



TOURISM MALAYSIA STRATEGIC PLAN

2022-2026



MESSAGE FROM THE MINISTER OF TOURISM, ARTS AND CULTURE MALAYSIA



It gives me great pleasure to congratulate Tourism Malaysia for publishing its strategic plan for 2022-2026, which will map out the organisation's direction for the next five years.

Tourism Malaysia has come a long way since its inception in 1972. A recipient of numerous prestigious international awards, Tourism Malaysia has proven its capacity to propel the country's tourism industry to new heights and overcome obstacles along the way.

Just like other countries around the world, the COVID-19 pandemic has severely affected Malaysia's tourism industry. In 2020, international tourist arrivals to Malaysia plunged 83.4% and we only welcomed about four million tourists, a significant decrease from the 26.1 million tourist arrivals recorded in 2019. The pandemic has once again highlighted the importance of domestic tourism, which has always been the saviour of the industry whenever we encountered a crisis.

The coming years will be crucial as all relevant parties must work together to set new directions to be on par with the emerging global travel trends. Concerted measures must be taken, with immediate effect, to restore and rebuild the industry with innovative strategies.

In view of this, the timely publication of Tourism Malaysia's Strategic Plan is a step in the right direction. Charting the journey forward from 2022 – 2026, the publication outlines Tourism Malaysia's strategic direction with six visionary pillars that aim to boost the tourism industry. The strategies are in line with the objectives and strategies of the National Tourism Policy 2020 – 2030.

It is my sincere hope that this strategic plan will chart a new course for Tourism Malaysia and reinvigorate its efforts in making Malaysia a premier destination of excellence in the region. Being able to travel is everyone's dream. Let's turn our travel dreams into a reality.

Malaysia awaits you.

A handwritten signature in black ink, appearing to read 'Nancy Shukri'.

DATUK SRI HAJAH NANCY SHUKRI
Minister of Tourism, Arts and Culture Malaysia

MESSAGE FROM **DIRECTOR GENERAL**



Malaysia has a wealth of fascinating tourist destinations that locals can discover, or rediscover. It is prime time for Malaysians to explore the wonders of our country, and to take advantage of the various attractive deals and travel packages offered by our tourism operators, such as hotels, airlines, travel agents and tour operators.

After more than a year since the pandemic brought tourism to a halt, stakeholders have accelerated digital adoption to remain competitive. Indeed, going virtual proves to be the key to reigniting the tourism sector. Now, more than ever, digitalisation is revolutionising the tourism industry and global travel experiences, and with today's advanced technology, smart collaborations and partnerships are the way forward.

It is no surprise that more and more tourism businesses are learning to leverage on digital platforms. In fact, intensifying the digitalisation of the tourism sector is one of the main objectives of the National Tourism Policy 2020-2030, an initiative launched by the

Rt. Hon. Prime Minister in December 2020, to ensure continuity of the country's tourism industry and bring back Malaysia as the preferred tourism destination at the global level.

It is crucial for the tourism industry to be prepared for the post-COVID-19 travel demands and expectations, as well as to remain focused in order to support its sustainable recovery and rebuild the sector in the coming years. As such, I am pleased to present Tourism Malaysia Strategic Plan 2022-2026, which sets out our strategies and priorities for the next five years to achieve a successful and sustainable tourism industry for the country.

This Strategic Plan, which is prepared upon discussions with industry players and stakeholders and in line with the National Tourism Policy, is an initiative to create integrated and holistic strategies to boost both supply and demand in our tourism industry.

I would like to take this opportunity to thank all our tourism partners and stakeholders for working closely together with us in facing this unprecedented global pandemic. We are in this together, we will get through this together, and we will move forward to achieve the country's tourism goal and deliver economic benefits to all Malaysians.

Thank you.

A handwritten signature in black ink, appearing to be 'Zainuddin' with a stylized flourish at the end.

DATU' HJ. ZAINUDDIN ABDUL WAHAB
Director General

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ABOUT US



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 it has played a prominent role in the international tourism arena.

To date, Tourism Malaysia has 30 overseas offices and 6 marketing representatives in locations identified as Malaysia's key markets. In addition, there are 6 regional offices and 15 Tourist Information Centres (TICs) at strategic locations within Malaysia.

OUR VISION



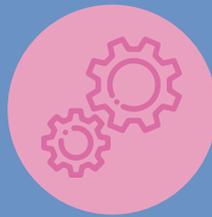
To make the tourism industry a primary source of national revenue and a prime contributor to the socio-economic development of the nation.

OUR MISSION



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

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

OUR OBJECTIVES



- Promote Malaysia as an outstanding tourist destination
- Showcase Malaysia's unique wonders, attractions and cultures
- Enhance Malaysia's share market for meetings, incentives, conventions and exhibitions (MICE)
- Increase Malaysia's tourism revenue by increasing tourist numbers and extend their length of stay
- Encourage tourism and its related industries in Malaysia
- Help develop domestic tourism and promote new investments in the country, as well as provide increased employment opportunities. The growth of tourism would also contribute positively to the country's economic development and quality of life

EXECUTIVE SUMMARY



On 17 November 2019, the first COVID-19 patient was discovered in Wuhan, China, although the World Health Organization (WHO) only officially announced the emergence of a new pathogen on 31 December 2019. Up till October 2021, more than 240 million people around the world have been infected and 4.9 million people have died due to the disease.

The global pandemic has not only turned tourism plans and strategies as well as travellers' plans upside down in 2020, but also changed travellers' choice of destination and types of trips they're most likely to take in the coming years.

No doubt, 2020 has been a year like no other with unprecedented impacts on lives, economies, and the world. Tourist arrivals to Malaysia plunged 83.4%, with a total of 4.3 million tourists against 26.1 million tourists in 2019, bringing in a revenue of RM12.7 billion to the country's economy, which was a drop of 85.3% from RM86.1 billion in 2019.

As part of its effort to prepare the recovery path for domestic tourism, the Ministry of Tourism, Arts and Culture Malaysia (MOTAC), through

Tourism Malaysia, rolled out the Tourism Recovery Plan on 23 November 2020. It aims to revive domestic tourism by focusing on strategic collaborations and smart partnerships with home-based airline companies and tourism-related agencies, including services/hospitality, transportation and private companies, and collaborating with non-government organisations, such as the Malaysian Association of Hotels (MAH), Malaysia Budget Hotel Association (MyBHA), Malaysian Association of Tour and Travel Agents (MATTA), and Malaysian Inbound Tourism Association (MITA).

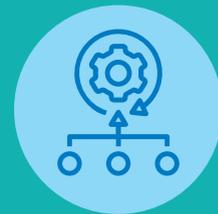
The recovery plan has outlined three core strategies as part of the "quick win" to boost domestic tourism campaign:



**Restore
confidence
to travel**



**Revive
domestic
tourism**



**Maximise
resources**

In addition, vouchers, discounts, and cash rebates, as well as other added values will be offered to amplify the use of digital technology through online orders and purchases, mobile applications, and the redemption of cash e-vouchers.

Besides that, the Rt. Hon. Prime Minister of Malaysia launched the National Tourism Policy 2020-2030 in December 2020, which aims to transform Malaysia's tourism industry by harnessing public-private sector partnerships and embracing digitalisation to drive innovation and competitiveness towards sustainable and inclusive development in line with the United Nations Sustainable Development Goals (UNSDGs).

The policy would be implemented through six main strategic thrusts, namely strengthening of governance, creating inclusive tourism investment zones, and intensifying digitisation in the tourism sector. In addition, the core thrusts also involve enriching tourists experience and satisfaction, strengthening commitment to sustainable tourism and increasing human capital capacity in all tourism sub-sectors.

Digital technology-based tourism industry development is vital in ensuring that the objective of the policy could be achieved.

Furthermore, technology advancement can also strengthen the network between industries and pave the way for new innovative sub-sectors in the tourism industry, which will create business and employment opportunities.

In addition, the government is also committed to balancing the development, preservation and conservation of national treasures, including the environment, culture and heritage. Its goal is to brand Malaysia as a top-of-mind ecotourism destination, drive new economic growth and create employment opportunities through resource sustainability. These efforts are in line with Malaysia's commitment to Agenda 2030 and the 17 Sustainable Development Goals (SDGs) adopted by the United Nations Member States.

