

A low-angle photograph of the Petronas Towers in Kuala Lumpur, Malaysia, reaching towards a clear blue sky. The towers' distinctive tiered, cylindrical design is prominent.

Malaysia
Truly Asia

MALAYSIA'S TOURISM SUCCESS STORY

A PRESENTATION BY
H.E. DATO' MIRZA MOHAMMAD TAIYAB
DIRECTOR GENERAL, TOURISM MALAYSIA

NTOs MEDIA BRIEFING
ASEAN TOURISM FORUM 2013

Lao ITECC, Vientiane, Laos
22 January 2013, Tuesday, 3:30-4:15pm



TOURISM
MALAYSIA





MALAYSIA - IN THE EYES OF THE WORLD





WE ARE PLEASED TO INFORM -

9TH MOST VISITED COUNTRY IN THE WORLD
(2009, 2010, 2011) – UNWTO

14TH INTERNATIONAL TOURISM RECEIPTS
(2010 & 2011) – UNWTO

TOURISM PERFORMANCE

Malaysia received 24.7 million tourist arrivals and RM58.3 (USD19) billion receipts in 2011

24.7 million tourist arrivals



1 week- 474,000 arrivals
1 day- 68,000 arrivals
1 hour- 2,820 arrivals

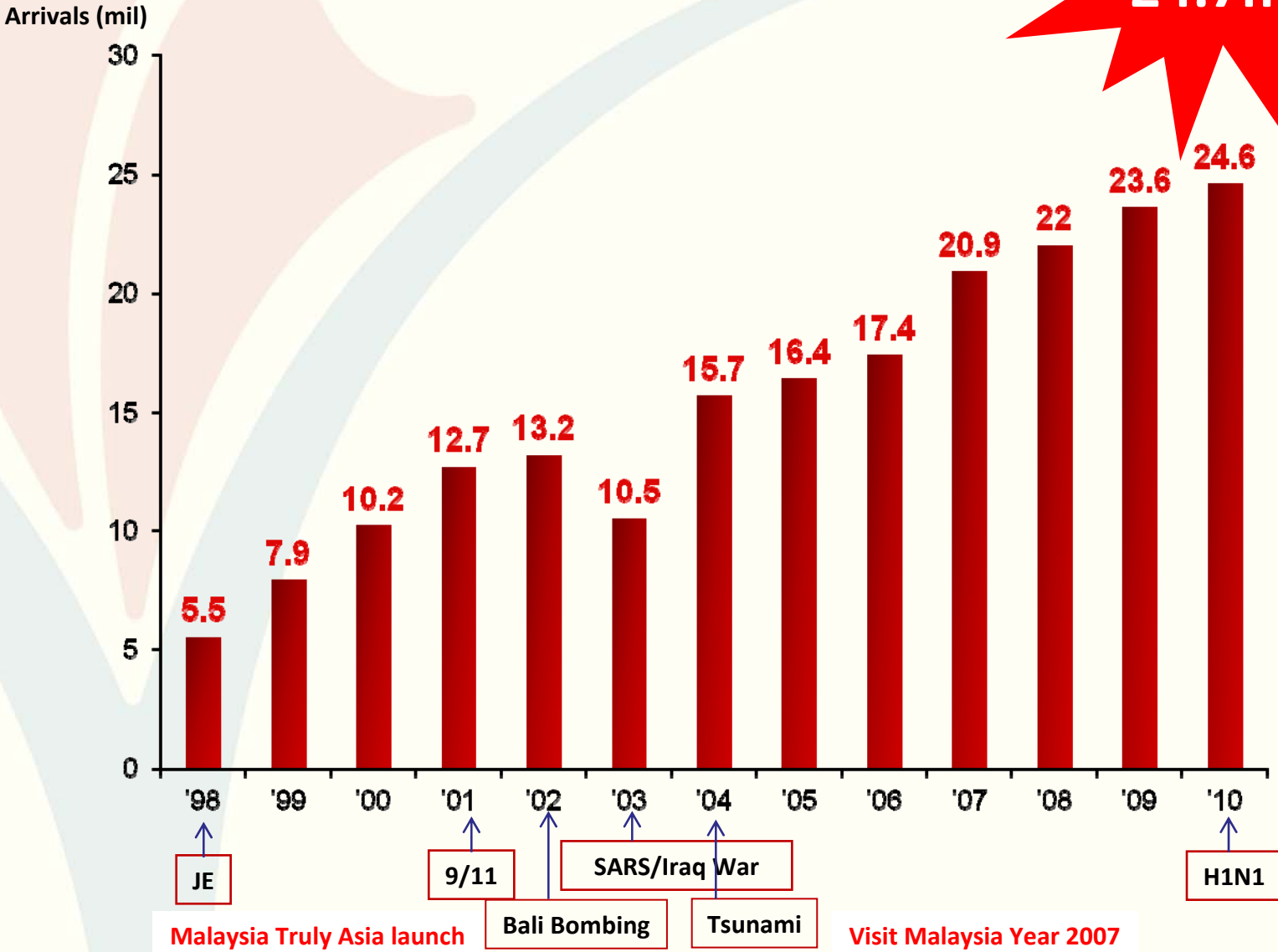
RM58.3 (USD19) billion receipts



1 week- RM1.1 bil (USD360 mil)
1 day- RM160 mil (USD52 mil)
1 hour- RM6.7 mil (USD2.2 mil)

