UNWTO CONFERENCE – MAINSTREAMING TOURISM IN THE MEDIA

Successful Promotion: VISIT MALAYSIA YEAR 2007

Datuk Dr. Victor Wee
Chairman, Tourism Malaysia

24 March 2011, Colombo, Sri Lanka
“Visit Malaysia” campaign was organised in conjunction with the golden jubilee marking the 50th anniversary of Malaysia’s Independence.
“By way of Visit Malaysia programme, we hope to showcase a modern Malaysia to the world.

It was hoped that the programme would foster greater solidarity, harmony and wellbeing for the people, which would also be experienced by tourists.

Visit Malaysia Year would also encourage economic growth and open up job opportunities for Malaysians.

The responsibility to make Visit Malaysia Year a success was not solely laid on the government’s shoulder, but also on all Malaysians”

Datuk Seri Mohd Najib Tun Abdul Razak
OBJECTIVES

- Increase tourist arrivals to 20.1 million
- Increase tourist receipts to RM44.5 billion
- Further elevate the ‘Malaysia Truly Asia’ brand through the successful positioning and promotions of Visit Malaysia Year 2007
- To aggressively develop and market Malaysia as a major tourist destination—both locally & internationally
WHO WERE WE TALKING TO?

EUROPE
- UK
- Ireland
- Germany
- Switzerland
- Netherlands
- France
- Italy
- Sweden
- Russia
- Turkey
- Belgium
- Austria
- Czech Republic
- Poland
- Luxembourg
- Spain
- Portugal
- Greece
- Norway
- Denmark
- Finland

AFRICA
- South Africa

NORTH ASIA
- Japan
- South Korea

ASEAN
- Singapore
- Thailand
- Indonesia
- Brunei
- Philippines
- Vietnam
- Cambodia
- Lao PDR

OCEANIA
- Australia
- New Zealand

AMERICA
- America
- Canada

WEST ASIA
- Saudi
- Syria
- UAE
- Egypt
- Kuwait
- Qatar
- Yemen
- Lebanon
- Jordan
- Iran

SOUTH ASIA
- India
- Sri Lanka
- Pakistan
- Bangladesh
- Nepal

EAST ASIA
- China
- Hong Kong
- Taiwan

Primary market
Secondary market
Strategy: at a glance

Domestic

2005

Internalization

Industry Preparation

2006

Pre Promotion

Preparation

2007

VMY Implementation

International

2008 + +

Sustainable growth

Externalization

Industry Training Online Magazines Special Events Media Engagement Newspaper TV Sponsorship Outdoor Road shows Trade Marketing Tactical Marketing Touch Points Public Relations Consumer Marketing

Malaysia Truly Asia
DOMESTIC: pre-hype

2005 - 2007

“Malaysia Welcomes the World” (MWW) Campaign

- Front liners are trained on “Malaysia Welcomes the World” programme to enhance the quality of hospitality

- Include VMY campaign elements in all training programmes for government and private sector
DOMESTIC: pre-hype

Launching of VMY 2007 campaign logo

RED - Vitality, openness and hospitality
ORANGE - Progress, prosperity and golden opportunity
YELLOW - Constitutional monarchy, Rule of Law and stability
BLUE - Clear and friendly tropical skies, sparkling water, endless fun and recreation
GREEN - Rich tropical heritage and vast biodiversity

The Stamen represents Shared Vision of Malaysians
2006 / 2007
“Malaysia Welcomes the World” Ad Campaign
(50 day countdown to the official launch of Visit Malaysia Year 2007)

Planning for millions of visitors requires meticulous preparation. Let’s get ready!

Malaysians are preparing for a double celebration in 2007 - 50 years of independence and Visit Malaysia Year. Millions will come to see for themselves what we’ve achieved so far and what we can offer the world.

Every Malaysian can play their part. Whether you meet visitors on the streets or in your home, show them an experience they’ll never forget. Drivers can spruce up their cars. Food vendors can serve with fun and flair. Shop owners can profit with friendly smiles. Every citizen can paint out the way of life that we love so much.

Go out of your way and show them a great time. Let’s get ready to wow the world!

Malaysia welcomes the world

www.visitmalaysia.gov.my
DOMESTIC: pre-hype

2006 / 2007

Malaysia Welcomes the World Ad Campaign
(Hospitality Ads: Think Tourism, Act Tourism!)
Overall campaign theme:
“Celebrating 50 Years of Nationhood”

A song was commissioned for the VMY campaign on the theme “One Golden Celebration”, which became the subtheme.
How did we achieve our objectives?

Overall strategy: Event driven, PR marketing focus

- Special Events
- Public Relations Marketing
- 50 major events
- Events Marketing
- Advertising
The activities of the PR Marketing area executed included:

• Out-of-box PR + marketing activities i.e. market VMY events via live telecast TV programs to the region through PR effort

• Media Familiarization Programmes

• Domestic and International Media Relations

• Media Hospitality Lounges (during events)
MEDIA FAMILIARIZATION PROGRAMMES

• To ensure continuous exposure for VMY07, media megafam trips were conducted for selected tourism events & product introductions.

• A total of 29 MegaFam programmes were organized, with 4,790 international media participants in 2007.

• Malaysia received wide coverage from these programmes. The publicity value was estimated at RM 67million in 2007.
DOMESTIC AND INTERNATIONAL MEDIA RELATIONS

Press releases, announcement & event updates were constantly disseminated to local & international media to keep them abreast with the latest news & development of VMY 07 campaign.
MEDIA HOSPITALITY CENTRE

• Media centres were conveniently set up for all major events.

• Ensure all domestic & international media representatives have easy access to information, allow them to submit and publish up-to-date news on the spot without further delay.

• Faster dissemination of information generate more publicity.
In 2007, Tourism Malaysia international promotions were intensified. Advertising Campaign of VMY 2007 spanned across the globe.
TV COMMERCIALS

• Using the *trailer advertisement* approach for movie “Block Busters”.

PR Marketing

Advertising

Events Marketing
Collaterals / Tactical Ads

• The printed ads also echo the look of blockbusters for the major events. They look like film ads to make the events look exciting.