In line with the objectives and strategies of the National Tourism Policy 2020-2030 and the development of the tourism industry, Tourism Malaysia prepares its strategic direction for 2022-2026, where a session with industry players was held, and six pandemic ponderers were put forward for discussion. As a result, we've formulated strategies to attract tourists based on the following strategic directions:

STRATEGIC DIRECTION 2022-2026



**1.
BOOST
DOMESTIC
TOURISM**



**2.
FORGE
SMART
PARTNERSHIP**



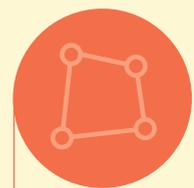
**3.
ENHANCE
TOURISM
PROMOTION
(ONLINE &
OFFLINE)**



**4.
OPTIMISE
STRATEGIC
COMMUNICATION/
MEDIA
ENGAGEMENT**



**5.
IMPLEMENT
TRAVEL
BUBBLE**



**6.
UNDERTAKE
STRATEGIC
TRANSFORMATION**



KUALA LUMPUR CITY CENTRE



OUTLOOK, TRENDS & CHALLENGES



GLOBAL

The world tourism industry is facing its worst crisis in 2020 due to the COVID-19 outbreak, which has been declared a pandemic by the WHO beginning 11 March 2020. This unprecedented situation has a negative impact on health, social and economic worldwide.

The United Nations World Tourism Organization (UNWTO) stated that world international tourist arrivals plunged 74% for 2020 against the previous year with an estimated expenditure loss of USD1.3 trillion – more than 11 times the loss recorded during the 2009 global economic crisis.

Asia and the Pacific, the first region to suffer the impact of the pandemic and the one with the highest level of travel restrictions currently in place, recorded a decline in international arrivals of 84.1% in 2020 with a total of 57.2 million tourists, about 300 million less than the previous year. This follows border closures and travel restrictions enforced by Asia-Pacific countries, as well as a massive drop in demand, which posed a negative impact on foreign tourist arrivals.

According to UNWTO, tourist arrivals to Southeast Asian countries decreased by 81.7% with a total of 25.4 million tourist arrivals. In line with the report, foreign tourist arrivals to ASEAN countries recorded a decline ranging from 75% to 86%.

Based on the data from the Pacific Asia Travel Association (PATA) and National Tourism Organisation (NTO), foreign tourist arrivals to Thailand dropped 83.2%, from 39.9 million tourists in 2019 to 6.7 million tourists in 2020; arrivals to Indonesia decreased by 75%, from 16.1 million tourists in 2019 to 4.0 million in 2020; arrivals to Vietnam were 3.8 million in 2020, signifying a drop of 78.7% from 18.0 million in 2019; while arrivals to Singapore declined 85.7% from 19.1 million visitors in 2019 to 2.7 million in 2020.

UNWTO stated that demand for international travel remained very weak at the beginning of 2021. The worsening of the pandemic with a surge of cases and the emergence of new variants, many countries reintroduced stricter travel restrictions, including mandatory testing, quarantines and in some cases a complete closure of borders, on top of local lockdowns, all weighing on the resumption of international travel.

International tourist arrivals were down 83% in the first quarter of 2021 over the same period of 2020, as widespread travel restrictions remained in place. However, the UNWTO Confidence Index shows signs of a slow uptick in confidence. Between January and March 2021, destinations around the world welcomed 180 million fewer international arrivals compared to the first quarter of last year. Asia and the Pacific continued to suffer the lowest levels of activity with a 94% drop in international arrivals over the three-month period.

The recovery of international tourism may be slow and irregular at first; however, large pent-up demand after over a year of restricted travel is expected to accelerate the recovery once traveller confidence improves and the pandemic is largely contained. Consumers' main concerns now are health and safety measures and also cancellation policies. Due to volatility of pandemic-related events and travel restrictions, last minute bookings have also increased.

In addition, domestic tourism is among the major travel trends identified by experts in 2021. It has shown positive signs in many markets since people tend to travel for 'staycations' or vacations close to home. Besides that, nature, rural tourism and road trips have emerged as popular travel choices due to travel limitations and the quest for open-air experiences.

No doubt, health and safety measures continue to be a major concern for travel in 2021 and beyond. Experts pointed out the importance of consumer protection, flexibility and digitalisation. Travel corridors and bubbles were also mentioned as 'safe' alternatives to resume international travel.

In the "Future of Tourism: Travel Trends for 2021 and Beyond", Tourwriter predicted travel to look a little different than it did pre-pandemic, stating the need to get creative by designing itineraries that avoid public transportation and crowded tourist areas, and focus more on remote locations

TRAVEL CORRIDORS AND BUBBLES WERE ALSO MENTIONED AS 'SAFE' ALTERNATIVES TO RESUME INTERNATIONAL TRAVEL.

or even the increased popularity of niches like birding and biking tours.

Besides that, group travel is predicted to pivot completely to 100% FIT travel, while choice of airlines may no longer be solely price driven, as decisions will also be influenced by hygiene standards. As travel becomes increasingly complex, travellers will engage with travel experts to help them manage the complicated arrangements and health regulations they must adhere to.

Meanwhile, Booking.com, one of the world's leading digital travel companies, also agreed that global travel will forever be re-shaped by the unparalleled impact of the COVID-19 pandemic. A research, involving 20,000 travellers across 28 countries, was carried out to uncover the trends that will shape the way we experience travel in the year ahead, and beyond.

Stating that innovation within the travel industry will accelerate faster than ever to respond to marked shifts in travel expectations and behaviours, Booking.com also predicted that travellers will look for a heightened level of travel safety and more sustainable travel offerings, as well as evolve their preferences for where and with whom they travel.

Newfound appreciation for doorstep delights will endure alongside an abiding love of the far flung, and travellers will find new ways to blur the lines between work and travel. All of which will catapult a demand for deeper value from the trips we book in the future.



MALAYSIA

Malaysia's tourism is one of the sectors hit hardest by the COVID-19 pandemic, and the effects have been severe. This is similar to many developing countries in the Asia-Pacific and Western Hemisphere, particularly destinations that rely heavily on international, business and events tourism.

Even though vaccines have been widely distributed and have boosted hopes for recovery, there are enormous challenges ahead and the outlook remains uncertain. Although Malaysia is slowly restarting its domestic tourism, which will help reduce the impact of the pandemic on businesses and jobs in some destinations, real recovery is only possible when international tourism resumes. In order for travel restrictions to be safely lifted, international cooperation and evidence-based solutions are needed.

Continued support from the government is also vital to cushion the blow to tourism and ensure the survival of businesses throughout the tourism sector, minimise job losses, and to build recovery.

The Organisation for Economic Cooperation and Development (OECD) stated that the key policy priorities include:

- Restoring traveller confidence
- Supporting tourism businesses to adapt and survive
- Promoting domestic tourism and supporting safe return of international tourism
- Providing clear information to travellers and businesses, and limiting uncertainty (to the extent possible)

- Evolving response measures to maintain capacity in the sector and addressing gaps in supports
- Strengthening co-operation within and between countries
- Building a more resilient, sustainable tourism

While flexible policy solutions are needed to enable the tourism economy to live alongside the virus in the short to medium term, it is important to look beyond this and take steps to learn from the crisis as it is an opportunity to rethink tourism for the future. OECD stated that governments need to consider the longer-term implications of the crisis, while capitalising on digitalisation, supporting the low carbon transition, and promoting the structural transformation needed to build a stronger, more sustainable and resilient tourism economy.

International tourism can only commence once the borders are reopened and vaccinations and quarantine standard operating procedures (SOPs) have been accepted worldwide; nevertheless, the reopening of international borders is subject to the approval of the Malaysian National Security Council (NSC) and the current situation of the COVID-19 pandemic.

MOTAC has held discussions with the Ministries of Health, Home Affairs, and Foreign Affairs to explore opportunities for the creation of travel bubble arrangements with a few neighbouring countries amidst the pandemic. They include South East Asian and Asia-Pacific countries, which are deemed safe by the World Health Organization (WHO).

Besides that, MOTAC is also looking forward to restarting leisure travel by introducing travel bubble with ASEAN countries. In addition, a few foreign airlines are in discussions with Malaysia to promote islands in the country as the main destinations for international travellers.

For Europe, circumstances do not permit any travel bubble arrangement yet, as most European countries have restricted their travel corridors, due to the surge in COVID-19 infections.

Nevertheless, the implementation of the travel bubble depends on bilateral discussions and considerations, and acceptance by both countries on health, immigration, data-tracking and ongoing monitoring.

