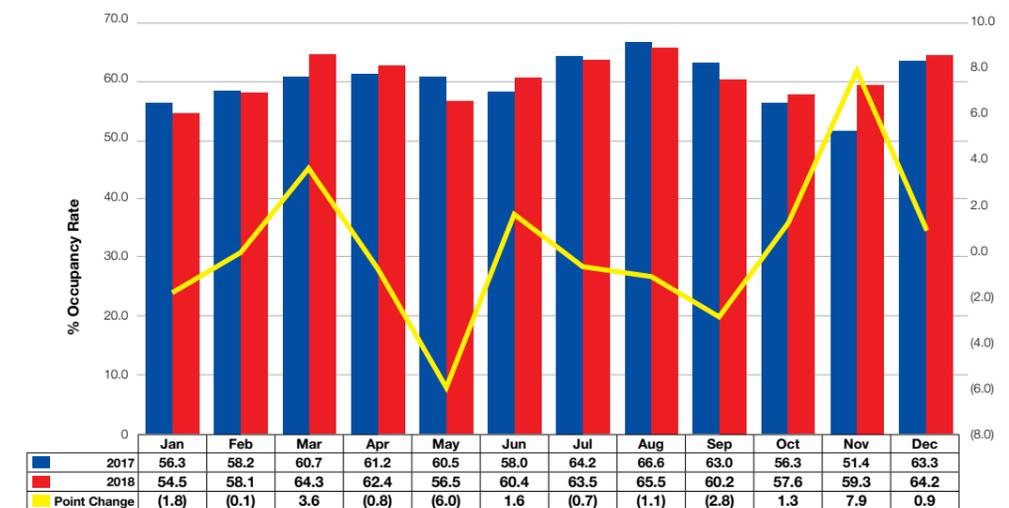
Source: Singapore Tourism Board, Central Bank of Thailand & Tourism Malaysia

### PAID ACCOMMODATION SUPPLY 2018

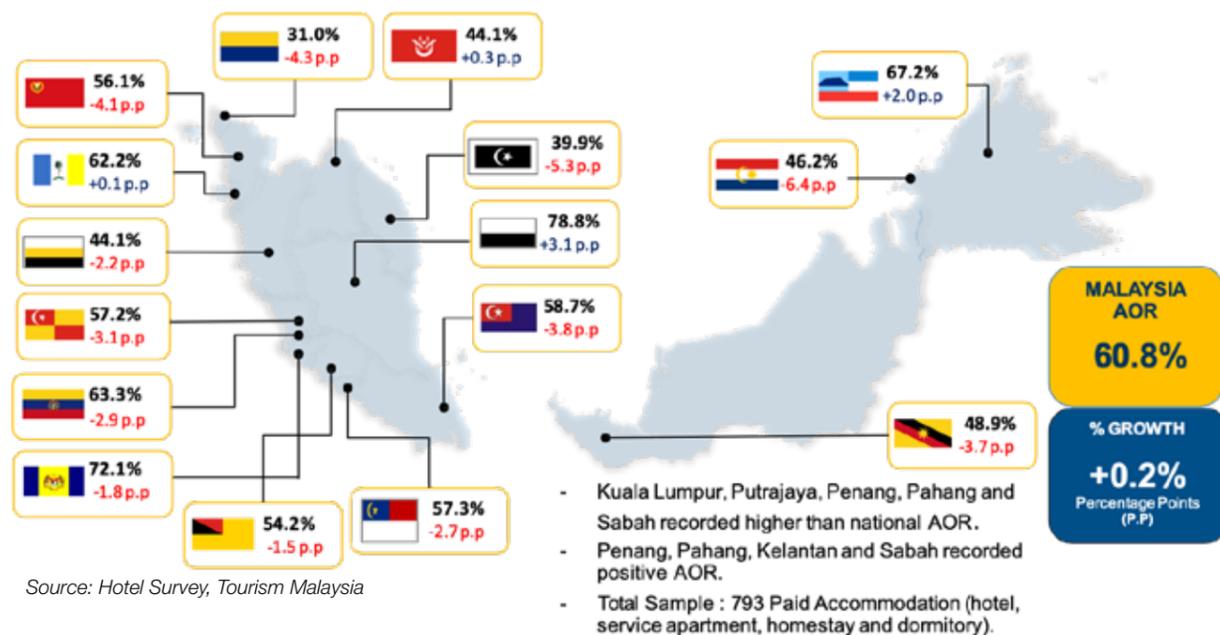


Source: Strategic Planning Division, Tourism Malaysia

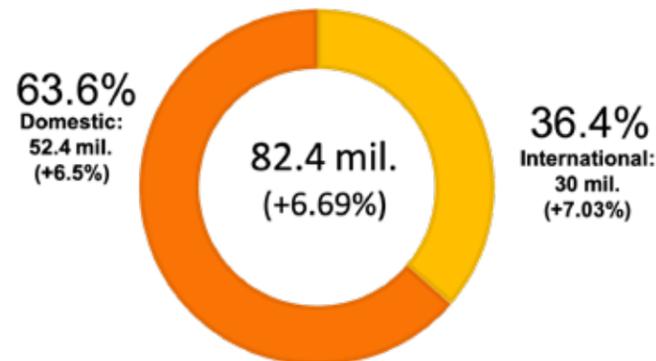
### MALAYSIA OCCUPANCY RATE JAN-DEC 2017/2018



