



## 6<sup>TH</sup> MEETING OF COMCEC TOURISM WORKING GROUP

EFFECTIVE TOURISM MARKETING STRATEGIES :  
ICT-BASED SOLUTIONS FOR THE OIC MEMBER  
COUNTRIES

3 SEPTEMBER 2015, ANKARA, TURKEY

*Malaysia*  
*Truly Asia*



**TOURISM**  
**MALAYSIA**



## EFFECTIVE TOURISM MARKETING STRATEGIES : ICT-BASED SOLUTIONS FOR THE OIC MEMBER COUNTRIES

# MALAYSIA



# AGENDA

- Introduction
- Challenges
- Website
- Mobile App
- Social Media
- Contact Centre
- Truly Asia TV
- GoAsean Channel
- Conclusion



# INTRODUCTION



# INTRODUCTION

- Malaysia Tourism Promotion Board (MTPB), popularly known as Tourism Malaysia, is as an agency under the Ministry of Culture, Arts and Tourism with its full focus on promoting Malaysia domestically and internationally
- Tourism Malaysia's objective is to promote Malaysia as an outstanding tourist destination, aim to showcase Malaysia's unique wonders, attractions and cultures; develop domestic tourism and enhance Malaysia's share of the market for meetings, incentives, conventions and exhibitions (MICE).
- Our ultimate goal is to increase the number of foreign tourists to Malaysia, extend the average length of their stay and so increase Malaysia's tourism revenue.



# MYFEST 2015

- MyFEST 2015 is set to make Malaysia the top-of-the-mind tourist destination, encouraging tourists to stay longer in order to enjoy the festival offerings nationwide. Themed "Endless Celebrations", the year-long calendar is packed with festivities of every genre; for instance cultural festivals, shopping extravaganzas, international acclaimed events, eco-tourism events, arts, music showcases, food promotion and other themed events.



# CHALLENGES



# CHALLENGES

- Communication is increasingly mobile – more immediate, shorter, faster and in real time
- Consumer conduct conversation 24/7
- Visual information reigns supreme
- Consumers are assisted by search engine developments
- Location-based services are gaining popularity
- Customer journey are becoming more complex – increasing range of factor, platforms and channels influence the customer decision making process



# TOURISM MALAYSIA WEBSITE



# TOURISM MALAYSIA'S WEBSITE

<http://www.tourismmalaysia.gov.my>

- The current website development was intended to create a more vibrant and colorful image of Malaysia to entice visitors to choose Malaysia as their travel destination.
- The website should reach more people throughout the world, especially Tourism Malaysia's key target market. Therefore, the content is made available in 16 languages i.e. English, Simplified Chinese, Traditional Chinese, Japanese, Korean, Thai, Bahasa Indonesia, Bahasa Melayu, French, Italian, German, Spanish, Russian, Turkish, Arabic and Persian.
- The website featured more than 120 destinations that covers all the states in Malaysia with Top 25 Experiences content as a recommendation to the visitor. There are almost 100 events and festivals, including the Year of Festivals events, currently listed in the website.



# WEBSITE CONTINUOUS ENHANCEMENT

Current website was launched in June 2012

## 2013

A partnership agreement with Expedia had been signed to use their booking facilities to be integrated into TM's website. Expedia booking facility will allow the website visitors to search and book for Flights, Hotels, or both.

The website infrastructure was upgraded to ensure the reliability of access and performance. Therefore, the website hosting was moved to a 'cloud' server and the speed performance of the website has increased significantly.



# WEBSITE CONTINUOUS ENHANCEMENT

## 2014

**SEO implementation** is the process of improving the volume and quality of traffic to a website from search engine via natural search. It ensures the website is accessible to search engine, selecting appropriate key search terms to target, manipulating the site content and fulfilling other critical success factor

**Responsive website** to equip the website with the ability to detect the screen size of mobile devices and automatically deliver the right size of TM website for that particular mobile device.



# WEBSITE CONTINUOUS ENHANCEMENT

## 2014

**Malaysia in 360 Degree Videos.** Embarking on a new multimedia initiative by producing 360 degree videos featuring various destinations in Malaysia.

5 destination were selected i.e. BBKLCC, Putrajaya, Melaka, Legoland and Langkawi Island.

360 degree video is different from conventional video in a sense that a spot can be viewed from every angles (left, right, up and down) while the camera is moving. The videos are produced in walkthrough, drive-through and aerial mode.