Steady tourism growth through global issues and crises 1998 – 2011

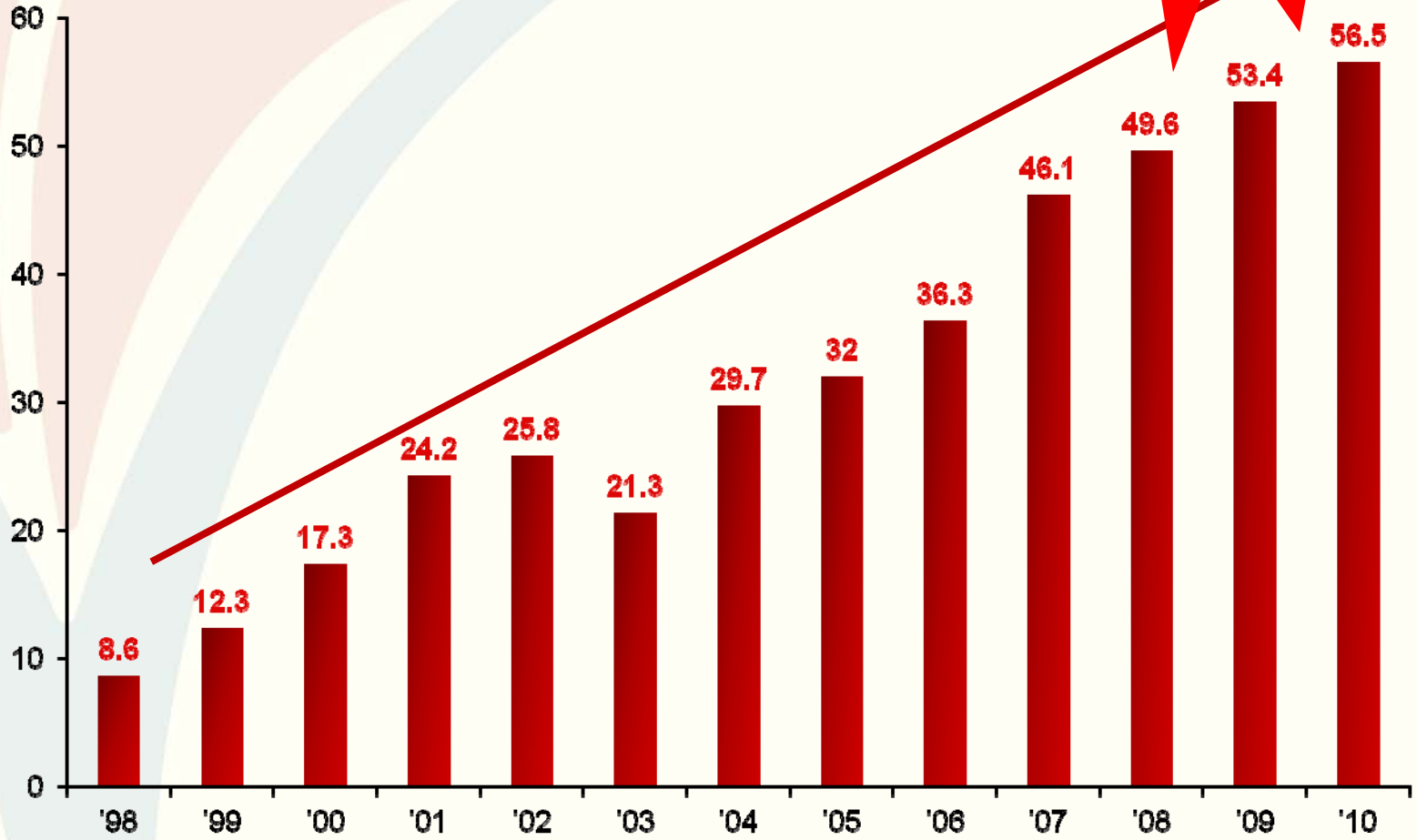
2011 arrivals
24.7mil



**The 3rd largest foreign exchange earner in 2011
& the 7th largest contributor to the Gross
National Income (GNI)**

**2011 revenue
RM58.3
(USD19) bil**

Receipts (RM bil)



TOP 10 TOURIST GENERATING MARKETS JAN-SEPT 2012/2011

COUNTRY	2012	2011	CHANGE (%)
SINGAPORE	9,257,587	9,751,503	(5.1)
INDONESIA	1,711,086	1,499,019	14.1
CHINA	1,182,692	933,540	26.7
THAILAND	959,344	1,101,200	(12.9)
BRUNEI	884,632	885,451	(0.1)
INDIA	514,926	501,828	2.6
AUSTRALIA	372,611	412,155	(9.6)
PHILIPPINES	360,720	253,281	42.4
JAPAN	343,316	273,375	25.6
UNITED KINGDOM	300,001	301,085	(0.4)

MALAYSIA TOURISM 2020 TARGET

under the Malaysia Tourism Transformation Plan (MTTP)

Arrivals

36 million
in tourist arrivals

(from 24 million in 2009 – 1.5X growth)



RM168 billion (USD55 billion)
in tourist receipts

(from RM53 bil (USD17.3 bil) in 2009 – 3.2X growth)

- Attract larger share – high yield travellers
- Capture higher share – high growth segments
- Gross National Income (GNI) – RM103.6 bil (USD33.9 bil)
- Create an additional 497,200 jobs



DO YOU KNOW?

**4TH BEST SHOPPING CITY IN THE WORLD
(2012) – *CNN'S SURVEY***