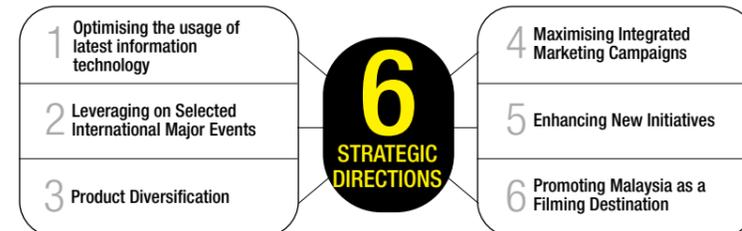
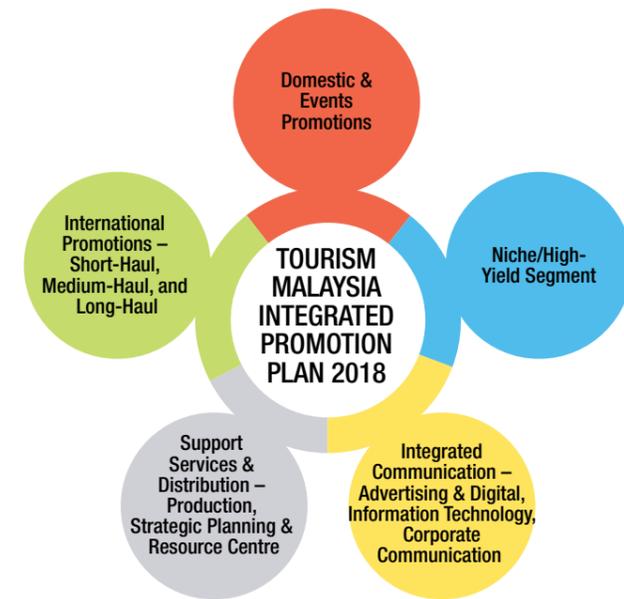
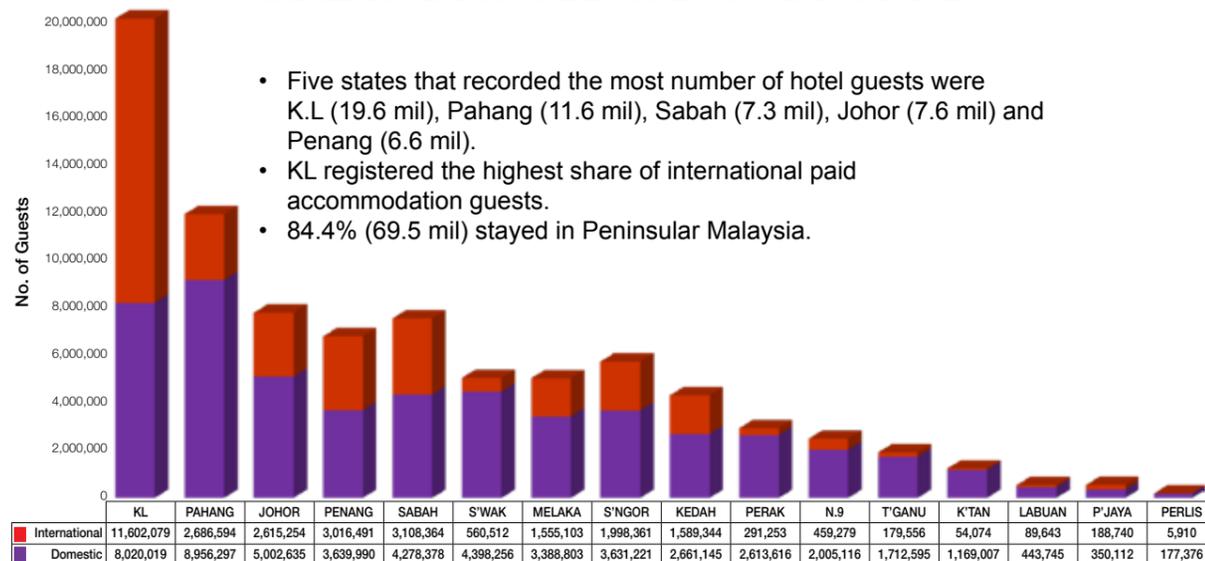
## AVERAGE OCCUPANCY RATE BY DATES



## MALAYSIA HOTEL GUEST



## MALAYSIA HOTEL GUESTS BY STATE



### Seminars and Briefings

A total of 61 presentations were conducted for Travel & Tours Enhancement Course (TTEC) and Travel & Tours Management Course (TTMC) throughout the year. Topics covered were tourism history, performance, trends, marketing and promotions, and future development. The relations between Tourism Malaysia and industry players were further strengthened through Thursday Talk and Tourism Malaysia Networking Day.

### Tourism Malaysia Thursday Talk/ Networking Day

Thursday Talk is the presentation platform session for the invited industry players to deliver presentation and update Tourism Malaysia officers about their products and at the same time,

build rapport. In 2018, six sessions with 11 trade industries were organised.

Tourism Malaysia Networking Day is created to provide an interactive platform for tourism industry players to meet and network with staff from the Ministry of Tourism, Arts and Culture Malaysia and Tourism Malaysia. It is an opportunity for hoteliers, tour operators, tourism product operators, and airlines services to share their latest developments, news, and products.

On 25 and 26 October 2018, 23 tourism players were invited to the newly branded Tourism Malaysia Carnival Day, a platform for them to preview and promote their new products. Product briefings and sale vouchers at special prices were also offered to visitors at the event.

### Research and Reference Materials

#### Surveys

Tourism Malaysia conducts many surveys to collect valuable data and information that can be used to drive the industry further. The surveys also provide current perspectives on the industry's growth and trends as well as to help facilitate the development of more effective promotional campaigns and marketing strategies.

A total of 50,000 respondents are interviewed each year and the information obtained from these surveys is published in the Malaysia Tourist Profile by Selected Markets. Additional surveys are carried out at five other locations on a quarterly basis at ferry terminals, border entry points, and Rest & Relax areas along the North South Highway.

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

Meanwhile, the Paid Accommodation Survey is carried out on a quarterly basis with a total of 754 paid accommodation selected as survey samples, comprising 716 hotels and 38 serviced apartments, which represented 16.71% of the total number of hotels. The Average Hotel Occupancy Rates and Hotel Guests Reports (domestic and international) for each state in Malaysia are compiled from information obtained through this survey.

Conducted once every two years, the Hotel Facilities Survey collects information on the number of hotels and rooms, room rates, and the latest facilities offered by the hotels. For the year 2018, the number of hotels in Malaysia were 4,750, offering 308,140 rooms.

**Δ Publications**

**• Malaysia Tourists Profile by Selected Markets**

The Malaysia Tourists Profile is an annual report that provides the ongoing assessment of foreign tourists to Malaysia over time. The report presents the findings from face to face interviews by Tourism Malaysia Research Officers throughout the year. The report aims to:

- Provide foreign tourists profile in terms of socio-economic and behavioural characteristics;
- Supply detailed information on foreign tourists travelling patterns;
- Allow the identification of market segments and potential target markets; and
- Provide a basis for calculating

the economic impact of different foreign tourists group.