# WEBSITE CONTINUOUS ENHANCEMENT

## 2014

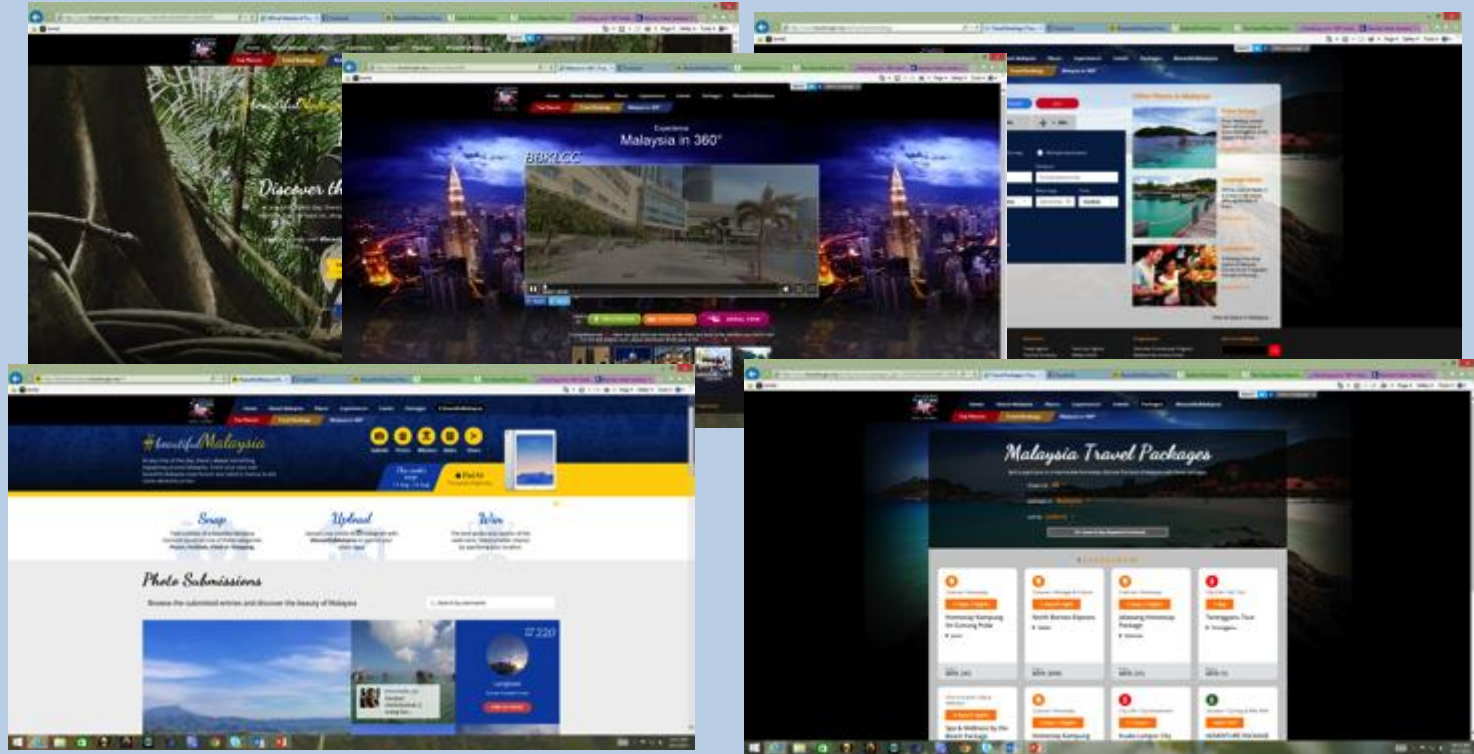
A new **Travel Packages module** in the website that is more comprehensive and dynamic with 1001 packages listed by various categories and searchable via website or mobile site.

## 2015

**#Beautiful Malaysia Online Photo Contest** to portray the beauty of Malaysia. The categories for Photo Submission are places, festival, food & Shopping. There are two(2) ways to enter the contest. Instagram entry and website entry.



# WEBSITE CONTINUOUS ENHANCEMENT



# MOBILE APPS





# TRIP PLANNER – MOBILE APP

The app gives travelers personalized, inspiring and practical information on Malaysia, and all you can see and do. It organizes travel plans into an itinerary that has all of the visitor's trip details in one place. Moreover, it provides extensive information on Malaysia's various attractions and enables quick and easy sharing with friends via Facebook and Twitter. The application's main features include :

- Detailed information on local attractions to explore
- A complete schedule of events
- A description of places and must-see attractions
- A nifty way of planning your itinerary

# TRIP PLANNER – MOBILE APP

## I-Tourism Malaysia APP

Have everything on Malaysia at your fingertips – This mobile app contains information about Malaysia destinations, events & hot deals, and other tourist essentials. Special features include GPS functionality and interactive maps to find a location from the most popular to the the hidden gems of this land we call Truly Asia.



