



The Future of Travel in Malaysia

A year after COVID-19

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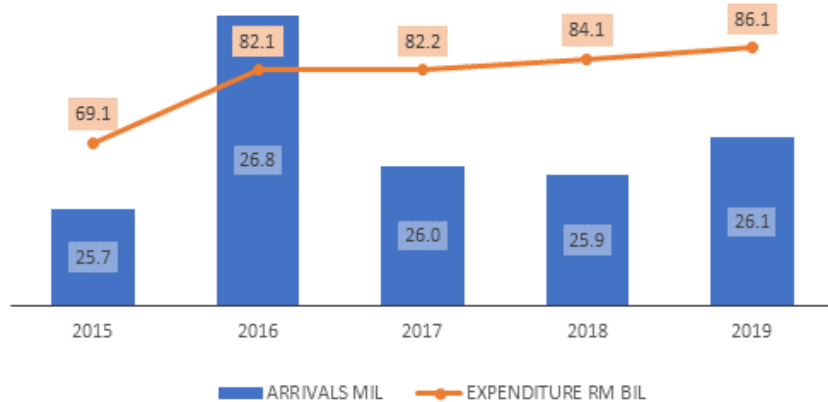
Tourism Policy and International Affairs

Ministry of Tourism, Arts and Culture Malaysia

Kuala Lumpur, Malaysia

2019: MALAYSIA'S OVERVIEW OF TOURISM PERFORMANCE

Inbound Tourist Arrivals



Tourism industry contributed 15.9% to GDP

Share of main contributors:



46.2%
(2018: 46.5%)

Retail Trade



18.0%
(2018: 17.2%)

Food & beverage



12.3%
(2018: 12.6%)

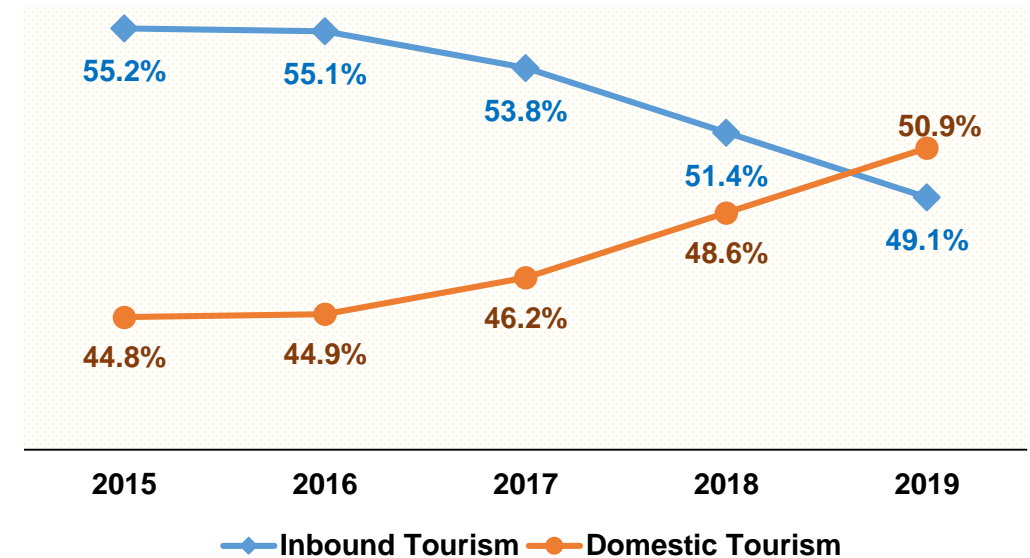
Country-specific
tourism (services)

**3.6 million persons engaged in tourism industry and
contributed 23.6% to total employment**



1 out of 4

Inbound and Domestic Tourism Expenditure



Share of main contributors:



42.1%
(2018: 42.0%)

Shopping



16.7%
(2018: 16.7%)

Automotive fuel



15.9%
(2018: 15.5%)