The report can be viewed and downloaded from <http://mytourismdata.tourism.gov.my/>

**• Malaysia Tourism Statistics in Brief**

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



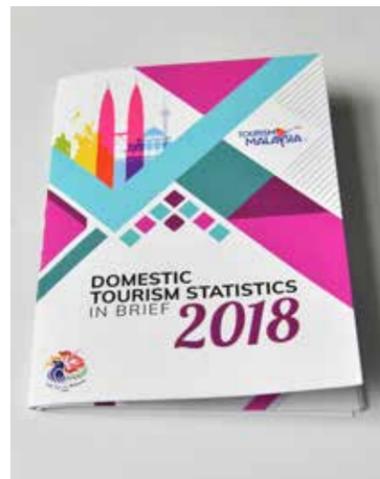
**• Malaysia Tourism Key Performance Indicators**

The annual publication is a valuable and insightful reference for parties who are interested in the country's tourism industry. The publication can be viewed and downloaded at <https://www.tourism.gov.my/pdf/uploads/KEY-PERFORMANCE-INDICATORS-2017.pdf>



**• Malaysia Domestic Tourism Statistics in Brief**

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



**Tourism Malaysia Integrated Promotion Plan 2019**

Tourism Malaysia Integrated Promotion Plan was created in November 2017 for a duration of three years from 2018 to 2020. It sets out the general outlook and perspectives for the overall marketing programme for Tourism Malaysia.

This plan is prepared as a guide for users in planning and implementing tourism promotion activities and efforts for 2018 – 2020. It is also a useful reference for industry players to steer Malaysia tourism sector in the right direction.

However, tourism performance has been on the decline in the past few years, while financial budget cuts have made it difficult for Tourism Malaysia to address the situation.

Therefore, Tourism Malaysia organised a 'Think Tank Workshop' from 11 to 13 December 2018 as a platform to evaluate past performance, assess present operations, and plan together. The workshop was planned by considering the market and travel trends, available resources, limited budget, trade and economy policy, technology, and support from stakeholders, at both international and domestic levels.

The workshop was organised at Zenith Hotel in Putrajaya and carried out in two main phases:

**1. Phase 1 – Session with Industry (11 December)**

- Presentations and inputs from the industry were important to review the Tourism Malaysia Integrated Promotion Plan for 2019. Cooperation between industry players from the public and private sectors are crucial;
- Involved associations/agents, local airlines, Malaysia Airports Holding Berhad (MAHB), Senai Airport, Malaysia Healthcare Travel Council (MHTC), Islamic Tourism Centre (ITC), and others;

- Updates on the industry performance, achievements, challenges, and strategic direction (way forward) for 2019.

**2. Phase 2 – Think Tank Workshop (12 – 13 December)**

- Budget Distribution 2019 presented by the Director General – based on programme, region, market, and segments;
- Breakout Session for each Division to develop Action Plan 2019 based on the agreed Budget Distribution;
- Presentation on Action Plan 2019 by each Division.

Tourism Malaysia Integrated Promotion Plan 2019 is based on the following six Strategic Directions:

**i. Optimising the usage of the latest information technology-**

as a medium for promotion, advertising, and publicity for tactical and thematic programmes, by utilising digital platforms to create fresh and exciting approach.

**ii. Leveraging on Selected International Major Events –**

to enhance the promotion of Malaysia in selected international major events and take part in major international tourism trade shows, such as ASEAN Tourism Forum (ATF), ITB, Arabian Travel Market (ATM), World Travel Market (WTM), SATTE, CITM, and others.

**iii. Product Diversification –**

form strategic partnerships with industry players, airlines, and corporate bodies, such as MAHB,

local and international airlines, tour operators including Online Travel Agents (OTA), state government/ agencies, and private sectors to increase international tourist arrivals and encourage domestic travellers to travel within the country – by developing tourism packages, promoting shopping, and focusing on high-yield tourist markets and specific niche tourism.

**iv. Maximising Integrated Marketing Campaigns –**

work closely with MATRADE, MIDA, FAMA, MHTC, MITI, MOE, and others to carry out ONE message in every promotion/ advertising programme organised by ministries and government agencies.

**v. Enhancing New Initiatives –**

smart partnerships and collaborations through Joint International Tourism Development Programme (JITDP), which focuses on China, India, Japan,

South Korea, Australia, Europe, Americas, and ASEAN. Through this initiative, Tourism Malaysia's contribution will be lowered from 50% to only 25%. Another 25% will be borne by MAHB while the rest of the 50% will be funded by other parties.

**vi. Promoting Malaysia as a Filming Destination** – work together with FINAS, FDAM, PFM, private sectors, and state bodies to facilitate filming in Malaysia as a preferred location for movies, travel-related documentaries, reality shows, travelogues, and others.

## TOURISM MALAYSIA THINK TANK WORKSHOP

11 – 13 DECEMBER 2018  
ZENITH HOTEL, PUTRAJAYA



Session with industry on 11 December 2018



Think Tank Workshop Day 1 on 12 December 2018



Think Tank Workshop Day 1: Breakout Session



Think Tank Workshop Day 2: Action Plan Presentation

### Entry Point Project (EPP) 11: Promotion & Marketing

Tourism Malaysia was given a budget allocation of RM125 million from the Eleventh Malaysia Plan for a period of five years to enhance connectivity and boost the arrival of foreign tourists to Malaysia. Various efforts were carried out to establish joint collaborations with airlines and tour operators for the development and promotion of holiday packages to Malaysia; charter flight services to upgrade accessibility, flight frequency, and seat capacity to Malaysia; and niche packages targeted at high yield markets with emphasis on shopping, diving, birding, and golfing segments.

On 7 November 2017, a Memorandum of Understanding (MoU) was signed between Tourism Malaysia and Malaysia Airports Holdings Berhad (MAHB) in London, witnessed by the Minister of Tourism, Arts and Culture Malaysia. Tourism Malaysia and MAHB agreed to work together to intensify the implementation of joint promotion programmes and charter flights in 2018. This joint initiative is known as the Joint International Tourism Development Programme (JITDP). The main markets targeted under this programme are China, India, Japan, Korea, Australia, Europe, America, and the ASEAN market, with emphasis on secondary cities.

As a sign of support for the JITDP initiative, the Economic Planning Unit (EPU) approved the addition of scopes of work or programmes under the NKEA project – EPP 11: Promotion and Marketing.

In 2018, Tourism Malaysia was allocated an NKEA budget of RM25 million to undertake tactical campaigns with tour operators and airlines. A total of 145 joint promotional campaigns were implemented in all major markets, with ROI of RM1,079.8 million (up to the third quarter of 2018).