Meanwhile, when the Malaysia borders were closed in March 2020, Tourism Malaysia spearheaded a strategic communication plan and continued updating our counterparts via our overseas offices on the current situation of

MALAYSIA IS NOW FOCUSING ON CREATING MORE PERSONALISED ECO-PACKAGES, CATERING FOR SMALLER GROUPS OF TOURISTS, AND OFFERING NATURE-BASED ACTIVITIES.

COVID-19. This constant communication update is a part of our strategy in restoring the confidence of travellers once our international borders are reopened. By continuous engagements and collaborations with outbound tour operators and airlines, we are getting ready to relaunch Malaysia through various tourism products.

Due to the shifting trend in travelling preferences, Malaysia is now focusing on creating more personalised eco-packages, catering for smaller groups of tourists, and offering nature-based activities. Besides that, the government is also mulling the issuance of a COVID-19 vaccine passport for those who have been vaccinated to ease the travel restrictions and revive the aviation sector within the region.

Tourism Malaysia has also identified and held engagement sessions with key tourism players to strengthen collaborations by offering attractive packages to tourists. The key players are representatives across the tourism sector, including airlines, hotels, and travel and tour operators.

The government is aware that the implementation of several levels of the Movement Control Order (MCO) to curb COVID-19 had brought about significant impacts on the country's tourism industry. According to the National Economic Action Plan (MTEN), Malaysia would need at least four years to revive its tourism industry, which is a relatively long period and presents great challenges to all quarters involved.

Nevertheless, the government believes that Malaysia can revive its tourism industry by boosting domestic tourism activities and enhancing the confidence of the people to travel domestically while the borders are still closed.



MULU NATIONAL PARK, SARAWAK

MALAYSIA'S TOURISM PERFORMANCE

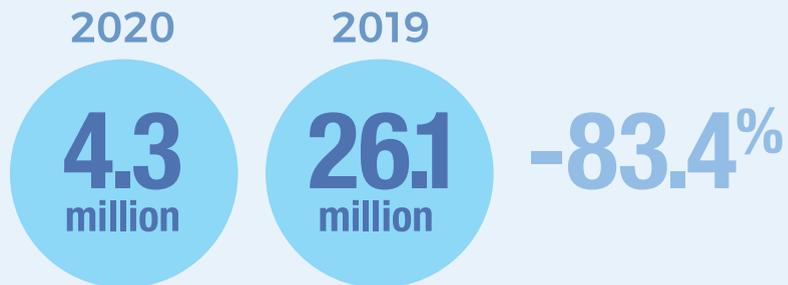


Significant changes in terms of foreign tourist arrival patterns can be seen following the COVID-19 pandemic outbreak that began in January 2020 in China and eventually worldwide. Malaysia began closing its borders from 18 March 2020 for any social visit activities, causing a significant decrease in the number of foreign tourist arrivals, starting from April 2020.

The influx of foreign tourists since the closure of the Malaysian borders is from the category of essential movement, EP1 and EP2 level expatriate pass holders, foreign spouses and family members married to Malaysian citizens, long-term visit pass holders, and vaccine experts from the People's Republic of China, the United States and the United Kingdom.

TOURIST ARRIVALS

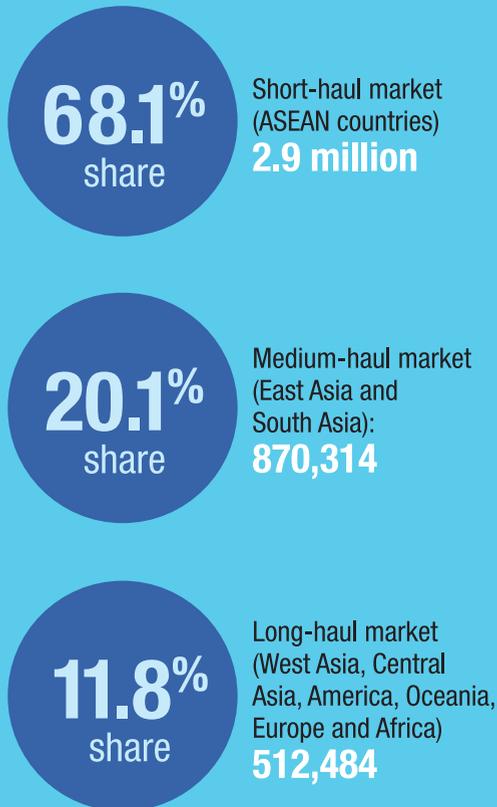
International tourist arrivals to Malaysia



Negative growth had been observed for tourists from every market. The massive drop in international tourist arrivals is attributed to the closure of Malaysian borders since 18 March 2020 due to the spread of the COVID-19 pandemic.



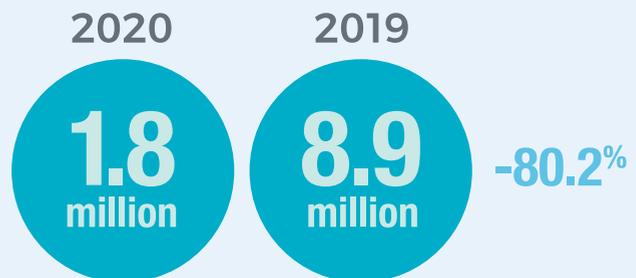
Percentage Share of Contributors of International Tourists to Malaysia in 2020



Top ten tourist generating markets to Malaysia in 2020

1. SINGAPORE 1,545,255 (-84.8%)	6. BRUNEI 136,020 (-88.8%)
2. INDONESIA 711,723 (-80.4%)	7. SOUTH KOREA 119,750 (-82.2%)
3. CHINA 405,149 (-87.0%)	8. JAPAN 74,383 (-82.5%)
4. THAILAND 394,413 (-79.1%)	9. AUSTRALIA 72,680 (-80.3%)
5. INDIA 155,883 (-78.8%)	10. PHILIPPINES 66,051 (-84.3%)

Excursionist arrivals to Malaysia for 2020 recorded a cumulative decrease. Although overall arrivals recorded a decline, at the end of the year, excursionist arrivals showed an upward trend.



Top ten markets contributing to excursionist arrivals to Malaysia in 2020

1. SINGAPORE 1.3 million	2. THAILAND 151,390	3. BRUNEI 54,221	4. INDONESIA 51,131	5. CHINA 23,493
6. PHILIPPINES 21,899	7. INDIA 19,221	8. SOUTH KOREA 18,174	9. JAPAN 14,655	10. AUSTRALIA 11,639

TOURIST RECEIPTS

Malaysia's tourist receipts

2020



2019



-85.3%

Average per capita expenditure

2020



2019



-11.3%

Main contributors to the overall expenditure of foreign tourists in 2020

1. SINGAPORE
RM **2.7** billion
(-86.8%)

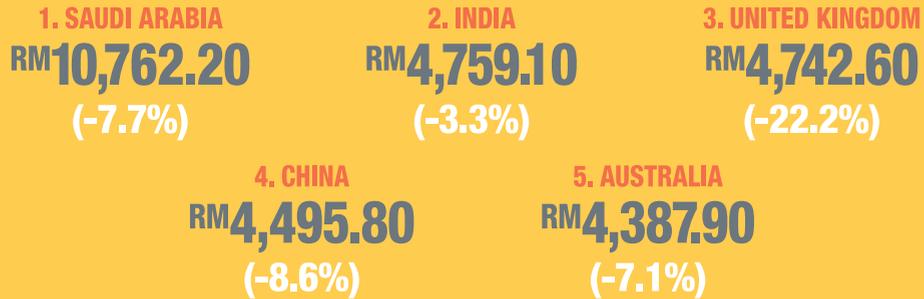
2. INDONESIA
RM **2.0** billion
(-84.9%)

3. CHINA
RM **1.8** billion
(-88.1%)

4. INDIA
RM **741.9** million
(-79.5%)

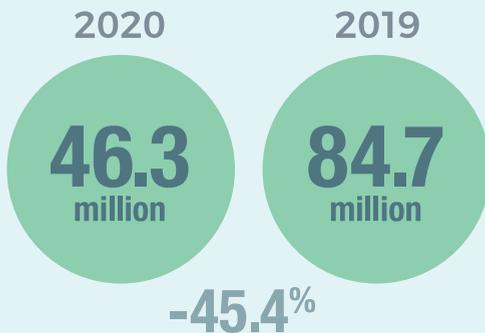
5. THAILAND
RM **605.2** million
(-84.7%)

