PRESENTATION
“Destination Marketing – Focusing On Tourism Experience”

By:
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Tourism Malaysia

Board Member:

MINISTRY OF TOURISM AND CULTURE MALAYSIA

TOURISM MALAYSIA

PATA

MALAYSIA CONVENTION & EXHIBITION BUREAU
• Proses of communicating with potential visitors to influence their destination preference.
How Can It Be Successful?

Understanding The Visitors

Identify Appropriate Market

Develop Destination Brand

Develop Marketing Plan

Facilitation

Destination Marketing
INTERNATIONAL ARRIVALS AND RECEIPTS 2000-2014

YEAR


RECEIPTS (RM BILLION)

ARRIVALS (MILLION)

17.3B 24.2B 25.7B 21.2B 15.7M 16.4M 17.5M 20.9M 22.05M 23.65M 24.6M 24.7M 25.0M 25.7M 72.0B


VMY

VMY, MH370, MH17

VMY & GLOBAL ECONOMIC CRISIS & H1N1

GLOBAL ECONOMIC CRISIS

JAPAN EARTHQUAKE

TSUNAMI

SARS/IRAQ WAR

BALI BOMBING

BOMBING

VMY

GLOBAL ECONOMIC CRISIS

RECEIPTS

ARRIVALS

10.2M 12.8M 13.3M 10.6M 9/11 BALI BOMBING 49.5B 56.5B 58.3B 60.6B 65.4B 29.6B 24.6B 24.7M 25.0M 25.7M 72.0B 60.6B 25.0M 25.7M
<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>2014</th>
<th>COUNTRY</th>
<th>2014</th>
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<tbody>
<tr>
<td>1) SINGAPORE</td>
<td>13,932,967</td>
<td>11) SOUTH KOREA</td>
<td>385,769</td>
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<tr>
<td>2) INDONESIA</td>
<td>2,827,533</td>
<td>12) VIETNAM</td>
<td>285,716</td>
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<tr>
<td>3) CHINA</td>
<td>1,613,355</td>
<td>13) TAIWAN</td>
<td>274,664</td>
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<td>4) THAILAND</td>
<td>1,299,298</td>
<td>14) USA</td>
<td>262,106</td>
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<td>5) BRUNEI</td>
<td>1,213,110</td>
<td>15) BANGLADESH</td>
<td>204,418</td>
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<td>6) INDIA</td>
<td>770,108</td>
<td>16) FRANCE</td>
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<td>7) PHILIPPINES</td>
<td>618,538</td>
<td>17) NEPAL</td>
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<td>8) AUSTRALIA</td>
<td>571,328</td>
<td>18) GERMANY</td>
<td>158,453</td>
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<td>9) JAPAN</td>
<td>553,106</td>
<td>19) SAUDI ARABIA</td>
<td>113,921</td>
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<td>10) UK</td>
<td>445,789</td>
<td>20) NETHERLANDS</td>
<td>97,988</td>
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</table>
MARKETING STRATEGY & PROMOTIONAL ACTIVITIES

INTERNATIONAL & DOMESTIC MARKETS

- Consumer
- Trade
- Smart Partnership
- Advertising & Publicity
- Information Dissemination
- State Promotion
VISIT MALAYSIA YEAR CAMPAIGNS: THE HISTORY

- VMY 1990 – 7.4 million arrivals (+53.64%)
- VMY 1994 – 7.2 million arrivals (+10.66%)
- VMY 2007 – 21 million arrivals (+19.52%)
- VMY 2014 – 27.4 million arrivals (+6.1%)
Religious festivals such as Hari Raya, Christmas, Chinese New Year, Deepavali, Kaamatan are also celebrated as public holidays, making the celebrations even more special.
ECO TOURISM