### Tourism Malaysia Resource Centre

Resource Centre serves as a source of reference for those seeking tourism-related information. Its repository of tourism publications is comprised of research studies, survey findings, statistical data, and market intelligence. A large number of these publications are the intellectual property of Tourism Malaysia.

The Resource Centre has a total of 19,400 catalogued monographs and journals, of which 70% is in the field of tourism. This is an increase of 280 units compared to the previous year. It also has a total of 120,078 materials, such as news articles, promotional activities reports, annual reports, and tourism statistics reports available in digital form. The materials are catalogued in WebOPAC and digitised in WebInfoline within the Integrated Library Management Utility System (ILMU).

The Resource Centre received a total of 289 serial publications in 2018 and continued its subscription of several online tourism databases, including PASSPORT: Travel & Tourism, Business Monitor Online, and Centre for Pacific Aviation (CAPA). Among the facilities available in the Resource Centre are computers with internet connection, WiFi, linguaphone facilities to learn foreign languages, discussion rooms, lockers, etc.





### Malaysia's Open Data Portal

Malaysia's Open Data Portal (data.gov.my), which was introduced as one of the many digital transformation initiatives and efforts by the government, is a platform for the public to get data from government agencies through online system. Tourism Malaysia supported the initiative by contributing about 100 sets of tourism data in the portal, which is led by MAMPU.



Publicity And Promotion Support

### Mega Fam

Total Guest	Representatives	Commercial Values of the Publicity Generated	Documentaries & Online Media Broadcast	Articles Published
<b>80</b> (from 10 countries)	<b>51</b> media <b>29</b> corporate	<b>RM 3,738,559.80</b>	<b>68</b>	<b>30</b>

### Editorial

e-Newsletter-Experience Malaysia	Speeches	Interview Transcripts	Media Releases & Travel Articles
<b>132</b>	<b>105</b>	<b>40</b>	<b>191</b>

### Media Relations

Media Releases	Media Interviews	Local Media Familiarisation Trips	Media Invitations (Press Conferences and Launch Ceremonies)	Media Agencies Courtesy Call	Total
<b>46</b>	<b>14</b>	<b>8</b>	<b>12</b>	<b>5</b>	<b>85</b>

### Image Gallery

5,688 Photos available at imagegallery.tourism.gov.my	Page Views	Unique Visitors (Users)	Photos Downloaded Worldwide
	<b>203,690</b>	<b>28,036</b>	<b>49,242</b>

### Publicity

Articles Published in Printed Publications	Commercial Values of the Publicity Generated	Online Media Broadcast	Reach	Airtime
<b>25</b>	<b>RM1,062,358</b>	<b>361</b>	<b>5.21 million</b>	<b>2 hours and 58 seconds</b>

### Collaterals and Brochures

Collaterals Produced	Collaterals Distributed	Brochures Published	Brochures Distributed	Visit Sessions e-Brochure Mobile Applications
<b>169,040</b>	<b>105,000</b>	<b>247,000</b>	<b>750,000</b>	<b>128,013</b>

### Mega Familiarisation Programme

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

A total of 80 guests from 10 countries participated in seven Mega Fam events in 2018. They were comprised of 51 media representatives and 29 corporate guests, as well as accompanying officers and representatives from Tourism Malaysia overseas offices, who were specially invited to attend tourism events held in Malaysia.

### Public Relations Agencies

Tourism Malaysia coordinated and monitored the performance of overseas public relations agencies that have been appointed to promote Malaysia in France, Germany, Taiwan, Thailand, and China.

### Media Relations

Tourism Malaysia work together with the National Museum Department to organise Media Challenge 2.0, which was participated by 20 members of the media. The objective of the programme was to highlight and expose the participants to heritage tourism in Malaysia.

### Editorial

Tourism Malaysia's monthly e-newsletter, Experience Malaysia, is a digital platform that covers news on tourism events and updates on tourist attractions around the country, and share them with the public, industry players, and media from around the world. Through the newsletter, Tourism Malaysia won the coveted PATA Gold Award 2018 in the category of 'Marketing Media – E-Newsletter'.

Media releases and travel articles were produced and distributed to local and international media, industry players, local and overseas Tourism Malaysia offices, overseas public relations agencies appointed by Tourism Malaysia, and the Ministry of Tourism, Arts and Culture state offices.

### Corporate Management

In 2018, a total of five Board of Directors Meetings, which discussed 10 working papers and 28 information papers, as well as 19 Management Committee Meetings were organised. A total of 174 Parliamentary Questions was managed and coordinated. Besides that, 24 activity reports from various divisions in Tourism Malaysia were collected and submitted to the Director General's office.

### PATA

Tourism Malaysia, with the co-operation of Langkawi Development Authority (LADA), organised PATA Travel Mart 2018 from 12-14 September in Langkawi. A total of 1,400 delegates comprising travel industry players and media from around the world attended the programme, followed by the PATA Executive Board Members Meeting from 14-16 September at the Langkawi International Convention Centre. PATA Malaysia Chapter coordinated five events and three PATA international events were participated by Tourism Malaysia.

### Promotional Videos

Tourism Malaysia published promotional videos and nomination montage videos to promote the Malaysia Tourism Awards 2016/2017 and introduce the candidates in the 13 categories.

In conjunction with PATA Travel Mart 2018 in Langkawi, a promotional video was also created to introduce the island as a tourism destination that will help stimulate economic growth in the country. Besides that, a promotional video was also produced for Tourism Malaysia's participation in the Seatrade Cruise Global 2018 in Florida. In conjunction with the ADEX Dive Show 2018, the department released a "teaser", which was uploaded to the event's official website.

### Image Gallery

The Image Gallery serves as a platform to promote Tourism Malaysia's products and is accessible to all domestic and international media, including travel industry players and members of the public. In 2018, Tourism Malaysia managed a photo bank through Fotoware 8.0 software and was uploaded on Tourism Malaysia official website at [www.imagegallery.tourism.gov.my](http://www.imagegallery.tourism.gov.my).

### Collaterals

Tourism Malaysia produced various marketing collaterals for distribution at domestic and overseas programmes. Among the souvenirs produced were recycled pens, large and small non-woven bags, lapel pins, Hari Raya Aidilfitri money packets, and VIP gift set with packaging and batik frame, as well as appreciation plaques for Tourism Malaysia programmes.

### Brochures

Various brochures and leaflets were published and printed in several languages in an effort to support Tourism Malaysia's promotional activities. Among them were general travel guide brochures, special interest brochures, a series of guides, event calendars, and desk calendars. In addition, a directory of exhibitions and expos at domestic and international levels was also published.