**2ND BEST SHOPPING DESTINATION IN
ASIA PACIFIC (2012)
– *GLOBE SHOPPER INDEX***

SHOP TIL YOU DROP...

DUTY-FREE SHOPPING



BBKLCC, A SHOPPER'S HAVEN



JOHOR PREMIUM OUTLETS



OTHER ACCOLADES

- 1st Prize** UNWTO 2012 Ulysses Award for Innovation in Public Policy and Governance – to The Malaysia Homestay Experience Programme
- No. 1** **World's Top Muslim-Friendly Holiday Destination** – *a survey by Crescentrating, Singapore-based Muslim travel consultancy (released on 16 Jan 2013)*
- No. 3** **2013 World's Top Retirement Havens (MM2H)** – *Internationalliving.com*
- No. 7** **Top 10 Meetings Destination in Asia Pacific; (Kuala Lumpur – Top 5)** – *ICCA*
- No. 10** **World's Friendliest Country (2012)** – *Forbes Online*
- No. 12** **Most competitive economy in the world for doing business** – *World Bank's "Doing Business" Report (2013 edition)*





TOURISM HIGHLIGHTS



2013 MAJOR TOURISM EVENTS

- 1MALAYSIA GRAND PRIX SALE – *16 March – 7 April*
- F1 PETRONAS MALAYSIA GRAND PRIX – *22 – 24 March*
- MALAYSIA INTERNATIONAL SHOE FESTIVAL – *5 – 7 April*
- COLOURS OF 1MALAYSIA – *24 May*
- FLORAL PARADE 2013: MAGIC OF THE NIGHT – *22 - 30 June*
- RAINFOREST WORLD MUSIC FESTIVAL (SARAWAK) – *28 – 30 June*
- 1MALAYSIA CONTEMPORARY ART TOURISM FESTIVAL – *July – Sept*