Per capita expenditure for the top five countries in 2020



DOMESTIC TOURISM

Domestic tourists



Receipts from domestic tourists



Average per capita expenditure for domestic tourists



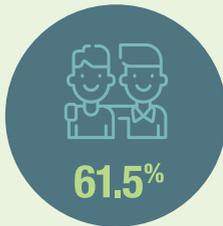
Average length of stay (ALOS)



Highest share of expenditure by domestic tourists in 2020



Purpose of visit in 2020



Visiting friends
and relatives



Holiday/leisure/
relaxation



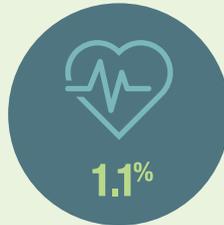
Shopping



Incentive travel/
others



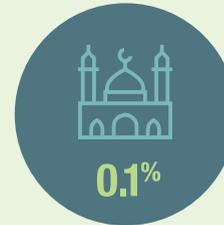
Official business/
education



Medical treatment/
wellness



Entertainment/
attending special
event/sports



Religious purpose/
visit places of
worship

Percentage share of
tourists who stayed at relatives
and friends' house in 2020



Percentage share
of tourists who stayed at paid
accommodations in 2020



Top five states that received the highest number of domestic tourists in 2020

1. PAHANG
5.2 million

2. PERAK
4.9 million

3. SELANGOR
4.7 million

4. JOHOR
4.0 million

5. KUALA LUMPUR
3.7 million

HOTELS AND AVERAGE OCCUPANCY RATE

Total hotels and rooms in Malaysia in 2020



HOTELS
5,339
(-0.8%)



ROOMS
332,817
(-2.3%)

Top five states with the highest number of paid accommodations

1. SABAH
614
2. SARAWAK
581
3. JOHOR
557
4. PAHANG
482
5. KUALA LUMPUR
472

Top five states with the highest number of rooms

1. KUALA LUMPUR
60,095
2. SELANGOR
34,610
3. JOHOR
33,487
4. PAHANG
31,175
5. SARAWAK
28,511

Average occupancy rate

2020

30.9%

2019

58.8%

-27.9

(percentage point)

Total paid accommodation guests in 2020 **35.4 million**
(-55.7%)

They were comprised of:

INTERNATIONAL GUESTS

13.3% (4.7 million: -83.7%)



DOMESTIC GUESTS

86.7% (30.7 million: -39.9%)



Top five states that recorded the highest number of hotel guests

1. PAHANG
7.3 million

2. KUALA LUMPUR
6.1 million

3. JOHOR
3.9 million

4. PENANG
2.9 million

5. SARAWAK
2.8 million

INDUSTRY PERFORMANCE

In 2019, the country's tourism industry contributed



Gross Domestic Product (GDP)
RM240.2 billion (15.9%)



Employees
3.6 million

In 2020, economic activities related to the tourism industry were affected by the COVID-19 pandemic, with an estimated total loss exceeding RM100 billion.





FEDERAL TERRITORY OF LABUAN



STRATEGIC DIRECTION 2022-2026

Tourism Malaysia Strategic Plan 2022-2026 is developed by taking into account the country's brand policy, market and travel trends, available resources, budget, network, trade and economic policy, travel formalities, technology know-how, manpower skills, and support from the stakeholders, at both international and domestic levels.



FEDERAL TERRITORY OF PUTRAJAYA

Over the years, Tourism Malaysia has been promoting domestic tourism aggressively through various campaigns to attract Malaysians to travel locally; however, the outbreak of COVID-19 has strongly impacted our domestic promotion efforts.

While there are still uncertainties in the reopening of international borders and positioning Malaysia back in the global map, the country is moving forward and focusing mainly on reviving its economy through domestic tourism, besides marketing the country as a safe holiday destination.

Therefore, planning and implementing domestic strategies for 2022 to 2026 shall be the way forward in marketing Malaysia for domestic market and transform the industry, in order to remain competitive.

WE ARE EXPECTED TO SEE A CONTINUATION OF THE TREND TO MOVE AWAY FROM MASS TOURISM AND TOWARDS MORE FLEXIBLE, EXPERIENTIAL, AND INDIVIDUALISTIC TRIPS...

Indeed, embracing the change in the tourism ecosystem is inevitable, adding that new measures will need to take place to prevent the spread of the COVID-19 outbreak and to fit the “new norm”. Besides that, the campaign *Cuti-Cuti Malaysia* still remain relevant and it’s the best brand positioning for domestic tourism.

In terms of international promotion, our strategies for the period of 2022 to 2026 aims to boost tourist arrivals to Malaysia post-COVID-19. The strategies are formulated based on market trends and preferences throughout the period, and they are flexible enough to respond to any abrupt changes in travel patterns and in times of crisis.

We also understand that visitors are not only getting more interested in visiting a destination now, but also in discovering, experiencing, participating, and learning more about the destination that they visit.

In the next five years, we are expected to see a continuation of the trend to move away from mass tourism and towards more flexible, experiential, and individualistic trips, with adventure tourism and special interest holidays gaining more and more importance over traditional and mass tourism.



Pantai Tioman, Pahang

Tourism Malaysia needs to cater to these travellers of various interests more aggressively and creatively, and help the tourism niche industry to move forward and be more competent. The niche areas include special interest tourism – eco and adventure, sports, culture and heritage, island and coastal, golfing, cruise, agrotourism, health and wellness, shopping, gastronomy, and wedding.

In developing Tourism Malaysia Strategic Plan for 2022-2026, we have also formulated the actions that will be carried out in terms of advertising, information and digital, and corporate communications and public relations to support the Strategic Plan, in order to implement the key strategies.

Besides that, digital and printed promotional materials and collaterals based on market needs will also be produced to support the Strategic Plan. Interactive digital brochures will be used for a more cost-effective and impactful way to reach all markets. The production of collaterals using environmentally-friendly materials will also be continued to support small and medium-sized local industries. In addition, new videos and stills will be produced to ensure the latest tourism products are featured in Tourism Malaysia's domestic and international promotions.

To achieve our objectives and goals for the period of 2022-2026, and taking into consideration the feedback and opinions of industry players through various engagements, Tourism Malaysia is focusing on six strategies for the successful implementation of the country's tourism promotion plan.



Royal Belum State Park, Perak

**TOURISM MALAYSIA IS
FOCUSING ON SIX
STRATEGIES FOR THE
SUCCESSFUL IMPLEMENTATION
OF THE COUNTRY'S TOURISM
PROMOTION PLAN**

1

BOOST DOMESTIC TOURISM



- **Create a niche segment/special interest holiday packages (e.g. family fun, eco-adventure, and islands and beaches)**
- **Use vouchers/ discounts to personalise small group packages/tours**
- **Provide incentives/ vouchers through product owners/ transportation providers/ hotels**

a. Domestic Promotion

It is crucial to keep abreast with the current trend in order to generate demand and interest for domestic tourism during these challenging times. Nowadays, consumers are seeking for experiential tourism that encapsulates something uncommon (new, rare, unique) and Instaworthy. In essence, consumers are looking for a change, which was transpired in the recent post-COVID-19 survey.

Strategies outlined to boost domestic tourism are:

- **To create niche segments/special interest holiday packages (e.g. family fun, eco-adventure, islands and beaches)**
This is one of the best ways to enhance demand sophistication for travel while focusing on experiential tourism.

Focus should be given to the unique experience of homestay and agrotourism such as durian packages, gastronomy promotion through food trail, and rail tourism that provides scenic journey from the north to the south.

- **Incentives/vouchers/discounts – to meet individual traveller’s requirements and for small group packages or tours.**
What better way to entice consumers to spend than providing vouchers and discounts on holiday packages. Focus should be more on digital vouchers rather than traditional by working closely with established online platforms and those belong to industry players. This strategy is in line with the National Tourism Policy, which emphasises on digitalisation. In addition, incentives can also be provided through product owners, transportation providers and hotels.

b. Niche/High-Yield Segment

The need to understand the current situation post-COVID-19 pandemic and the need to understand and provide customised travel demand to tourists are important elements to boost domestic tourism.

It is crucial to cater to the needs of tourists during the new norms; hence, it is important to reinvent and add value to existing niche packages in order to make them more creative and experiential.