Among the brochures published in 2018 were Malaysia Travel Guide, Islands and Beaches, Kuala Lumpur the Dazzling Capital City, Langkawi - The Jewel of Kedah, Sarawak Map and Guide, Kelantan Map and Guide, Fun and Fantasy, Islands and Beaches, Sport Fishing Paradise, Flea Market Galore, and the 2018 Events and Festivals brochures.

In line with Tourism Malaysia's direction in promoting Malaysia as a family-friendly holiday destination, Table Calendar 2018 was published under the theme 'family vacation', featuring theme parks across Malaysia.

Tourism Malaysia has also published leaflets that were translated into 14 different languages. The leaflets were used as promotional materials at international tourism events, such as the Internationale Tourismus Börse (ITB) Berlin, Arabian Travel Market (ATM) in Dubai, and World Travel Market (WTM) in London. Besides that, Tourism Malaysia has also provided various leaflets and souvenirs to government agencies, tour agencies, hotels, schools, universities, private sector, and others who were involved in the promotion of tourism in Malaysia.





## GOVERNANCE

# BOARD OF DIRECTORS

until 31 December 2018



**YBhg. Datuk Ahmad Shah Hussein Tambakau**

Chairman  
 Malaysia Tourism Promotion Board  
*Appointed on 2 July 2018*  
*(Replaced YBhg. Dato' (Dr.) Siew Ka Wei whose service ended on 22 June 2018)*



**YBhg. Dato' Seri Haji Mustafar Haji Ali**

Director General  
 Immigration Department of Malaysia  
*Appointed on 1 June 2017*



**YBrs. Tuan Uzaidi Udanis**

Malaysia Inbound Tourism Association (MITA)  
*Appointed on 15 June 2017*



**YBhg. Datuk Musa Hj. Yusof**

Director General  
 Malaysia Tourism Promotion Board  
*Appointed on 2 December 2018*  
*(Replaced YBhg. Datuk Seri Mirza Mohammad Taiyab who retired on 2 December 2018)*



**YBrs. Tuan Riad Asmat**

Chief Executive Officer  
 AirAsia Berhad  
*Appointed on 1 March 2018*



**YBhg. Dato' Haslina binti Abdul Hamid**

Deputy Secretary General (Tourism)  
 Ministry of Tourism, Arts and Culture Malaysia  
*Appointed on 6 December 2018*  
*(Replaced YBhg. Datuk Rashidi Hasbullah who retired on 17 February 2019)*



**YBhg. Datuk Shahrom Mohamed**

Executive Director  
 YTL Development Sdn Bhd  
*Appointed on 18 July 2018*



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

The Board of Trustees of The Sabah Parks  
*Appointed on 10 June 2017*



**YBrs. Tuan Haji Mohd Yamin Apdal**

*Appointed on 1 August 2018*

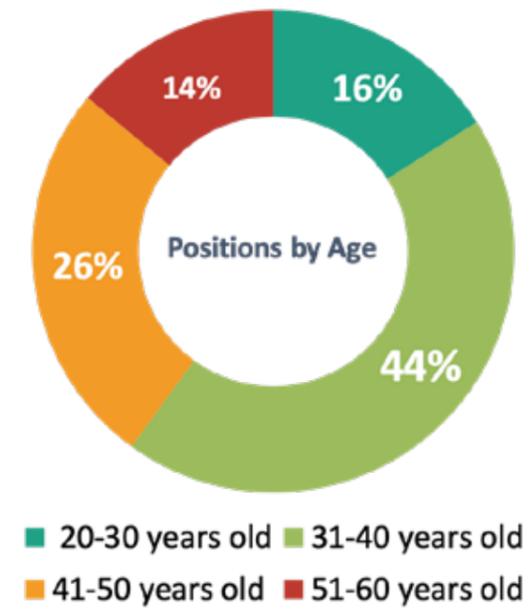
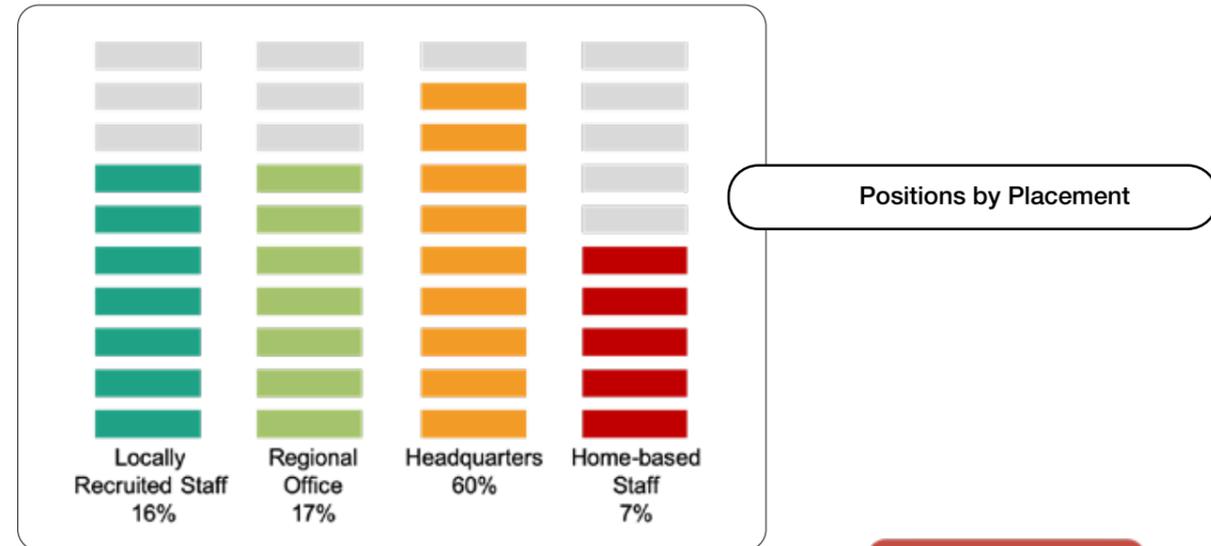
# MANAGEMENT TEAM