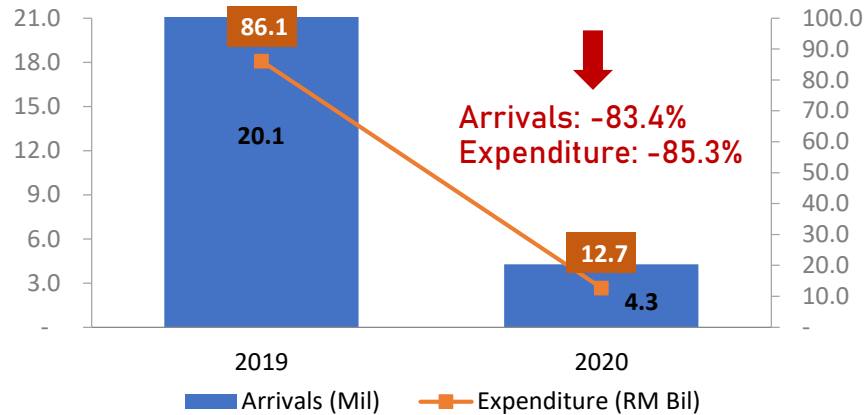
Food & beverage

**Domestic contribution to internal tourism
consumption increased to 50.9%**

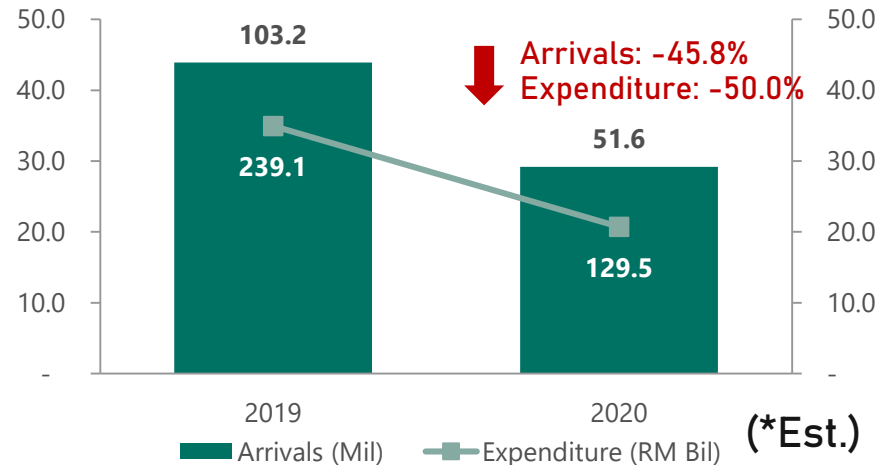
SOURCE: Tourism Satellite Account (TSA) 2019

