

# VMY CAMPAIGN

## INTERNATIONAL SPORTING EVENTS

### FORMULA 1 GRAND PRIX



- **1.8 million tourists** flocked Malaysia during this event
- The circuit was **aired to every single country in the world**, with drivers commenting on the **challenging and interesting circuit**.

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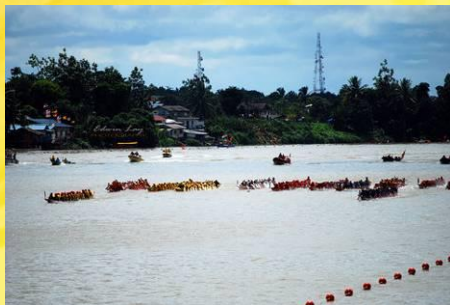
Advertising

Events Marketing

# VMY CAMPAIGN

## DOMESTIC SPORTING EVENTS

### SARAWAK REGATTA



- Premier event held as early as 1872, but saw the **biggest participation** this year.
- **387 teams with 6,827 paddlers, over 48 races** with speedboats, longboats, engine boats and kayaks.

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## DOMESTIC SPORTING EVENTS

### MALAYSIA WATER FESTIVAL



- Held in Melaka, Langkawi and Labuan with **hundreds of activities** for visitors
- **Over 30,000 people** flocked the venues.

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# VMY CAMPAIGN

Malaysians are world renowned for their hospitality, and part of this generous hospitality includes food. VMY shares this love with the world.

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# VMY CAMPAIGN

## INTERNATIONAL GOURMET EVENTS

### MALAYSIA INTERNATIONAL GOURMET FESTIVAL



- **Won the PATA award for Best Marketing Campaign** out of 339 entries.
- Month-long event featured **world-class chefs** residing in Malaysia creating gourmet masterpieces with Malaysian echoes.

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# VMY CAMPAIGN

## DOMESTIC GOURMET EVENTS

### CITRARASA MALAYSIA



- Promotion of local and traditional delicacies and cuisine of the various races and ethnic groups in Malaysia
- Entered the **Malaysia Book of Records with a 50 hour non-stop karaoke** competition
- **30 foreign journalists** were invited for a familiarisation trip of Miri (where the event closed)

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# VMY CAMPAIGN

## SHOPPING EVENTS

## SHOPPING GALORE



3 major shopping sale events featured:

- Malaysia GP Sale
- Malaysia Mega Sale
- Malaysia Year End Sale

Over **RM 10 billion** contribution from this sector.

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# VMY CAMPAIGN

## INTERNATIONAL DISPLAY EVENTS

## MALAYSIA INTERNATIONAL FIREWORKS COMPETITION



- **Largest fireworks show in the world.**
- **Spanned over 2 weeks featuring participants from 5 countries**
- **Seen by over 100,000 spectators**

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# VMY CAMPAIGN

## INTERNATIONAL DISPLAY EVENTS

## PENANG INTERNATIONAL LANTERN FESTIVAL



- **Largest in the country,** featuring **2,000 lanterns** with a 'Hello Kitty and Friends' theme
- **Media from Singapore, Bangkok and Russia** invited
- **48 craftsmen from China** were brought in to assemble the lanterns which were displayed for 3 months.

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# VMY CAMPAIGN

## DOMESTIC DISPLAY EVENTS

### MALAYSIA FLORA FEST



- **18 flower decorated floats and 19 brass bands** for Flora Parade
- **Live coverage** domestically
- **Only such parade in South-East Asia**, with the King and Queen of Malaysia in attendance.

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# VMY CAMPAIGN

## FESTIVE CELEBRATIONS



All festive seasons are celebrated on a grand scale throughout VMY for all Malaysians to enjoy their respective celebrations.

National level open houses for Chinese New Year, Hari Raya, Deepavali and Christmas are held for all to attend – locals and foreigners alike.

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# VMY CAMPAIGN

## MALAYSIA PAVILION @ EDINBURGH



Visit Malaysia Year was taken out of Malaysia, and to the shores of the United Kingdom to feature a showcase in the Edinburgh International Arts Festival.



Over the span of 5 days, 15,000 visitors graced the showcase featuring Malaysia food, culture, arts and crafts and music, with the finale of Malaysia's 50<sup>th</sup> anniversary of nationhood celebration there.