until 31 December 2018



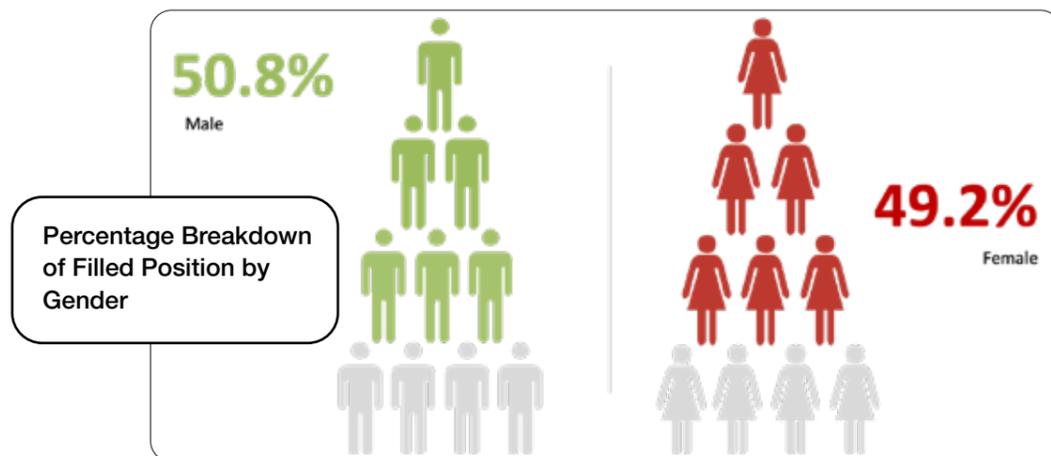
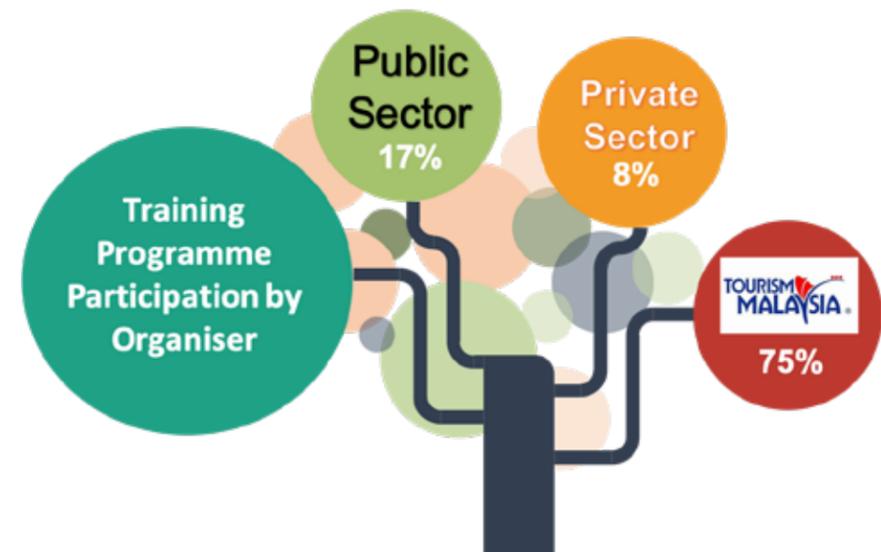
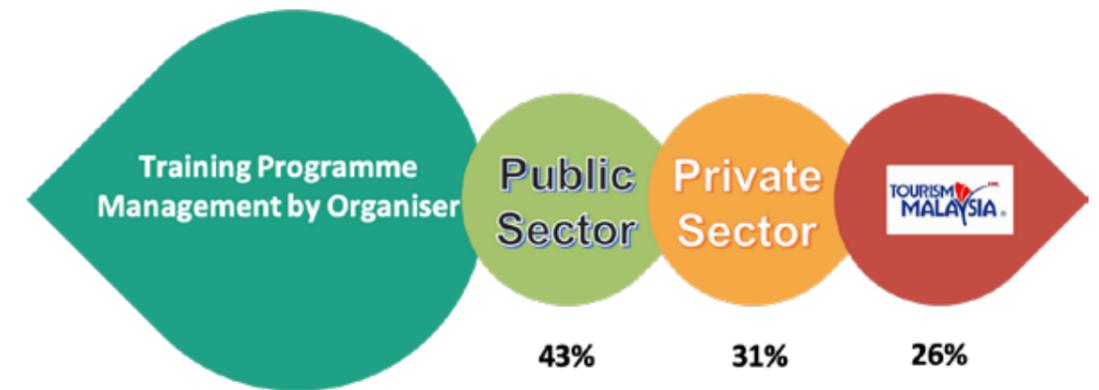
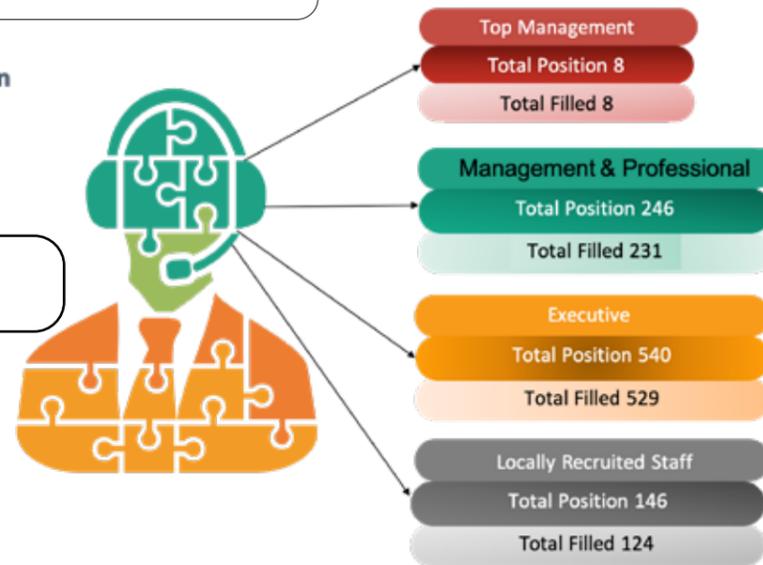
## OPERATIONS AND MANAGEMENT SERVICES

### Human Resource Management Planning



**Total Position**  
940

**Positions by Service Group**



TOTAL TRAINING PROGRAMME MANAGEMENT BY ORGANISER			
Tourism Malaysia	Public Sector	Private Sector	Total
123	209	150	482

TOTAL TRAINING PROGRAMME PARTICIPATION BY ORGANISER			
Tourism Malaysia	Public Sector	Private Sector	Total
3,369	774	333	4,476

**Human Resource Performance Achievement**

In 2018, the total number of personnel in Tourism Malaysia was 940, comprising 564 in headquarters, 160 in regional offices, 70 in overseas offices (home-based staff), and 146 in overseas offices (locally recruited staff).

