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.
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.
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.

PR Marketing
Advertising
Events Marketing
Malaysians are world renowned for their hospitality, and part of this generous hospitality includes food. VMY shares this love with the world.
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.
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)
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.
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
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.
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.
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.
Malaysia Pavilion @ Edinburgh

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 50th anniversary of nationhood celebration there.

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.
MALAYSIA PAVILION @ EDINBURGH
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

- Malaysia Truly Asia Launched
- SARS

Year:
- 1997: 6.21
- 1998: 5.55
- 1999: 7.93
- 2000: 10.22
- 2001: 12.78
- 2002: 13.29
- 2003: 10.57
- 2004: 15.7
- 2005: 16.43
- 2006: 17.55
- 2007: 20.9
- 2008: 22.0
- 2009: 23.6
- 2010: 24.6
OBJECTIVE 2: Increase tourist receipts to **RM 44.5 billion** in 2007

**ACHIEVEMENT 2**

- **2006**: RM 36.3 billion
- **2007**: RM 46.1 billion

27% increase

Approx. RM 10 bn (USD3.3 bn) increase in tourist receipts
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

ddvictorw@gmail.com

TERIMA KASIH