# SOCIAL MEDIA



# SOCIAL MEDIA

2 Main FB accounts, managed by HQ:

- [facebook.com/friendsofmalaysia](https://facebook.com/friendsofmalaysia) – for international tourist with 93,808 likes
- [facebook.com/cuticuti1Malaysia](https://facebook.com/cuticuti1Malaysia) – for domestic tourist 1,936,144 likes

1 Twitter accounts – [twitter.com/tourismmalaysia](https://twitter.com/tourismmalaysia)

1 Youtube Channel - [youtube.com/tminternet](https://youtube.com/tminternet)

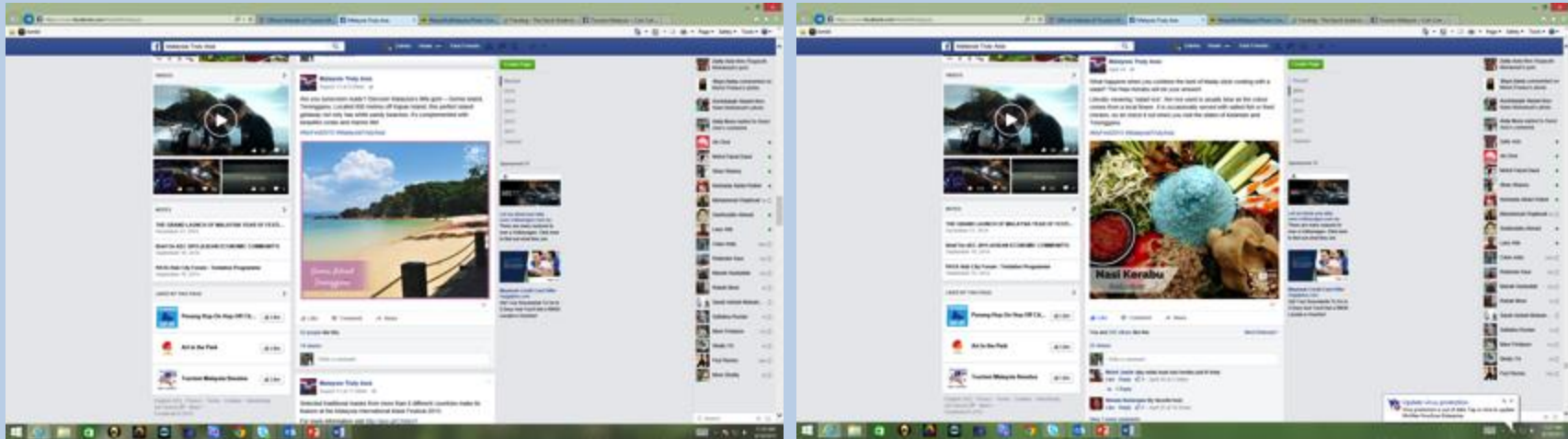
1 Blog account – [blog.tourism.gov.my](https://blog.tourism.gov.my)

1 Instagram account – [malaysia.truly.asia](https://malaysia.truly.asia)



# FACEBOOK

facebook.com/friendsofmalaysia – for international tourist with 93,808 likes



# YOU TUBE CHANNEL

<https://www.youtube.com/user/tminternet>



Malaysia  
Truly Asia



TOURISM  
MALAYSIA

# TOURISM MALAYSIA CONTACT CENTRE - TMCC



# TOURISM MALAYSIA CONTACT CENTRE (TMCC)

- Is an **INTEGRATED CONTACT CENTRE** to manage enquiries received by telephone, email, website and social media such as facebook and twitter by Tourism Malaysia
- to **INCREASE EFFICIENCY** in managing enquiries received so that it can be answered in a timely manner and to facilitate monitoring of responses
- Create **KNOWLEDGE BASE** for tourism related information and answers of the enquires so Tourism Malaysia can create a centralized repository that contains previous enquiries and to ensure the answers provided are consistent and follow the standard format by TMCC agents
- Keep **CUSTOMER PROFILES (CRM)** of the inquirer and the data will be used for marketing of products and tourism events that are organised in Malaysia