Tourism Malaysia successfully implemented 109 recruitment, retirement, and contract renewal processes; 28 promotion process; and 57 employment confirmation process. In addition, there were 182 job rotation for staff in headquarters and regional offices and 28 job rotation for staff in overseas offices.

TOTAL RETIREE			
Compulsory Retirement	Optional Retirement	Issued Pension	Total
10	4	1	15

**Retirement**

A total of 15 Tourism Malaysia personnel retired in 2018. The retirements were comprised of compulsory retirement, optional retirement, and issued pension. Tourism Malaysia would like to thank all of them for their services and contributions to the growth of the organisation.

The Government has fixed the filling of positions to not exceed 90% quota of the total employment. As of December 2018, 94.4% positions in Tourism Malaysia have been filled, which is more than 4.4% of the quota sets.

**Human Capital Development**

Quality human capital is the core of an organisation's integrity and a critical element in achieving the organisation's mission and public service in general. The continuous learning process in various fields is applied to Tourism Malaysia staff to enhance their competence through training, learning, and personal development and values.

Tourism Malaysia also carried out professional counselling services for its staff to help build better mental, emotional, and behavioural health. A total of 20 individual counselling sessions, 61 group counselling sessions, two psychological discussion and counselling sessions involving divisions/units in Tourism Malaysia, 3 AKRAB programmes, and 30 top character indicators reports were implemented in 2018.

**Appreciation to Staff**

A total of 68 Tourism Malaysia personnel was awarded the Certificate of Excellence Service for 2017 on 10 April 2018 at the Malaysia Tourism Centre (MaTiC) Jalan Ampang, Kuala Lumpur. The award is a recognition to those who have demonstrated excellent performance throughout the year and have not only contributed to the organisation but also the tourism industry in general. Besides that, 68 officers were also awarded the Special Management Award Certificate for 2017 on 29 November 2018.

**Special Programme: HR Update Day**

HR Update Day is a Meet-the-Client Day programme organised by Tourism Malaysia's Human Resource Division. The main purpose of the programme is to enable staff to check their personal/service records in Tourism Malaysia, besides to seek advice on relevant service matters.

As an added value, the programme was also attended by several medical and clinical institutions, Permodalan Nasional Berhad, Zakat Centre, Amanah Raya Malaysia, and Credit Counselling and Debt Management Agency (AKPK).

The programme is in collaboration with Tourism Malaysia Recreational Club, the LPPM Workers Union, and the Ministry of Tourism, Arts and Culture Malaysia Staff Cooperative (KOPPEMA Berhad). In 2018, two series of programmes were successfully implemented, the first was held on 12 – 14 February 2018 and the second on 15 November 2018.



Second Series of HR Update Day was held in MOTAC Multipurpose Hall



Tourism Malaysia Aspiration Programme 2018 on 9 February 2018



Second Series of HR Update Day on 15 November 2018

**ADMINISTRATION**

**Work Health and Safety**

Tourism Malaysia is committed to protecting its key assets - its staff - and strived to provide a workplace that is safe for all workers, poses no risk to the environment, and is compliant with relevant legislation, standards, and codes of practice.

An Emergency Response Team (ERT) was established under the Legislative Act 514. The team consists of Tourism Malaysia personnel. ERT is the primary group that will act against any fire situations in Tourism Malaysia and coordinate programmes related to fire prevention and safety. A commissioning ceremony for the appointment of members was carried out on 6 September 2018.

**Policy Suite Renewal**

Utility, clarity, simplicity, and relevance are the hallmarks of an effective policy suite. In 2018, Tourism Malaysia initiated a Standard Operational Procedures (SOP) to ensure the policy suite fully met these criteria. The SOP is intended as a guide to be followed by all Tourism Malaysia personnel to ensure it is done in a systematic and structured manner based on the circulars and instructions from the Ministry of Foreign Affairs and Tourism Malaysia.

On top of that, Tourism Malaysia constantly evaluates policies against current needs, internal audit results and exposure to risk, and identifies areas where new policies are needed. These improvements are necessary to improve value for money, streamline processes, and enhance overall operational effectiveness.

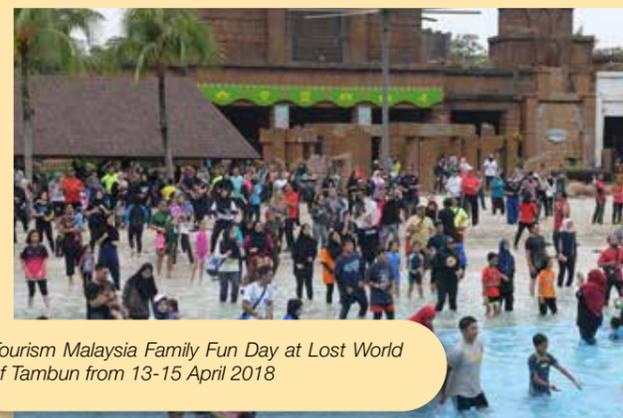
**Procurement Initiatives Support**

Tourism Malaysia encourages business participation in the Government procurement process. Tourism Malaysia's procurement process utilises electronic systems and processes to facilitate on-time payment while communication is presented in clear and simple language to ensure accessibility to all. Results of the participation are available on the website – <https://perolehan.tourism.gov.my/> procurement.



**Employee Events and Well-Being**

As an organisation that cares about the well-being of its staff, Tourism Malaysia organised several events in 2018 for them, including Majlis Jasamu Dikenang at Tenera Hotel, Bangi in March 2018; Majlis Sambutan Israk Mikraj at Masjid An-Nur, Tambun, Perak; Tourism Malaysia Family Fun Day at Lost World of Tambun in April 2018; Program Iftar Tourism Malaysia in May 2018; Anugerah Khas Pengurusan and Persaraan Ketua Pengarah Tourism Malaysia 2018 in November 2018. Besides that, ten welfare visits were made to staff who were ill and hospitalised, and to the families of the deceased staff.