A wide variety of customised niche packages that are activity-based trips and experiential tourism, such as nature and adventure activities tying up with cultural experiences, will be enhanced and developed. Other potential niche segments that can boost domestic tourism are golfing, agro and rural destinations, island and coastal, and cruise tourism.



Sekinchan, Selangor

2

FORGE SMART PARTNERSHIP



■ Reinvent products and co-organise tourism programmes/ events (physical/online) through Public-Private Partnerships (PPP)

■ Enhance collaboration between government and non-government agencies, such as the Malaysia Healthcare Travel Council (MHTC), Education Malaysia Global Services (EMGS), etc.

■ Strengthen cooperation with tourism industry players

a. Domestic Promotion

The support of industry players is crucial for the growth of the tourism sector. Tourism players are the backbone of the industry; therefore, forging partnership and collaboration will help to boost domestic and international tourism. Through smart partnership and working with influential brand we can maximise resources and elevate domestic tourism.

Two core elements in smart partnership that must be integrated are – harnessing public-private sector partnerships and inter-government agencies.

Those directly and indirectly involved in the industry should establish collaboration in promoting domestic tourism with fresh new ideas that would enliven domestic tourism.

Working together is also important to reinvent tourism products and co-organise tourism programmes and events (both physical and online).

We no longer work in silo, but work to strive for inclusive development with adaptation to the new normal and maximise resources in driving innovation and competitiveness.

Tourism Malaysia will continue to support state tourism initiatives that will help boost domestic tourism through collaboration and special programmes. Inter-ministries/ inter-agencies collaboration remains crucial as this will help widen the promotion, generate more publicity, and maximise resources through utilising each unique platform made possible by all ministries and agencies.

b. International Promotion

To achieve greater goals, the establishment of both private and public sectors partnership will lead to powerful collaborations and initiatives by combining resources, experiences and expertise. Both sectors will work together and forge smart partnership to offer new packages and better service quality to realign Malaysia as the preferred tourism destination.

The partnership will develop more creative and attractive niche segments, such as culture and heritage, to expand experiential tourism-related products to attract more tourists.

In order to boost tourist arrivals and generate long-term revenue, collaboration with online travel agents (OTAs) and airlines for e-marketplace will focus on reinventing products and co-organising tourism programmes. For instance, to position Malaysia as a preferred venue for signature sporting events internationally, the Ministry of Youth and Sports can collaborate with sports associations and sporting apparel companies to promote Malaysia through e-Games in SEA Games.

c. Niche/High-Yield Segment

Tourism Malaysia will continue to cooperate and collaborate with government and non-government organisations, and also tourism partners in reinventing products and co-organising both physical and virtual tourism programmes and events, such as golf tournaments and sports events, as well as agrotourism events with the Federal Agricultural Marketing Authority (FAMA) or the Ministry of Agriculture and Food Industries (MAFI). We welcome any partnership opportunities to develop more attractive niche packages and tourism events with value added services to attract domestic and international tourists.

d. Integrated Communication – Corporate Communications and Public Relations

a. Public-Private Partnership (PPP)

Tourism Malaysia will enhance its public-private partnerships through smart collaborations with industry partners, traditional and online media, and influential brands. Specific initiatives will be focused on traditional and digital platforms targeting both domestic and international markets.

ENHANCE TOURISM PROMOTION (Online and Offline)

3



- Carry out online promotion and marketing (e.g. online brochures/updates)

- Conduct product presentations via webinars

- Produce short videos/clips

- Publish promotional materials

a. Domestic Promotion

The COVID-19 pandemic has changed the tourism industry around the world in the most unprecedented ways. Lockdown restrictions and concerns about the economy and personal health have led to many changes of travel patterns and reoriented the traditional ways of tourism promotions. The tourism industry is currently moving forward by promoting digital transition to support the recovery of tourism amidst the pandemic.

Prior to the COVID-19 pandemic, many tourism associations, hotel establishments and other tourism businesses have coordinated new promotion and marketing initiatives whereby online sales promotions have been widely used by online travel agents and product owners to increase product sales and boost brands. The use of

social networking and online connection technologies were already popular before this, but they have grown even more since the pandemic.

Besides that, Tourism Malaysia is also focusing on strategic collaborations and smart partnerships with airline companies and other tourism-related agencies, including services/hospitality, transportation and private companies, as well as collaborations with tourism industry players, such as the Malaysian Association of Hotels (MAH) and Malaysia Budget Hotel Association (MyBHA), by offering vouchers, discounts and cash rebates that will bring direct impact to domestic consumers. This is one of the government's initiatives to promote the use of digital technology through online orders and purchases, the use of mobile applications, and the redemption of cash e-vouchers.

Tourism Malaysia is also focusing on organising e-travel fairs, webinars, and live streaming to boost the recovery of domestic tourism and to gauge travel trends among domestic consumers. Besides online webinars and virtual events, physical events can also be organised in green states with strict SOPs where pre-registration is required, as a limited number of guests will be admitted adhering to social distancing rules.

b. International Promotion

- **Long-haul market**
 - webinar/live streaming/social media/online competition (online)
 - press releases/publications (offline)
- **Medium-haul market**
 - webinar/live streaming/mini programme (online)
 - roadshow/Mega Fam (offline)
- **Short-haul market**
 - webinar/live streaming/B2B/social media (online)
 - roadshow/Mega Fam (offline)

Industrial Revolution 4.0 has influenced Tourism Malaysia's strategic direction, along with the opportunities and challenges. E-marketing, big data, and sharing economy are some of the key areas that will shape the future of Malaysia's tourism industry. As an effective national tourism promotion board, Tourism Malaysia will embark on a comprehensive digital journey to transform the industry towards Smart Tourism. By optimising e-marketing, content and stories on destinations in Malaysia can be increased and frequent updates on health, safety and hygiene of destinations in Malaysia can be provided. Apart from that, the content

structure can be streamlined and aligned with the ongoing advertising and digital campaigns, as well as social media platforms and online travel media in the market.

Tourism Malaysia's digital presence and reach should be diversified by creating mobile apps, virtual events, booking features, and video and photo contests to strengthen the destination branding across all digital platforms.

Besides that, new and available technologies should be utilised in implementing marketing initiatives and online promotion and marketing, and will be executed for long-haul, medium-haul, and short-haul markets through social media opportunities.

Besides online promotions, offline promotions such as roadshows, television and radio advertising, publications and press releases shall continue to increase Tourism Malaysia's destination promotion activities.

c. Niche/High-Yield Segment

Tourism Malaysia will develop online and offline marketing strategy further via virtual forums/webinars, virtual roadshows, and social media where users, followers and product owners share special interest packages and experiences in live streaming actions.

Tourism Malaysia will also continue to participate in traditional promotional events, including major fairs, roadshows and Mega Fam trips once the borders open to drive more interest in tourism partnership and consumer travel.

In addition, Tourism Malaysia and industry partners will enhance demand sophistication by adding value to tourist experience through new product development. This will cater to the travel needs and expectations of millennials and independent travellers.

d. Integrated Communication - Advertising and Information & Digital

a. Chatbot with Artificial Intelligence (AI) Features

Tourism Malaysia will continue to improve its customer service response time through chatbots with AI features. This digital customer service agent acts as the first point of contact for tourists to handle complaints, deliver promotional information, and provide useful information and immediate answers to enquiries.

b. Digital Advertising

- Targeted content/landing page/ banner ad/push notification.
- Trending on the usage of digital ad has emerged tremendously lately.
- The capability of the technology in capturing real time conversion and statistics is the key for more industries to adapt digital ad approach in their daily business operations.
- In the next few years, Tourism Malaysia should be able to carry out fully digital ad in promoting Malaysia.
- Tourism Malaysia and industry players should collaborate to produce our own digital platform, which will be able to supply big data and data that will benefit everyone.
- It is believed that digital ad will become a global trend in the next few years as this approach is known to cost less and able to provide real-time data and precise target segment.
- Promoting Malaysia internationally or domestically through various types of approach; for instance, landing page, banner ad, and native ad, will generate faster response and eventually lead to conversion.
- Apart from being able to get the conversion of each campaign faster than using other conventional approach, digital ad can be modified or changed easily according to the target market or whenever we feel that changes are required even during the campaign.
- Tourism Malaysia's collaboration with established Online Travel Agents (OTAs) will continue for the next few years.
- Apart from having millions of data, the established OTAs are able to share with Tourism Malaysia the conversion of our investment as they have the technology to trace potential tourists and find out who eventually pick and choose Malaysia as their preferred holiday destination.

e. Support Services and Distribution – Production and Strategic Planning

a. Print and Digital Brochures

Augmented reality (AR) technology will be included in our print and digital brochures to create a more interesting feel and experience for users, and maximise our presence on mainstream and social media via short videos, including highlighting the new norms in the travel industry to ensure safety and peace of mind for all.