2020: IMPACT OF COVID-19 ON MALAYSIA'S TOURISM INDUSTRY

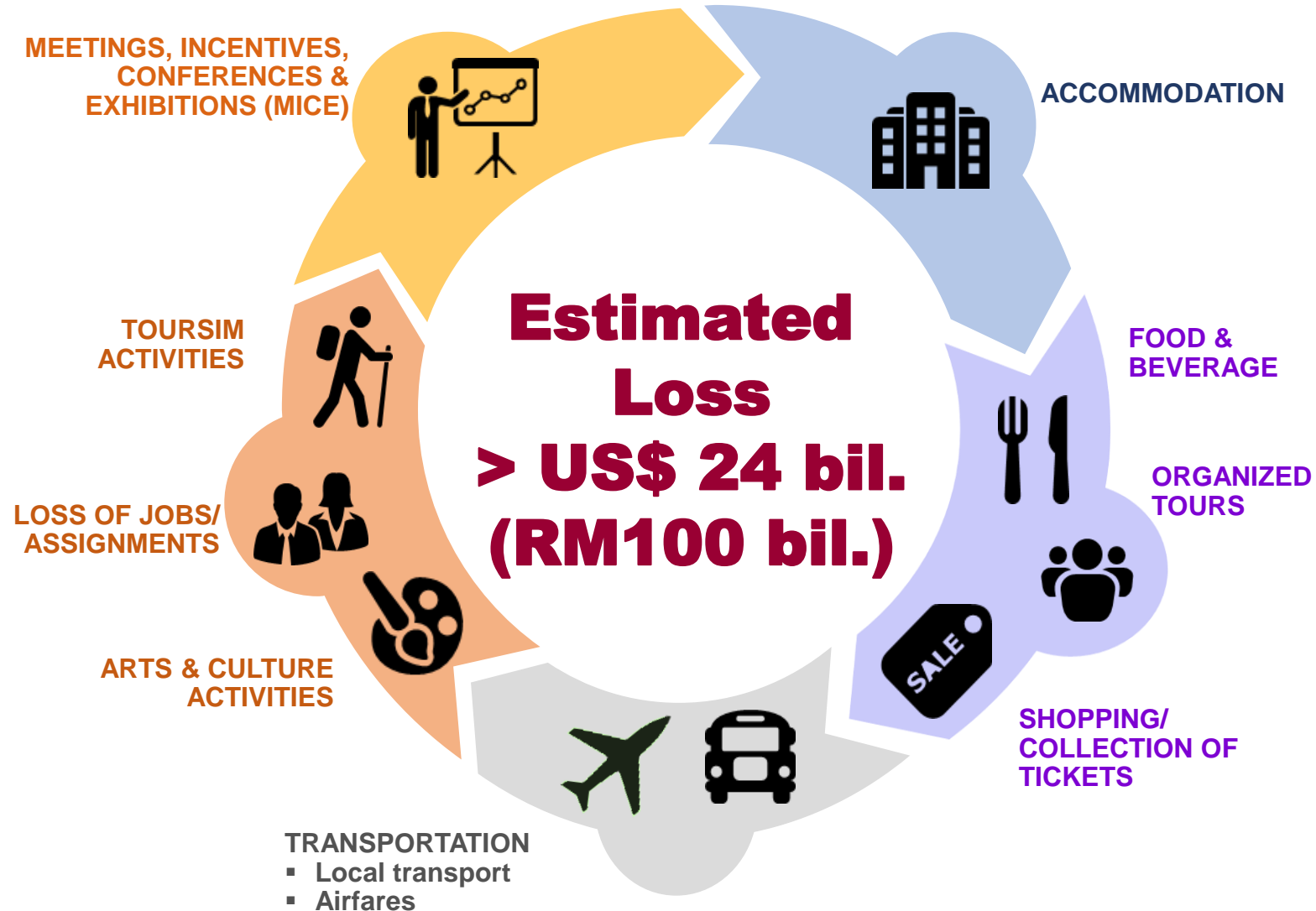
INBOUND TOURISTS
JAN-DIS 2019/2020



DOMESTIC VISITORS
JAN - DIS 2019/2020*



Source: MOTAC & TM



Source: MAH, MAHO, MyBHA, MITA, MICA, BECM, MAB, AirAsia, Malindo Air, MTGC & TM

CURRENT TRAVEL TRENDS



CLOSER



NEW CONCERNS



PREFERENCES



**LAST MINUTE
BOOKINGS**



**RESILIENCY OF YOUNG
TRAVELLERS**



**MORE RESPONSIBLE
TRAVELLERS**

TOURISM RECOVERY PLAN

SHORT TERM MEASURES

Boost Domestic Tourism

- Collaboration with tourism industry, airlines & government agencies to offer vouchers, rebates, incentives & special packages
- Meet in Malaysia campaign – incentives for MICE industry

Embrace Digitalisation

- Safe, seamless & touchless travel journey – focus on touch-points
- Big data framework for improved accuracy of tourism, arts & culture data
- Live/online streaming of tourism, arts & cultural events & performances

Easing of Regulations

- Use of tourism vehicles for delivery services – Act 829
- Waiver of license fees

Digital Platforms

- Business, promotional & marketing hub for tourism, arts & cultural products & services
- Live/Online streaming of tourism, arts & cultural events and performances



Sustainability & Responsible Tourism

- Conservation & restoration during downtime
- DMOs to consider carrying capacity
- Strategies to attract high value tourists
- Arts, culture & gastronomy packages for high value offerings

Restoring Confidence to Travel

- Enhance the quality of tourism & cultural products & services by adopting new normal SOPs – Health, Safety & Cleanliness
- Consistent Engagement Industry (TRAC, Crisis Communication)

Smart Partnerships

- Public-private partnership
- Collaboration in reinventing products
- Co-organising tourism, arts & culture programs/events

Reskilling/Upskilling Human Capital

- Domestic Tourism Vibes – online courses for tour guides
- Online courses on e-commerce

