

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

WHY VISIT MALAYSIA YEAR 2007?

“Visit Malaysia” campaign
was organised in conjunction
with the golden jubilee marking
the **50th anniversary of**
Malaysia’s Independence.

VISIT MALAYSIA YEAR 2007: OUR UNIQUE STORY

“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

AMERICA

America,
Canada

AFRICA

South Africa

WEST ASIA

Saudi, Syria
UAE
Egypt, Kuwait,
Qatar, Yemen,
Lebanon
Jordan, Iran

EAST ASIA

China,
Hong Kong,
Taiwan

SOUTH ASIA

India
Sri Lanka,
Pakistan,
Bangladesh
Nepal

NORTH ASIA

Japan
South Korea

ASEAN

Singapore,
Thailand,
Indonesia
Brunei
Philippines,
Vietnam,
Cambodia
Lao PDR

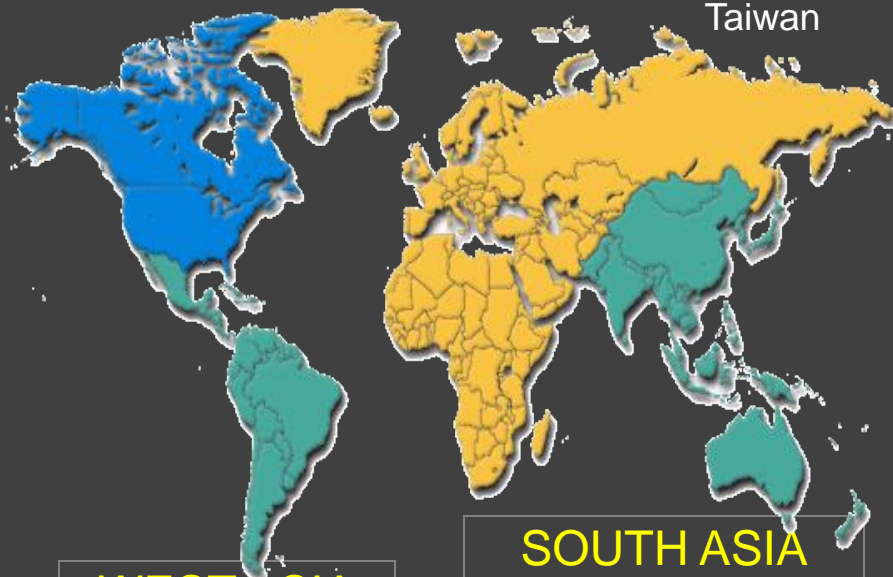
OCEANIA

Australia
New Zealand

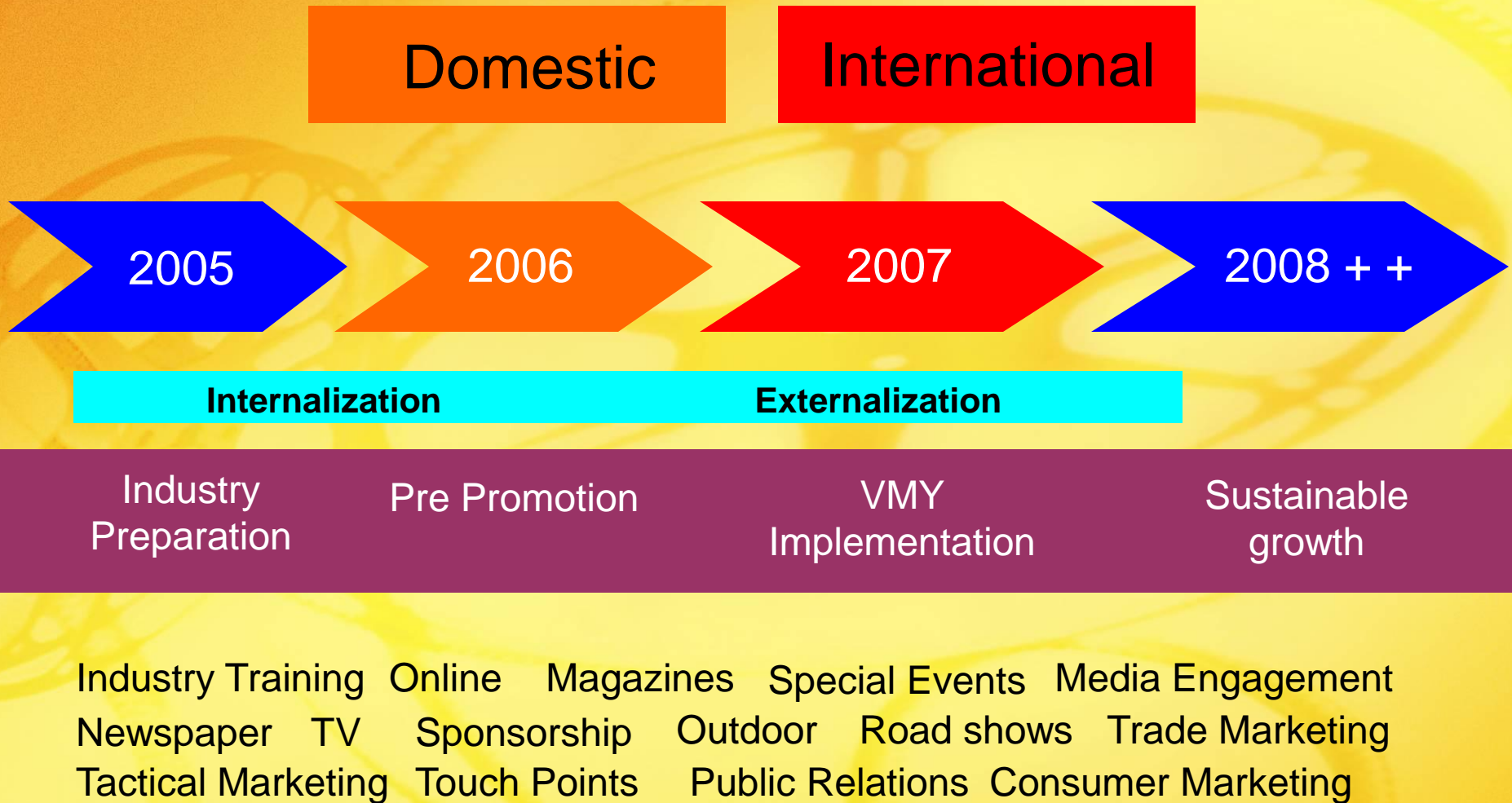


Primary market

Secondary market



Strategy: at a glance



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

DOMESTIC: pre-hype

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 cabs.
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.



Datuk Dr. Victor Wee
Secretary-General, Ministry of Tourism Malaysia

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

Malaysia welcomes the world



KEMENTERIAN PELANCONGAN
MALAYSIA




DOMESTIC: pre-hype

2006 / 2007

**Malaysia Welcomes the
World Ad Campaign**
(Hospitality Ads: Think
Tourism, Act Tourism!)


www.visitmalaysia.gov.my

Let's
welcome the world



With arms wide open and smiles from the heart,
let's show our visitors what makes
Malaysia so special.

Visit
Malaysia
2007
Celebrating 50 Years of Nationhood



BERSEKUTUHAN BERSAMA SAMA MELAKSANAKAN
MALAYSIA

Malaysia Welcomes the World

DOMESTIC: pre-hype

Launching of VMY
Campaign Theme & Song

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

VMY CAMPAIGN

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)

**Public Relations
Marketing**

Advertising

Events Marketing

VMY CAMPAIGN

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



**Public Relations
Marketing**

Advertising

Events Marketing

VMY CAMPAIGN

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.



**Public Relations
Marketing**

Advertising

Events Marketing

VMY 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.



**Public Relations
Marketing**

Advertising

Events Marketing

VMY CAMPAIGN

In 2007, Tourism Malaysia international promotions were intensified. Advertising Campaign of VMY 2007 spanned across the globe.



PR Marketing

Advertising

Events Marketing

VMY CAMPAIGN

TV COMMERCIALS

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

PR Marketing

Advertising

Events Marketing

VMY CAMPAIGN

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.

PR Marketing

Advertising

Events Marketing