The production of new and updated brochures will be carried out to ensure that up-to-date and precise information is provided to the public. Among the brochures in the pipeline are shopping, agrotourism, and adventure and escapades. Besides that, our existing maps and guide series will also be updated.

As the travel industry slowly reopens globally, we are prepared to continue distributing and disseminating collaterals and print and digital materials to support participation in international tourism events, and also providing promotional materials to industry players who may require such assistance from time to time.

b. Tourism Data Digitalisation

In line with Tourism Malaysia's strategy to strengthen digitalisation efforts, we have planned a few programmes to be developed in collaboration with industry partners:

i. Online Travel Platform

Use existing medium in the market and make it a master tourism online booking platform to assist tourism industry players at a minimum charge.

ii. Mobile Positioning Data

An online system (tracking device) to monitor the movement of tourists to tourist destinations in real time. The information obtained can be used to promote and package frequently visited destinations.

iii. Online Hotel Data

Use existing medium in the hospitality market as a tracking device to find out where domestic and international tourists are staying. The hotel data collected can be used by travel agencies to create more attractive travel packages, and promote hotels that are less popular among domestic and international tourists.

iv. Online Consumer Sentiment

A marketing tool to attract and encourage domestic and international tourists to give their opinions on tourist destinations, activities, programmes, etc., through their personal social media platforms. The data received will be analysed and used to improve tourist destinations and tourism products.

OPTIMISE STRATEGIC COMMUNICATION/ MEDIA ENGAGEMENT

4



- Via mainstream/online media
- Live stream tourism events and performances online
- Share updates on tourism news/events regularly
- Through local TV stations/social media

a. Domestic Promotion

Strategic communication plan is much needed during these challenging times. It is crucial that the way forward of communication plan should embrace digitalisation with specific focus on social media channels. The communication should focus on domestic trends and newly discovered hidden gems, from eco-tourism to gastronomy.

More engagement is also needed to reach wider consumer audience locally; therefore, engaging with key influencers and insta-famous personalities with the highest rating and maximising the usage of digital platform will be highlighted as part of the way forward.

Tourism Experiential Programme with members of the media, travel writers, Key Opinion Leaders (KOL) and bloggers will be incorporated in each communication and engagement activities to help identify new experiences (hidden gems) that will generate organic movements via inter and intra-states travel.

The communication strategies outlined must reach wider tourism segments, which include families, young professionals, millennials, retirees, and MICE. Each segment will have specific focus so that the communication plan is well-targeted and able to achieve its objectives.

b. International Promotion

To build more value into the campaign and boost Return On Investment (ROI), optimising the use of trending influencers is essential. Influencers' followers might feel more comfortable engaging with the influencers who produce unique special interest content that generates an organic movement in favour of the destination or tourism product. Once the influencer has authentically introduced the tourism brand, followers will also feel more at ease interacting with it on various platforms.

Leveraging on social media as an asset, Tourism Malaysia social media platform will be used as information hub, especially to integrate User Generated Content (UGC) with others to cultivate engagement. Moreover, video clips, pictures and destinations reviewed by travel experts, travellers, travel writers and social influencers on Malaysia will be useful for tourism promotion.

To attract more young travellers, particularly for experiential tourism, KOLs will be engaged, while to attract other tourist segments such as families, elderly travellers and repeat travellers, organised trips and Mega Fam will be refreshed and conducted.

In addition, the usage of travel portal as reference must be well optimised and smart partnership with international and local chains/brands as promotion platform must be established. Besides that, advertorials will also be produced to restore travellers' confidence.

c. Niche/High-Yield Segment

- Rebuild confidence through strategic communication by delivering the message that Malaysia is a safe and trusted travel destination.
- Focus on providing reassurance and showing our commitment and readiness, such as having all the necessary guidelines and SOPs in place, to welcome back tourists and drive the desire to travel once the border opens.
- Strengthen Malaysia's position in the tourism industry by creating long-term advertisements in the market and engaging media agencies to develop promotional contents about Malaysia.
- Promote niche products or special interest segments through online magazines or online and social media platforms by engaging KOLs (lifestyle/celebrities or influencers) as Tourism Ambassador or spokesperson; for instance, influencers who have extensive experience in diving around the world, those who are avid travelling golfers, avid shoppers, and extreme sports lovers who will post creative contents in the form of short videos, live streaming, social media stories, and actively chat with their followers.
- Promote targeted niche and special interest segments for the above strategies, namely shopping, wedding and honeymoon, lifestyle, eco and nature, and sports.

d. Integrated Communication – Corporate Communications and Public Relations

a. Leverage New Edge Media, Media Trips, Key Opinion Leaders (KOLs), Influencers and Bloggers

Tourism Malaysia will continue its media engagement through small-scale media trips with both traditional and new edge media correspondents, including KOLs, social media influencers and bloggers, to promote existing and new tourism products and destinations.

b. Content Bank

A Content Bank will be created to keep all materials and contents that are posted on any social media platforms as a reference. They include destination content, brand attributes, upcoming product launches or special event dates, social media analytics or benchmarks, and contests. They will be accessible to all Tourism Malaysia offices, both regional and international, to assist them in managing the challenges in both domestic and international markets.

c. Content Marketing

Specific content will be made and disseminated through Tourism Malaysia's social media platforms based on the public's frequently asked questions (FAQs) or most searched keywords. The content will align with consumers' interests and demands, which in return will allow them to find the information they need. Through content marketing, we can improve and enhance the competitiveness of tourist destinations, product placement and positioning, price, and customer experience and satisfaction level.

d. Public Relations

Tourism Malaysia will continue to maintain a good relationship with consumers, communities, media and industry players by leveraging digital marketing and social media. Through new mechanisms and approaches, Tourism Malaysia will increase the awareness and branding of Malaysia as the preferred tourist destination in the world by highlighting Malaysia as the "Top of the Mind Ecotourism Destination of the World" following the call from the National Tourism Policy 2020-2030 and the United Nations Sustainable Development Goals (UNSDGs).

IMPLEMENT TRAVEL BUBBLE

5



- Collaborate with green neighbouring countries such as ASEAN and regional to promote niche tourism products and tourist destinations

Travel bubble is a term used to illustrate the partnership between two or more destinations. Also known as ‘travel bridges’ or ‘corona corridors’, this partnership allows people to travel freely within the specified zones.

a. Domestic Promotion

In destinations with large domestic markets, domestic travel continued to drive the recovery of tourism. Indeed, the pandemic has highlighted the importance of domestic tourism, which has always been the saviour for the industry whenever we encountered a crisis. While it may not cover the total loss from international tourism, statistics have proven that domestic tourism expenditure is essential in contributing to the country’s Gross Domestic Product (GDP).

The Government has identified Langkawi as the pilot project for the Domestic Travel Bubble and the island was opened to domestic travellers beginning 16 September 2021. The travel bubble pilot project has successfully revitalised domestic tourism and cultural activities on the island.

Once the country has transitioned to the endemic phase, interstate travel would be allowed, and the domestic travel bubble is no longer required.

b. International Promotion

Tourism Malaysia is pivoting towards travel bubble with a focus on quality tourists. Through travel bubble, the entry of visitors for business or leisure travel from foreign countries is allowed.

Tourism Malaysia will also collaborate with green countries on 'point to point' (city to city) travelling to focus on attracting high-value tourists and increasing tourist expenditure.

In addition, Malaysia is also working towards establishing Vaccinated Travel Lanes (VTL) with its neighbouring countries followed by other regions to increase inbound visitors to the country.

Under this programme, all VTL travellers will need to be fully vaccinated and will be required to undergo administered COVID-19 test once they arrived in Malaysia, following the SOPs issued by the Ministry of Health (MOH) and the Malaysian National Security Council (MKN).

c. Niche/High-Yield Segment

The concept of travel bubble is to allow residents from cities or countries with low and controlled COVID-19 cases to perform cross border travel for non-essential trips without quarantine upon arrival; however, vaccinated travellers with certificate must undergo rapid COVID-19 test before coming to Malaysia.