# TOURISM MALAYSIA CONTACT CENTRE - TMCC



# TRULY ASIA TV & GoASEAN TV CHANNEL

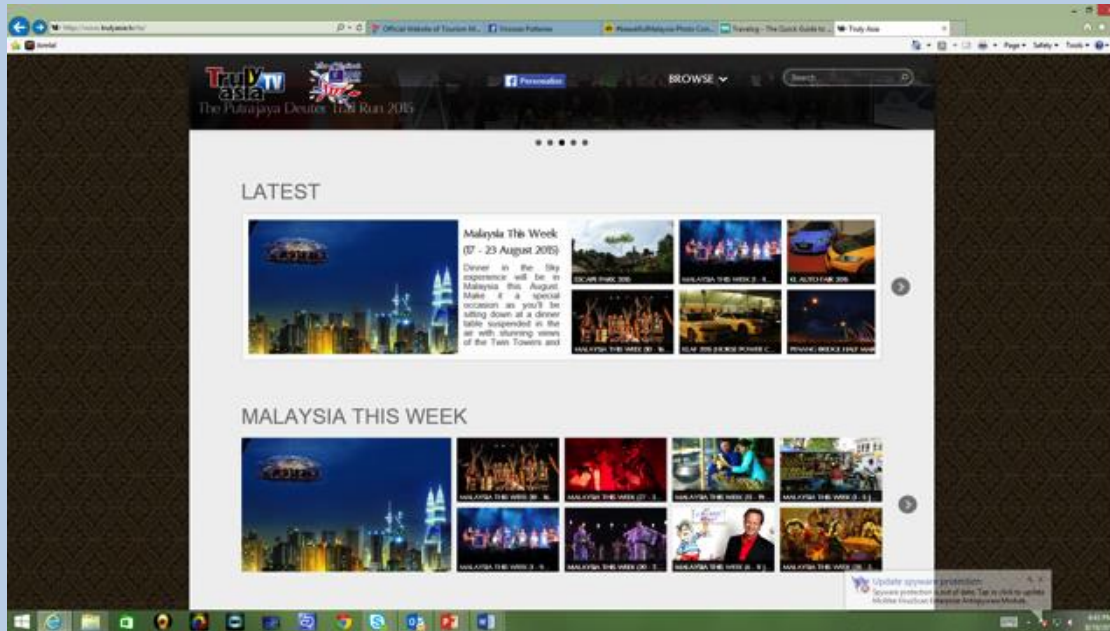


# TRULY ASIA TV ( [WWW.TRULYASIA.TV](http://WWW.TRULYASIA.TV) )

- TrulyAsia.tv is an online video platform that showcases Malaysian destination, culture and events to a worldwide audience.
- The platform has an interactive element that lets users decide their own outcome via interactive branches thus allowing a more personalised travel experience for each user.



# TRULY ASIA TV ( WWW.TRULYASIA.TV)

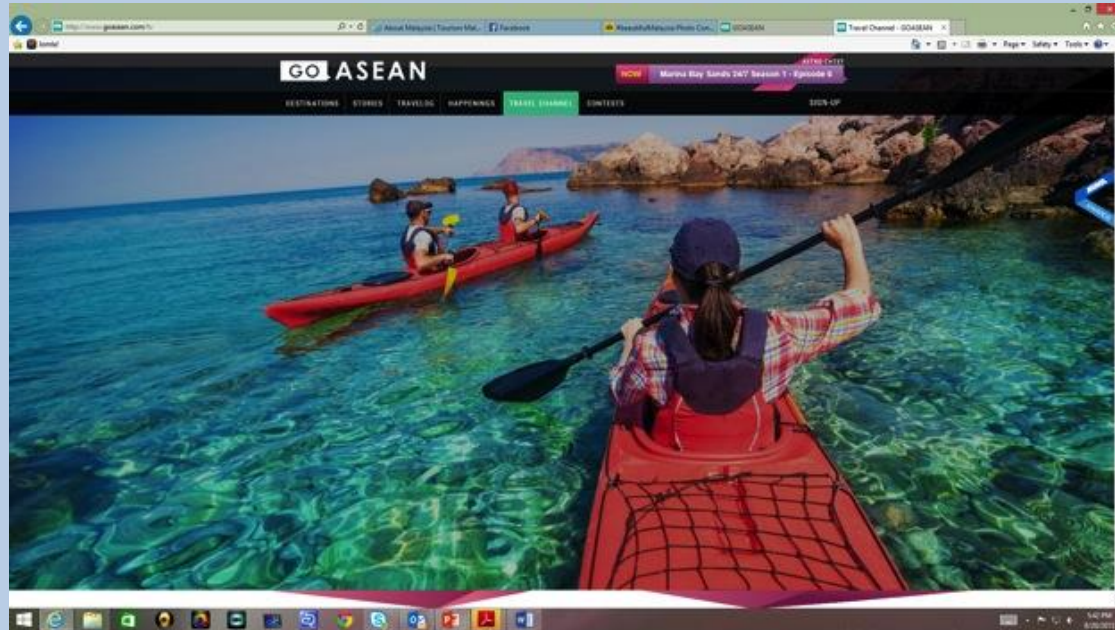


# GOASEANTV – WWW.GOASEAN.COM

- A new TV channel called GOASEAN TV is tasked to promote tourism packages for the 10-country ASEAN group, showcasing destinations and tourism products in different concepts and formats to suit a variety of interests, from tourism trivia, travel news and documentaries to travel reality shows, as well as incorporating social media.
- The GoASEAN Travel Channel will be airing travel shows on Malaysia and will include travel packages for all the 10 countries which are Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.



# GoASEANTV – WWW.GOASEAN.COM



# CONCLUSION



CUSTOMER  
IS  
KING



**THANK YOU**