Tourism Malaysia Family Fun Day at Lost World of Tambun from 13-15 April 2018



Program Iftar Tourism Malaysia on 31 May 2018



Anugerah Khas Pengurusan & Persaraan Ketua Pengarah Tourism Malaysia 2018 on 29 November 2018



Majlis Sambutan Israk Mikraj at Masjid An-Nur, Tambun, Perak on 13 April 2018



Majlis Jasamu Dikenang at Tenera Hotel, Bangi on 2 March 2018



Emergency Response Team appointment on 6 September 2018

## AUDIT AND EXTERNAL SCRUTINY

Tourism Malaysia conducted its own internal audits that were approved by the Audit Committee based on the Audit Plan 2018 in accordance with Generally Accepted Auditing Standards.

In 2018, the internal auditor conducted a Financial Management Auditing on the International Promotion (America, Europe & Oceania) Division and several Tourism Malaysia State and Overseas offices, including TM Sarawak, TM Sabah, TM Hong Kong, TM Taipei, TM Paris, and TM Moscow. An inspection was made on the Special Report on Procurement Management for Smart Tourism 4.0, while a Performance Audit was made to check on the management of locally recruited staff in AERO market. All the results were reported to the Audit Committee.

In addition, the Internal Audit Unit from the Ministry of Tourism, Arts and Culture (MOTAC) also conducted a Financial Management Audit on Tourism Malaysia's offices in Auckland and Sydney. Furthermore, Tourism Malaysia was also visited by the National Audit Department who conducted the following audits:

- i) Special Audit to investigate TM Outstanding Debts for 2015-2017
- ii) Financial Management Accountability Index (AI) 2018
- iii) Performance Audit on International Promotion to increase tourist arrivals 2015 – 2018

Based on the outcome of the audits, several enhancements were made to improve the systems and procedures in question. The auditing exercise ensures that every administrative and financial transaction in Tourism Malaysia is carried out in accordance with the rules and regulations through a systematic approach.

### Audit Committee

The Audit Committee met only three times in 2018 pursuant to the directive by the Ministry of Finance dated 7 June 2018 to defer Board meetings (including Audit Committee meetings), whose members were politically appointed, until new appointments were finalised.

This committee provides advice to the Board on the adequacy of internal controls and the effectiveness and efficiency of Tourism Malaysia's operations. It is also authorised to investigate any activities within its terms of reference. It reviews and endorses the annual audit plan to ensure adequate audit coverage of critical operations, as well as reviews findings, recommendations, and the implementation of actions arising from internal audit and other relevant authorities. It also reviews the annual audited financial statements before submission to the Board.

## INTEGRITY UNIT

The Integrity Unit is responsible for cultivating good values and governance in Tourism Malaysia by institutionalising and implementing honourable practices within the organisation.

All activities are carried out with the intention to encourage staff to adhere to office rules and create a respectful and professional work environment. These activities included talks on integrity awareness, motivational and information sharing sessions, as well as enforcement of regulations.

## TECHNOLOGICAL APPLICATIONS

### MY Tourism Awards Mobile Application

In 2018, Tourism Malaysia introduced the usage of MY Tourism Awards mobile application at the 20th Malaysia Tourism Awards 2016/2017, which was held on 28 February at Putrajaya International Convention Centre, Putrajaya.

It was the first time that such an application was utilised to organise a Tourism Malaysia event. Guests who had made reservations prior to the event used the mobile application to scan a QR code to register their attendance.

MY Tourism Awards also included a fun mobile game consisting of nine simple tasks for the guests to complete during the event. The first 200 participants to complete all missions won special prizes.

Tourism Malaysia also implemented a Reservation (RSVP) System for the PATA Travel Mart 2018 Welcome Reception held on 12 September. The system was also used for the Farewell Reception of Datuk Seri Mirza Mohammad Taiyab, the former Director General of Tourism Malaysia, on 30 November 2018.



Registration Counter



MY Tourism Awards Mobile Apps



MY Tourism Awards Mobile Apps



MY Tourism Awards Mobile Apps Booth



Guest Registration Session at the Malaysia Tourism Awards 2016/2017



**ADDITIONAL  
INFORMATION**

## 2018 AWARDS AND ACCOLADES

In 2018, Tourism Malaysia and Malaysia continued to receive numerous international awards and recognitions, such as:

- |   |   |    |   |    |  |
|---|---|----|---|----|--|
| 1 | BestBrands Award – Nation Branding Award at the BrandLaureate BestBrands Awards 2017-2018 – on 3 May 2018, The Majestic Hotel, Kuala Lumpur | 9  | Top 10 2018 Most Popular Countries along Belt and Road Initiative by 2018 Digital Tourism       | 17 | Best Organization Award at China ASEAN Tourism Exhibition 2018   |
| 2 | Best Performance Award at Taipei International Travel Fair 2018 (ITF)   | 10 | Best Selected Destination at China Tourism Award  | 18 | Best Pavilion Display Award at the 2nd International Healthcare and Pension Industry Expo 2018                   |
| 3 | Best Leisure Destination 2018 - The Favourite Destination of Tongcheng Tourists, organised by Tongcheng Travel                              | 11 | Most Attractive Travel Destination in the World 2018 at the 8th Hong Kong Global City Forum     | 19 | Best Family Tours Destination 2018 at New Express Newspaper Award 2018   |
| 4 | Best Diving Destination – Sipadan, Sabah at 2018 Nature Travel Awards   | 12 | My Favourite Social Media Award at U Magazine Travel Award                                      | 20 | Outstanding NTO Award by Hanoi UNESCO Travel Club (HUTC) at the 10 Years Anniversary of Hanoi UNESCO Travel Club |
| 5 | Best Booth Award at China International Travel Mart (CITM) 2018 – Beijing Sunny Exhibition  | 13 | Best Organization Award at the 14th Strait Travel Fair, Xiamen                                  | 21 | Ipoh Best Coffee Towns in Asia by Lonely Planet on 18 April 2018   |
| 6 | Best Tourism Publicity Award at the 21st Busan International Travel Fair  | 14 | Excellent Booth Display Award at the 5th China – South Asia Expo                                | 22 | Taiping – “2018 Sustainable Destinations Top 100” by Green Destinations on 21 December 2018                      |
| 7 | Best Family Travel Destination 2018 in conjunction with National Tourism Award, China   | 15 | Best Organization Award at China International Tourism Industry Expo 2018                       | 23 | Malaysia - #1 Muslim-friendly Travel Destination by Mastercard-CrescentRating Global Muslim Travel Index 2018    |
| 8 | Best Booth Award at Shandong International Tourism Fair (SITF)  | 16 | Best Innovation Award in conjunction with the 10th China International Ocean Industry Expo 2018 |    |  |



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