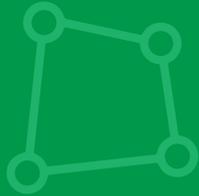
The proposed travel bubble groups for niche include golfers, nature adventure enthusiasts, attendees of sports/games events and small business incentive groups. Guidelines and SOPs with terms and conditions will be in place to allow only point-to-point transfer and subject to approval of conditional border entry between countries.



Pantai Senok, Kelantan

6

UNDERTAKE STRATEGIC TRANSFORMATION



- **In line with the National Tourism Policy 2020-2030 and National Eco Tourism Plan 2016-2025**
- **Evaluate/restructure Tourism Offices (TICs/Overseas)**
- **Conduct research and monitor international/ domestic tourism and local sentiments**
- **Gather market intelligence and conduct market research via overseas offices for the Ministry of Tourism, Arts and Culture (MOTAC) subjects, such as World Tourism Organization (UNWTO) and Asia-Pacific Economic Cooperation (APEC)**
- **Enhance digitalisation in tourism**
- **Strategise advertising and promotion**
- **Improve market segmentation and prioritisation**

a. Domestic Promotion

COVID-19 has significantly drive the industry to deploy new strategies and manage change. Transformation is the core essence to move forward to a new direction. It will encompass the rationalisation of state tourism offices and Tourist Information Centres (TICs).

The core functions and responsibilities of state offices will be enhanced and they will assume bigger roles in facilitating intra and interstate movement. The commercialisation of TIC as a visitor centre will help facilitate

travel, and it'll become a travel consultant to consumers and enhance consumer experience.

The transformation plan in the National Tourism Policy 2020-2030 stated that the plan is needed to break out of the comfort zone. The transformation strategies would include strengthening governance capacity, creating special tourism investment zones, embracing smart tourism, enhancing demand sophistication, practicing sustainable and responsible tourism, and upskilling human capacity.

b. International Promotion

Besides selling Malaysia as a leisure destination, Tourism Malaysia will also promote the country's tourism internationally through education, health, halal travel, Malaysia My Second Home, and incentive travel.

As the role is getting wider, the expansion of Tourism Malaysia overseas offices is needed to create more unique opportunities and strengthen the 'Malaysia Truly Asia' brand to promote Malaysia.

This strategy also sees Tourism Malaysia aligning its national tourism policy with the United Nations Sustainable Development Goals (UNSDGs) by reinforcing the role of tourism as a catalyst for economic development in a sustainable, responsible, and inclusive manner by promoting best practices on how we protect the environment.

c. Integrated Communication - Corporate Communications and Public Relations

a. Improve Customer Service with Artificial Intelligence-Infused Chatbots at Tourism Malaysia Contact Centre (TMCC)

Tourism Malaysia will enhance the ability to provide seamless live chat for personalised interaction with 24/7 customer support by adopting digital assistants (chatbots) powered by Artificial Intelligence (AI). AI-infused

chatbots will not only work for simple Frequently Asked Questions (FAQ) and complex requests, but also to respond to human interaction by predicting and identifying customers' needs before formulating specific and personalised responses.

b. TMCC as a One-Stop Communication Centre

- Tourism Malaysia will develop integrated communication strategy to engage with consumers, create and sustain trust, and give a pleasant brand experience by delivering a consistent message across digital and conventional platforms.
- Moving forward, the current integration with live chat and social media channels will be used extensively to provide more personalised services and solutions to meet travel demands. In addition, social media will also be used to arrange call-backs for customers and solve problems outright.
- Tourism Malaysia can even create a chatbot via our live chat that can answer questions when TMCC's agents are not around. Bots can engage customers by providing immediate answers, which will help boost their satisfaction. Besides that, AI bots can also assist customers in making buying decisions. When customers get real-time support over their preferred time, this will deliver a better experience to them.

d. Integrated Communication – Advertising and Information & Digital

a. Tourism Digital Transformation Strategies

i. Empower Tourism Malaysia Workforce with Digital Workplace

Empower Tourism Malaysia workforce by creating a digital workplace that uses physical infrastructure, devices, and cloud services to create an integrated experience for every employee. This initiative will enable faster collaboration and sharing, as well as increase employee productivity.

ii. Enhance Online Travel Deals and Packages

Enhance the 'Deals and Packages' platform on Tourism Malaysia website by offering more tools to tourism product providers in promoting, managing and monitoring their travel product offerings and discounts. Besides that, it will also provide a better user experience to local tourists.

iii. Improve Content Management and Distribution with Tourism Promotion Content Management System (TPCMS)

An integrated tourism promotion content management system (TPCMS) will be built to consolidate the management of all types of content (texts, images, videos, documents, ad creatives, etc.) in a single platform. Through this initiative, the distribution

of content can be tracked, and its performance can be measured via data analytics and reports.

iv. Promote Malaysia Via Shared Resources - Malaysia Tourism Information and Data Warehouse (MTIDW)

Malaysia's tourism services will be compiled into a national information resource or inventory that can be distributed easily through multiple sales channels. The information resource will also facilitate the management of the various channels and platforms for industry partners who provide tourism services, and it will be a shared tool for the tourism industry to improve the visibility of Malaysian tourism services. Through this initiative, Malaysia tourism promotion is expected to see a more unified and synergised themes across all channels and distributions.

v. Strengthen Relationship with Industry Partners Through Tourism Malaysia Digital Identification (TMDID)

Tourism Malaysia Digital Identification (TMDID) is a by-product of the MTIDW and online 'Deals and Packages' platforms. Industry partners and stakeholders who want to participate in these platforms must register with Tourism Malaysia and get a unique TMDID, which is not only for login purposes, but will also include other benefits in the future, such as to register for Tourism Malaysia events, or to receive an exclusive invitation to new programmes.

vi. Upskilling/Reskilling/Multi-Skilling Human Capital

To adopt and adapt to the new technological era, Tourism Malaysia will continue to invest in various upskilling and capacity-building programmes for all our employees to enable them to keep abreast with the latest technologies and innovations that affect the tourism industry. By upskilling, reskilling and multi-skilling our employees, they will be well-equipped to go beyond their jobscope when the need arises.

vii. Enhance Digital Skills

It is no doubt that digital transformation is a top priority for modern organisations and new technologies like Artificial Intelligence and Virtual Reality are changing our businesses today. Tourism Malaysia is aware of the importance of enhancing the digital intelligence of our employees in order to strive to improve the tourism sector further in this age of technology; hence, we will continue to empower our employees with the respective knowledge and provide them with the relevant tools in order to be more productive and to achieve better results.



Pavilion Kuala Lumpur

CONCLUSION

The UNWTO Panel of Tourism Experts consider travel restrictions as the main barrier weighing on the recovery of international tourism, along with slow virus containment and low consumer confidence; nonetheless, other factors have also been equally identified, such as the deteriorating economic environment.

Nevertheless, as vaccinations rise, many countries are now moving towards the endemic phase where we will continue to live alongside COVID-19 in life under the new normal. This will ease lockdown measures and travel restrictions, as well as lift bans on international travel eventually.

Accordingly, Tourism Malaysia expects international tourist arrivals to gradually increase by 2022. Naturally, we foresee the first international tourist arrivals to be more likely coming from neighbouring countries such as Singapore, Thailand, Indonesia, and Brunei, followed by other ASEAN and Asian countries, before we start receiving arrivals from Europe and the Americas.

Tourism Malaysia is fully aware that the industry will face many challenges and obstacles, particularly in the next few years, post-COVID-19 pandemic. We are making all the necessary preparations now and remain positive that we will be able to go through this challenging time, and the tourism landscape in the country will be blessed with many success stories in the future.

Our strategies and plans for 2022-2026 are geared towards achieving the government's tourism objectives, in line with the direction of the National Tourism Policy 2020-2030; hence, we will continue to collaborate with local and international partners and stakeholders to ensure the success of all our plans. Generally, boosting domestic tourism will be one of our major focus, besides moving towards digitalisation and forging smart partnership with relevant tourism players.

In conclusion, this Strategic Plan is prepared as a guide for users in planning and implementing tourism promotion activities and efforts for 2022-2026. There is still much room for these guiding principles to be applied according to the creativity and innovation of the user, as well as the suitability and needs at a specific time, place and situation.