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# VMY CAMPAIGN

## MALAYSIA PAVILION @ EDINBURGH



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# VMY 2007 ACHIEVEMENTS

**OBJECTIVE 1:** Increase visitor arrivals to **20.1 million** in 2007

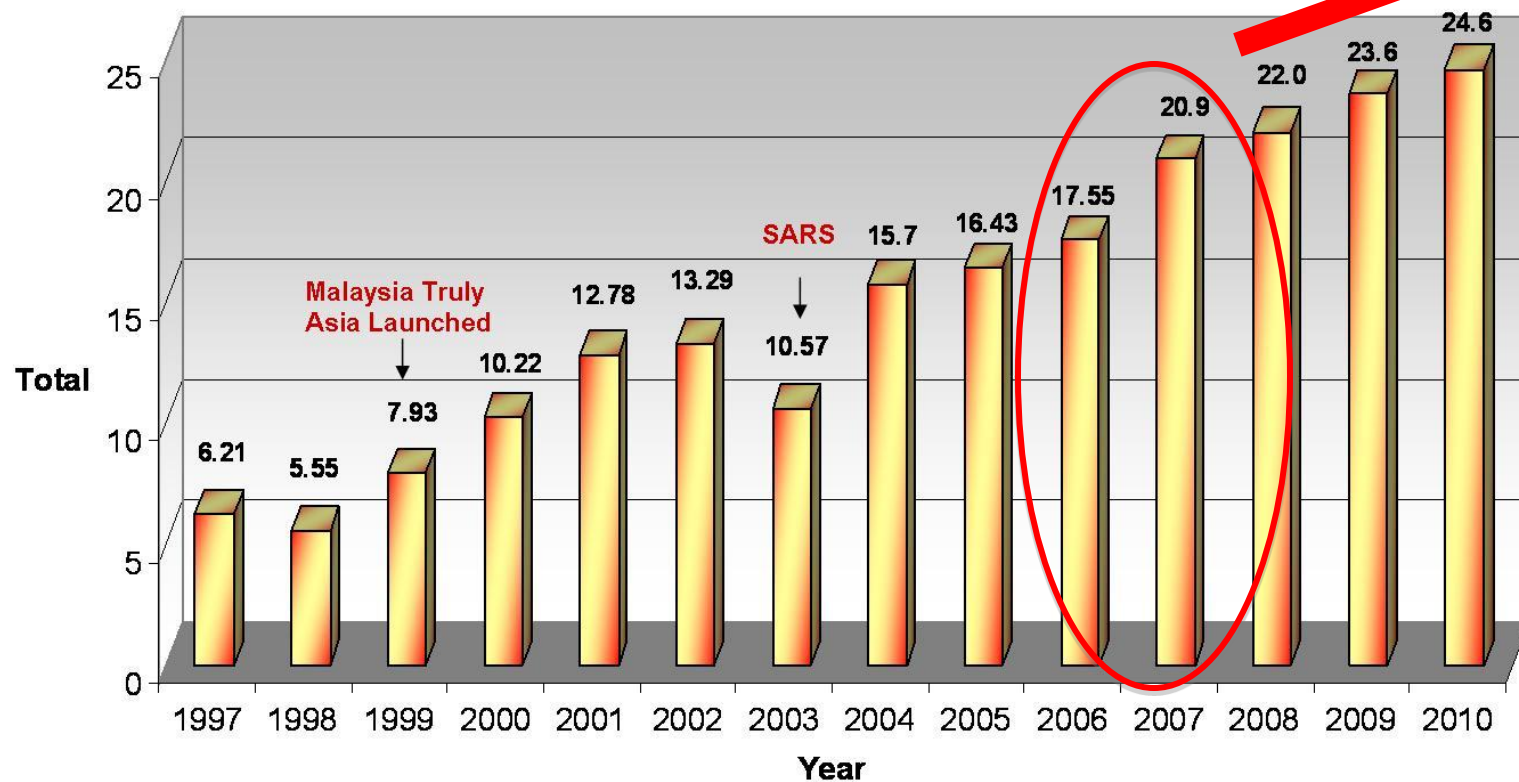
## **ACHIEVEMENT 1:**

- **Surpassed the set target** and received **20.9 million** tourists in 2007. An impressive **3.5 million (19%) increase from 2006!!**
- VMY2007 has also helped sustain the interest and awareness of tourists, contributing to a **continuous growth** in arrivals beyond VMY 2007.