- 1MALAYSIA MEGA SALE CARNIVAL – *29 June – 1 Sept*
- MALAYSIA NATIONAL DAY – *31 August*
- FABULOUS FOOD 1MALAYSIA – *1 Oct – 31 Dec*
- MALAYSIAN MOTORCYCLE GRAND PRIX – *11 – 13 Oct*
- CIMB CLASSIC MALAYSIA – *25 – 28 Oct*
- 1MALAYSIA YEAR-END SALE – *16 Nov 2013 – 5 Jan 2014*
- MONSOON CUP – *26 Nov – 1 Dec 2013*
- A JOURNEY THROUGH TIME – *Dec*



MINISTRY OF TOURISM
MALAYSIA



VISIT MALAYSIA YEAR 2014

PROMOTIONAL CAMPAIGN IN 2013

VMY 2014 THEME:

Celebrating  Malaysia ...Truly Asia



TOURISM HIGHLIGHTS

● **OPENING OF KLIA2:**

- scheduled to be completed in May
- Malaysia's **new low-cost carrier terminal (LCCT)**.
- cost about **RM3.6 billion**, covering **over 257,000 sq m**.
- envisaged to handle a **maximum of 45 million passengers a year**.

● **MALINDO AIRWAYS:**

- new **Malaysia-Indonesia low cost airline** – will take off in **March**.
- joint venture – 51% by Malaysia's National Aerospace and Defence Industries (Nadi) and 49% by Indonesia's largest low-cost carrier Lion Air.
- begins with domestic flights; will expand to offer international flights.



● **MAS A380:** Kuala Lumpur – Paris – Kuala Lumpur daily flight – **1 March 2013**

● **AIR FRANCE:** Paris–Kuala Lumpur–Paris – **22 April 2013**.

● **NEW LUXURY HOTELS:**

Grand Hyatt KL (2012), The Majestic Hotel KL (Dec 2012), St. Regis (2014), The Regent (2015), Four Seasons Place KL (2015).

TOURISM HIGHLIGHTS



PANDAS ARRIVING FROM CHINA:

- **2 giant pandas** – Feng Yi (female) and Fu Wa (male) will arrive from China.
- 10-year loan to mark the 40th anniversary of China-Malaysia diplomatic ties.
- will be housed in Putrajaya Wetlands Park.

PSY COMING TO KUALA LUMPUR:

- The South Korean rap superstar will perform at the **Future Music Festival** at Sepang International Circuit (SIC) – **16 March 2013.**

HOLLYWOOD ARRIVES IN MALAYSIA:

- **Pinewood Studios Iskandar Malaysia**
- in Nusajaya, Iskandar Malaysia, Johor.
- will transform the country into a global movie hub.
- will house 100,000 sq ft of filming stages and 24,000 sq ft of TV studios, offices, workshops and post facilities – the largest film complex in the region.



TOURISM HIGHLIGHTS

INTERNATIONAL MUSIC FESTIVALS IN MALAYSIA:

- a) **27th Golden Disk Awards** – 15 & 16 Jan, at SIC, KL
- the biggest K-Pop event in Malaysia
 - most prestigious Pop Awards in South Korea
 - started in 1986 – dubbed as the Korean Grammy Awards.
 - 2nd time being held outside of Korea – last year's award in Japan
 - over 20 groups of K-Pop biggest names in Malaysia – Super Junior, Kara, FTIsland, Infinite, Beast, CNBlue, G-Dragon, fx, 4Minute, etc.
- b) **We Love Asia** – 19 Jan at SIC
- a 2-day dance/pop festival
 - features Redfoo of LMFAO, Taio Cruz, DJ Antoine, DJ Steven Aoki, Yolanda Be Cool



- c) **Future Music Festival** – 15 & 16 March
- an annual Australian-based dance music festival.
 - expands out to Asia in 2012 – with a show held in Kuala Lumpur.
 - boasts The Prodigy, Bloc Party, Rita Ora, Fun and The Temper Trap.
- d) **Rockaway Fest** – probably in the final quarter of 2013