NATIONAL TOURISM POLICY 2020-2030

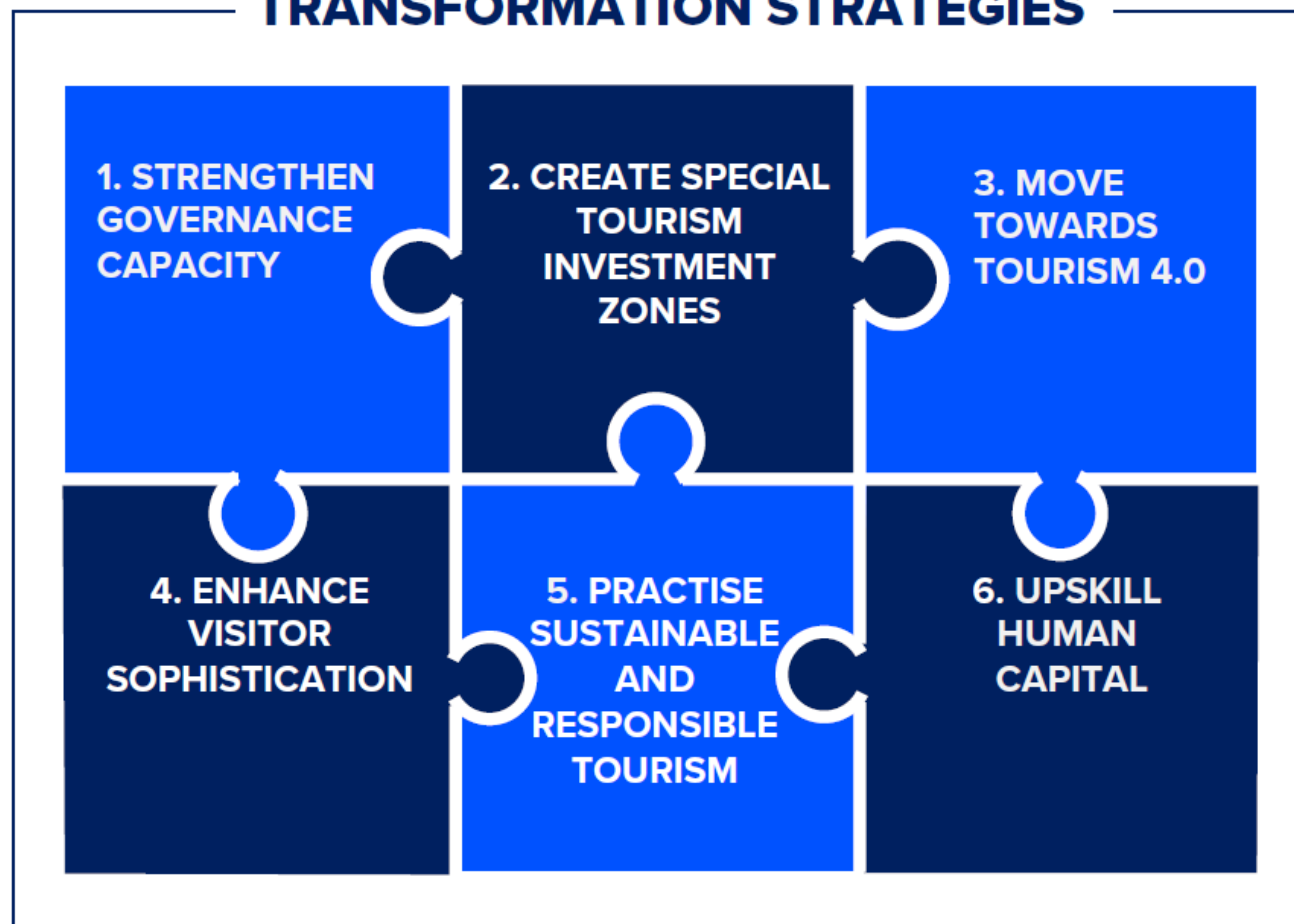
LONG TERM STRATEGIC DIRECTION

“

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

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TRANSFORMATION STRATEGIES



WAY FORWARD



Seizing recovery potential & evolution of travel demand

– open-air activities, nature-based and rural tourism –
more sustainable, authentic and responsible experience



Improving evidence base for agile strategies –

information gathering, research & data analysis



Investing in greener technologies – touchless service
delivery, low-density and eco-sustainable tourism services



Addressing sustainability along the entire tourism value chain – improving long-term resilience to future shocks

SOURCE: APEC, IMF, OECD, UNWTO





THANK YOU

**"Tourism Preserves, Conserves & Protects
Culture, Heritage & Mother Nature"**