WORLD’S OLDEST TROPICAL RAINFOREST
OVER 130 MILLION YEARS
EXOTIC FLORA & FAUNA
NATURE AND ADVENTURE

Rainforest - world’s oldest rainforest

Global bio diversity hub

Rainforest discovery centre

12 mega diversity - over 1,000 jungle orchids

25 national parks
ISLANDS AND BEACHES

Over 1,000 islands

World-class diving sites

40 marine parks

World class resorts
SHOPPING CAMPAIGNS

1 Malaysia GP Sale
14 MAR – 5 APR 2015

1 Malaysia Mega Sale
27 JUNE – 31 AUG 2015

1 Malaysia Year End Sale
14 NOV 2015 – 3 JAN 2016

• Kuala Lumpur – 4th best shopping city in the world (CNN 22 Nov 2012)
• 2nd best shopping destination in Asia Pacific (Globe Shopper Index Oct 2012)
• Travel + Leisure India’s Best Award 2014: KLIA The Best International Duty Free Shopping
## TOURIST EXPENDITURES 2009 - 2014

### COMPONENTS OF TOURIST EXPENDITURE (%) 2009 - 2014

<table>
<thead>
<tr>
<th>COMPONENTS</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
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<tr>
<td>Accommodation</td>
<td>31.1</td>
<td>30.7</td>
<td>30.8</td>
<td>30.8</td>
<td>30.3</td>
<td>30.3</td>
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<tr>
<td>Shopping</td>
<td>28.3</td>
<td>28.7</td>
<td>30.0</td>
<td>30.7</td>
<td>30.2</td>
<td>30.0</td>
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<tr>
<td>Food &amp; Beverages</td>
<td>17.4</td>
<td>17.2</td>
<td>16.8</td>
<td>16.0</td>
<td>12.5</td>
<td>14.5</td>
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<tr>
<td>Local Transportation</td>
<td>9.8</td>
<td>9.6</td>
<td>7.5</td>
<td>6.7</td>
<td>6.8</td>
<td>7.1</td>
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<tr>
<td>Domestic Airfares</td>
<td>4.3</td>
<td>4.0</td>
<td>4.1</td>
<td>6.1</td>
<td>10.6</td>
<td>8.6</td>
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<tr>
<td>Organised Tour</td>
<td>4.3</td>
<td>4.3</td>
<td>4.6</td>
<td>4.0</td>
<td>3.6</td>
<td>3.7</td>
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<td>Entertainment</td>
<td>3.0</td>
<td>3.1</td>
<td>3.8</td>
<td>3.0</td>
<td>3.1</td>
<td>2.3</td>
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<tr>
<td>Others</td>
<td>1.8</td>
<td>2.4</td>
<td>2.4</td>
<td>2.7</td>
<td>2.9</td>
<td>3.5</td>
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</table>

### Receipts (RM Billion)

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
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<tbody>
<tr>
<td>Receipts</td>
<td>53,367.7</td>
<td>56,492.5</td>
<td>58,315.9</td>
<td>60,556.7</td>
<td>65,443.3</td>
<td>72.0</td>
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<tr>
<td>Per Capita</td>
<td>2,256.9</td>
<td>2,298.6</td>
<td>2,359.6</td>
<td>2,419.1</td>
<td>2,544.90</td>
<td>2,624.1</td>
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<tr>
<td>ALOS (Nights)</td>
<td>6.7</td>
<td>6.8</td>
<td>7.0</td>
<td>7.0</td>
<td>6.8</td>
<td>-</td>
</tr>
<tr>
<td>Arrivals</td>
<td>23,646,191</td>
<td>24,577,196</td>
<td>24,714,324</td>
<td>25,032,708</td>
<td>2,5715,460</td>
<td>27,437,315</td>
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<tr>
<td>Shopping Spend (RM Billion)</td>
<td>15,103.1</td>
<td>16,213.3</td>
<td>17,494.8</td>
<td>18,560.6</td>
<td>19,763.90</td>
<td>21.6</td>
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<tr>
<td>Shopping Spend Per Tourist (RM)</td>
<td>638.70</td>
<td>659.70</td>
<td>707.88</td>
<td>742.66</td>
<td>768.56</td>
<td>787.24</td>
</tr>
</tbody>
</table>

Note: 1  Shopping spend is % of shopping multiplied by receipts  
2  Shopping spend per tourist is % shopping multiplied by per capita