MITTE 2013

MALAYSIA

INTERNATIONAL TOURISM

EXCHANGE

PWTC KUALA LUMPUR | MALAYSIA

6 - 9 JUNE 2013





TOURISM PROMOTION - MALAYSIA



LUXURY TOURISM

Suria KLCC



Fahrenheit



Limousine Service



Private Butler



Helicopter Tour





LUXURY LIFESTYLE SPA & WELLNESS TOURISM



2013 ANNUAL SALE EVENTS



**1MALAYSIA GRAND
PRIX SALE**

16 MARCH – 7 APRIL



**1MALAYSIA MEGA
SALE CARNIVAL**

29 JUNE – 1 SEPT



**1MALAYSIA YEAR-END
SALE**

16 NOV 2013 – 5 JAN 2014

MALAYSIA INTERNATIONAL SHOE FESTIVAL

5 – 7 April 2013



Malaysia International Shoe Festival MISF 2011 Making us Unity Sole of the Nation

DATE & TIME
Trade: 7 April 2011, 10.30am - 6.30pm
Public: 8 - 10 April 2011, 10.30am - 8.30pm

VENUE
PWTC, Kuala Lumpur

Shoes! Shoes! Shoes!
With Professor Jimmy Choo in KL.



If you are crazy about shoes, this 1Malaysia International Shoe Festival fits you well! From sports shoes, to casuals, to stilettos, this festival has it all. One of the highlights of the festival is the appearance of the world renowned shoe couturier, Professor Dato' Dr Jimmy Choo OBE and his latest creations. Be spoilt for choice with selections from Everbest to Bill Keith to Paula Moda - even better, custom-make the shoes the way you like it during the festival.



An attempt to turn KL into the 'Shoe City of the East'



FABULOUS FOOD 1MALAYSIA

October - Malaysia International Gourmet Food Festival
November - the ASEAN Fabulous Food Trail with Chef Wan

December - the Street and Restaurant Food Festival

2009 - Nasi Lemak, Laksa and Meat Bone Tea

2010 - Chicken Rice, Roti Canai and Satay

2011 – Rendang, Nasi Beriani, and char Kueh Teow

2012 – Mee Rebus, Yong Tau Foo, and Rojak



1MALAYSIA CONTEMPORARY ART TOURISM FESTIVAL

July – Sept 2013



A bold and innovative initiative to establish Malaysia as a hub for contemporary art in the region

1st MCAT (2010)

Total sales: USD4.58 mil

2nd MCAT (2011)

Total sales: USD5.46 mil

3rd MCAT (2012)

Total sales: USD9.82 mil

PARKS & GARDENS TOURISM



Have identified **22 parks and gardens** located throughout Malaysia

The Malaysia Garden at the **Chelsea Flower Show 2010 and 2011** – won the **Gold Medal**

FLORAL PARADE 2013: MAGIC OF THE NIGHT

22 – 30 June 2013



Held in conjunction with Putrajaya Floria, the event features awesome flotilla of resplendently lighted boats, sailing through the scenic Putrajaya Lake for nine consecutive nights

HELICOPTER TOURISM



On 26 July 2011, the *1Malaysia Helicopter Tour Package* was launched by the Hon. Minister of Tourism, Dato' Sri Dr. Ng Yen Yen.

Enjoy a bird's eye view of Kuala Lumpur and Mount Kinabalu, Sabah

Explore the legendary Langkawi Island

Witness the beautiful vistas of Gaya Island, Sapi Island, Mabul Island & Mamutik Island in Sabah



FAMILY FUN (LATEST)

LEGOLAND MALAYSIA

- The first Legoland theme park to be built in Asia
- Opened - 15 Sept 2012

PUTERI HARBOUR INDOOR THEME PARK

- Opened – 26 Oct 2012
- First Sanrio Hello Kitty Town in the world – outside of Japan
- Life-sized mascots of HIT Entertainment’s The Little Big Club characters
- 1st theme park in the world that incorporates the 5 popular characters in a single theme park



SPORTS TOURISM

World-class golfing

F1 Petronas Malaysia Grand Prix

22 – 24 March 2013

Malaysian Open ATP World Tour 250

24 Sept 2013

Sime Darby LPGA Malaysia

10 – 13 Oct 2013

Malaysian Motorcycle Grand Prix

11 – 13 Oct 2013

Iskandar Open

17 – 20 Oct 2013

CIMB Classic Malaysia

25 – 28 Oct 2013

Monsoon Cup

26 Nov – 1 Dec 2013



Terima kasih



Malaysia
Welcomes
The World

www.motour.gov.my

www.tourismmalaysia.gov.my

facebook

www.facebook.com/friendofmalaysia

twitter

twitter.com/TourismMalaysia/

Thank You