# VMY 2007 ACHIEVEMENTS

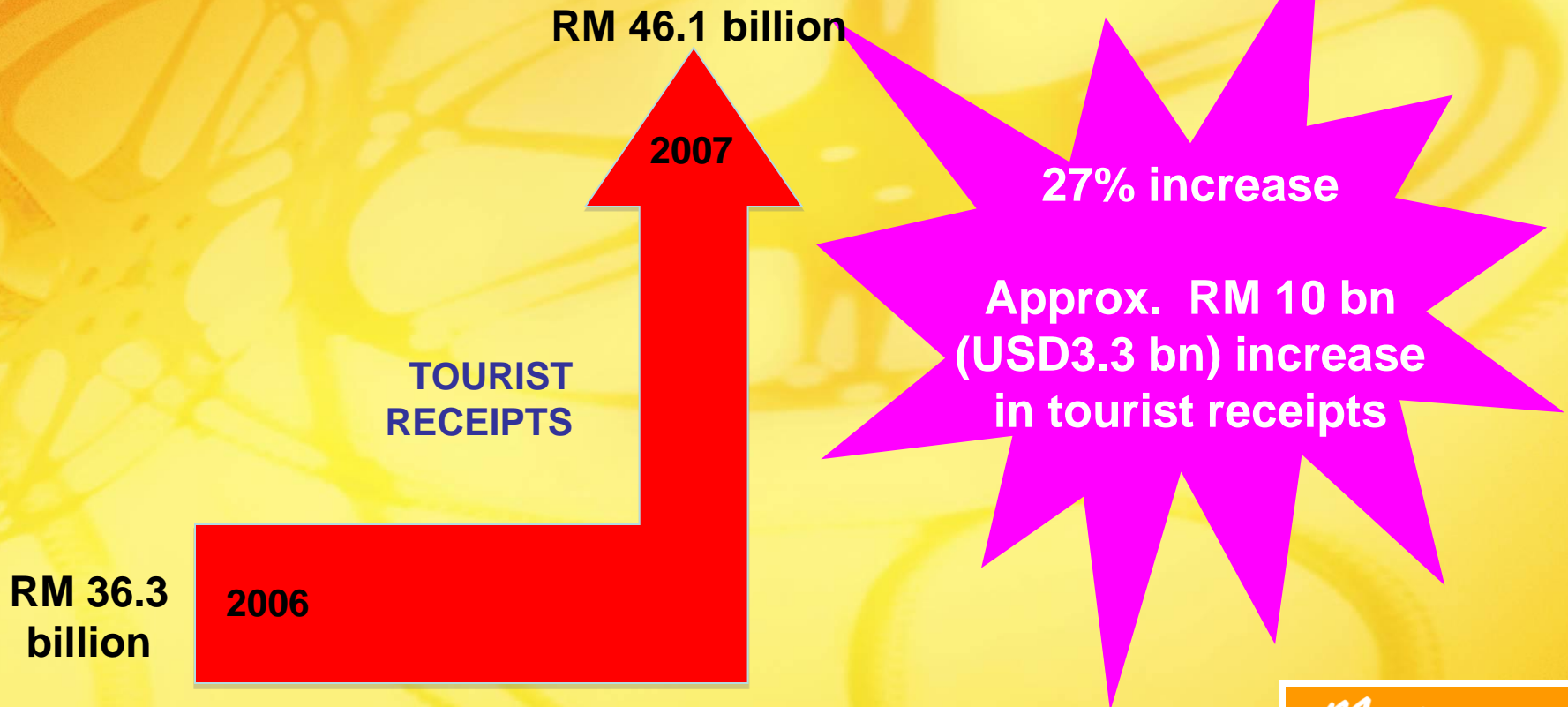
## TOTAL TOURIST ARRIVALS TO MALAYSIA 1997 - 2010



# VMY 2007 ACHIEVEMENTS

**OBJECTIVE 2:** Increase tourist receipts to **RM 44.5 billion** in 2007

## **ACHIEVEMENT 2**





# VMY 2007 ACHIEVEMENTS



## ACHIEVEMENT 3

OVER **250 MILLION** ONLINE VIEWERSHIPS  
OF VISIT MALAYSIA YEAR CAMPAIGN

## ACHIEVEMENT 4

TOTAL MEDIA R.O.I FOR VMY CAMPAIGN

APPROX. **RM 80 MILLION** (AD VALUE)

APPROX. **RM 240 MILLION** (PR VALUE)

# THANK YOU

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# TERIMA KASIH