Taman Tasik Taiping, Perak

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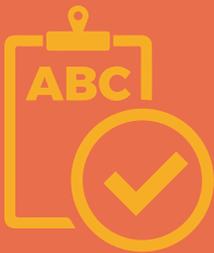
ABBREVIATIONS

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ABBREVIATIONS



AI	Artificial Intelligence	MOTAC	Ministry of Tourism, Arts and Culture Malaysia
ALOS	Average Length of Stay	MTEN	National Economic Action Council
APEC	Asia-Pacific Economic Cooperation	MyBHA	Malaysia Budget Hotel Association
AR	Augmented Reality	NGO	Non-Governmental Organisation
EDM	Email Direct Marketing	NTO	National Tourism Organisation
EMGS	Education Malaysia Global Services	OTA	Online Travel Agent
FAMA	Federal Agricultural Marketing Authority	PATA	Pacific Asia Travel Association
FIT	Free Independent Travellers	PCA	Periodic Commuting Arrangement
GDP	Gross Domestic Product	RGL	Reciprocal Green Line
KOL	Key Opinion Leaders	ROI	Return On Investment
MAFI	Ministry of Agriculture and Food Industries	SOP	Standard Operating Procedure
MAH	Malaysian Association of Hotels	TIC	Tourist Information Centre
MATTA	Malaysian Association of Tour and Travel Agents	TMCC	Tourism Malaysia Contact Centre
MCO	Movement Control Order	UGC	User Generated Content
MHTC	Malaysia Healthcare Travel Council	UNSDGs	United Nations Sustainable Development Goals
MICE	Meetings, Incentives, Conferences and Exhibitions	UNWTO	United Nations World Tourism Organization
MITA	Malaysian Inbound Tourism Association		

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Advisors

- Director General
- Deputy Director General (Promotion)
- Deputy Director General (Planning)



Secretariat Team

- Senior Director of Strategic Planning Division
- Strategic Planning Division



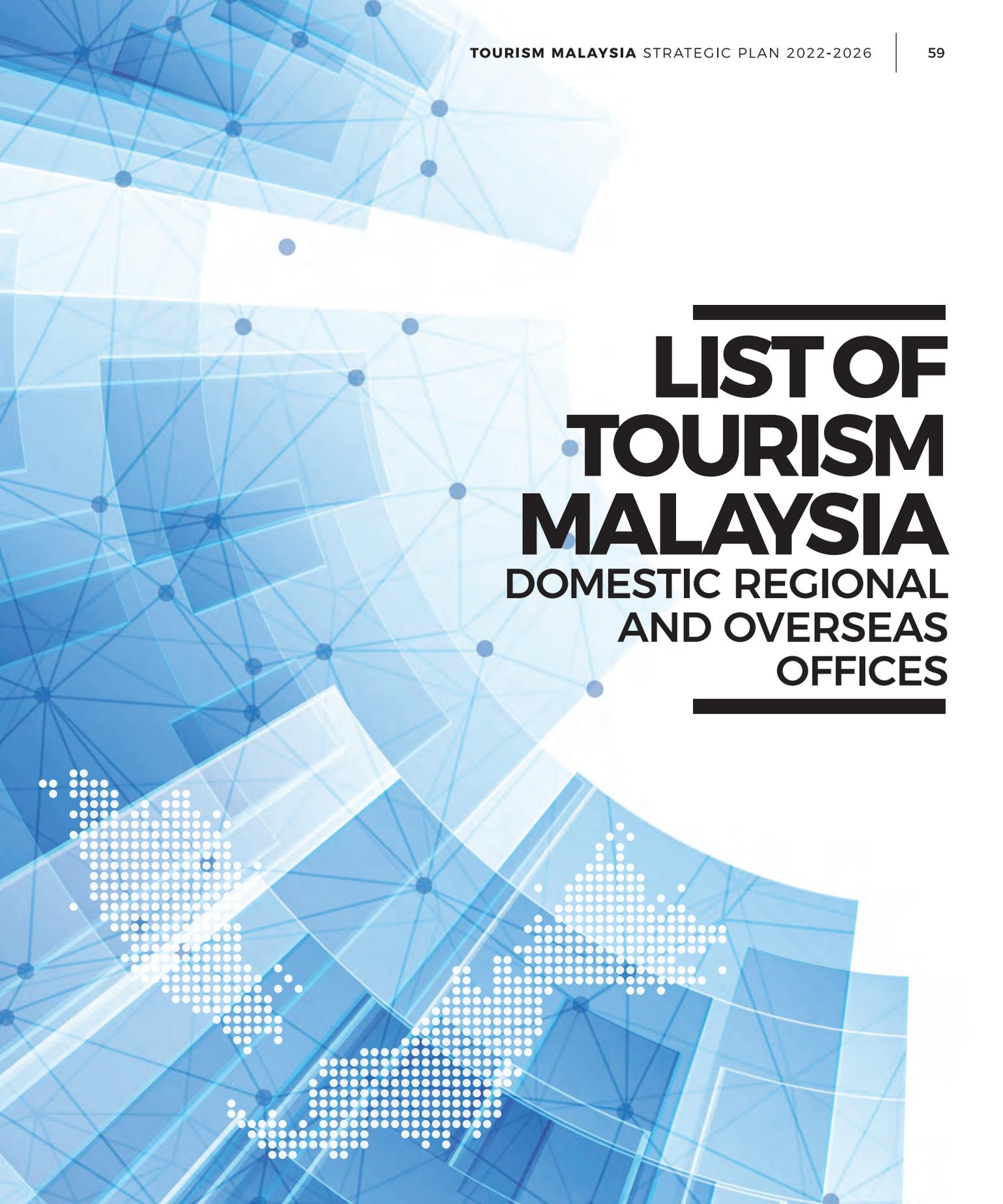
Main Contributors and Presenters

- | | |
|---|--|
| • Senior Director of International Promotion Division (AERO) | • Director of Advertising & Digital Division |
| • Senior Director of International Promotion Division (ASIA/AFRICA) | • Director of Package Development Division |
| • Senior Director of Domestic and Events Division | • Director of Production Division |
| • Director of International Promotion Division (ASEAN) | • Director of Administration Division |
| • Director of Corporate Communications Division | • Director of Human Resource Division |
| | • Director of Finance Division |
| | • Director (covering) of Information Technology Division |



Special Appreciation

- | | |
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| • State Government Agencies | |



LIST OF TOURISM MALAYSIA

**DOMESTIC REGIONAL
AND OVERSEAS
OFFICES**

DOMESTIC REGIONAL OFFICES



OUR GLOBAL NETWORK

30

OVERSEAS OFFICES

6

MARKETING REPRESENTATIVES



- OVERSEAS OFFICE
- MARKETING REPRESENTATIVE

OVERSEAS OFFICES

- | | | | |
|--|--|--|--|
| • AUSTRALIA
Sydney | • INDONESIA
Jakarta
Medan | • RUSSIA
Moscow | • UNITED KINGDOM
London |
| • BRUNEI | • JAPAN
Osaka
Tokyo | • SAUDI ARABIA
Jeddah | • UNITED STATES OF AMERICA
Los Angeles |
| • CHINA
Beijing
Guangzhou
Shanghai | • KAZAKHSTAN
Almaty | • SINGAPORE | • VIETNAM
Ho Chi Minh City |
| • FRANCE
Paris | • KOREA
Seoul | • TAIWAN
Taipei | |
| • GERMANY
Frankfurt | • NETHERLANDS
The Hague | • THAILAND
Bangkok | |
| • HONG KONG | • NEW ZEALAND
Auckland | • TURKEY
Istanbul | |
| • INDIA
Chennai
Mumbai
New Delhi | • PHILIPPINES
Manila | • UNITED ARAB EMIRATES
Dubai | |

MARKETING REPRESENTATIVES

- | | | |
|---------------------------------|----------------------------|------------------------------|
| • CAMBODIA
Phnom Penh | • IRELAND
Dublin | • IRAN
Tehran |
| • BANGLADESH
Dhaka | • LAOS
Vientiane | • CANADA
Vancouver |





Terima Kasih



NOTES



Malaysia
Truly Asia



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Strategic Planning Division
No. 2, Tower 1, Jalan P5/6, Precinct 5
62200 Putrajaya, MALAYSIA.

Tel : +603 8891 8000 Fax : +603 8891 8188 / 8189
Tourism Infoline : 1300 88 5050 (within Malaysia only)
E-mail : enquiries@tourism.gov.my
Corporate Website: www.tourism.gov.my

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