Source: DVS, Tourism Malaysia
1 MALAYSIA INTERNATIONAL SHOE FESTIVAL

• More than 800 shoe manufacturers selling international brands and started in 2010.
  • 2010 – RM 5 million
  • 2011 – RM 5.6 million
  • 2012 – RM 6.8 million
  • 2013 – RM 7.2 million

• Zang Toi, Bonia, Larry, Lewre, Vincci
2015 FORMULA 1
PETRONAS MALAYSIA
GRAND PRIX
KUALA LUMPUR
27.28.29 MARCH 2015
*Dates to be confirmed
MOTOR GRAND PRIX

SEPANG 23 - 25 OCT 2015
Orange County Choppers partnered with Tourism Malaysia to build the “1MalaysiaChopper.”

Unveiled in Malaysia on March 23, 2012

Featured on the Discovery Channel series American Chopper (Senior vs Junior)

Orange County Choppers created a special bike to celebrate an initiative by the Prime Minister to uphold a strong cultural harmony within the nation.
5 MOUNTAINS TOUR PACKAGES

• Experience this country and its beautiful terrains in a different way on big bikes
• Genting Highlands-Fraser’s Hill-Cameron Highlands-Bukit Larut-Gunung Jerai
• Bikes are available for rental
NEW HOTELS, ATTRACTIONS, THEME PARKS & EVENTS

- ST. REGIS (2016)
- THE REGENT (2015)
- FOUR SEASONS PLACE KL (2016)
- W HOTELS (2016)
- HARRODS HOTEL KL (2018)
MITSUI OUTLET PARK KLIA

- Mitsui Outlet Park Factory Outlet shopping mall within Kuala Lumpur International Airport 2 with 260 branded retail outlets
- Officially opened on 26th July 2015 (Phase I)
LEGOLAND THEME PARK

- 1st LEGOLAND theme park in Asia, the 6th in the world
- Officially opened on 15th September 2012, Legoland Malaysia at Nusajaya, Johor has 40 interactive rides, shows and attractions.
- Includes Legoland Hotel with 249 themed rooms and water park.

249 Guest Rooms
TWENTIETH CENTURY FOX WORLD at Resorts World Genting, Malaysia

- Will be opened in 2018 with more than 25 acres of land, featuring 25 rides and attractions from media based rides, thrill rides, dark rides, to children’s rides and water rides
- Based on Twentieth Century Fox blockbuster titles like ICE AGE, RIO, ALIEN VS. PREDATOR, PLANET OF THE APES and NIGHT AT THE MUSEUM and TITANIC, etc.
- Retail merchandise and themed food and beverage outlets
MATERIALS INTERNATIONAL MASK FESTIVAL 2015

14 -16th AUGUST 2015
KLCC PARK Kuala lumpur
INTERNATIONAL ABORIGINES FESTIVAL 2015

23 - 25th OCTOBER 2015

Titiwangsa Lake Kuala Lumpur
MEGA FAM PROGRAMMES

SIGNATURE EVENTS
Malaysia Open Houses
F1 Petronas Malaysia Grand Prix
Malaysian Motorcycle Grand Prix
Magic of the Night
Colours of 1Malaysia
Mega Sale & Year-End Sale
INDUSTRY SUPPORT

1. MEGA FAM PROGRAMME
   - Support from airlines, hotels and travel operators

2. CHARTER, SCHEDULE AND ADDITIONAL FLIGHTS
   - Promotional support from Tourism Malaysia
     - Tactical campaign
     - Value added
     - Welcome reception at airport / hotel
     - FAM Trip for media and agent
   - Incentive from Malaysia Airport Bhd.
     - Three years free landing fees (Charter and additional flight Free landing)
     - Six months office rental free (at the airport)
     - Reimburse RM 10 per head for first year (Arrival only)
     - Marketing support over 3 years RM 500,000
THANK YOU

www.tourismmalaysia.gov.my
www.facebook.com/friendofmalaysia
twitter.com/TourismMalaysia/