MINISTRY OF TOURISM
MALAYSIA
Malaysia
Truly Asia
WELCOME TO
MINISTRY OF TOURISM
MALAYSIA

UNWTO WORLD FIGURE 2009 TOURIST ARRIVAL

Rank	Country	UNWTO Regional Market	International tourist arrivals (2009)[13]	International tourist arrivals (2008)[12]	International tourist arrivals (2007)[12]	International tourist arrivals (2006)[12]
1	France	Europe	74.2 million	79.2 million	80.9 million	77.9 million
2	United States	North America	54.9 million	57.9 million	56.0 million	51.0 million
3	Spain	Europe	52.2 million	57.2 million	58.7 million	58.0 million
4	China	Asia	50.9 million	53.0 million	54.7 million	49.9 million
5	Italy	Europe	43.2 million	42.7 million	43.7 million	41.1 million
6	United Kingdom	Europe	28.0 million	30.1 million	30.9 million	30.7 million
7	Turkey	Europe	25.5 million	25.0 million	22.2 million	18.9 million
8	Germany	Europe	24.2 million	24.9 million	24.4 million	23.6 million
9	Malaysia	Asia	23.6 million	22.1 million	21.0 million	17.5 million
10	Mexico	Latin America	21.5 million	22.6 million	21.4 million	21.4 million

Malaysia History at a glance….

- 1511 – Portuguese
- 1641 – Dutch took control from Portuguese
- 1819 – British established trading post in Penang and Malacca
- 1942 – 1945 – World War II
- 1945 – Peace
- 1957 – Malaya independence from the British
- 1963 – Sabah and Sarawak of Borneo joined Malaya to form Malaysia
-

1 Malaysia

- Malaysia is synonymous of **MULTI-CULTURAL**, **RELIGIONS, RACIAL** vibrancy, dynamism and diversity of races and faces.

  ~ MALAY 60%; CHINESE 25%, INDIAN 9%, OTHERS 6%

- ‘***1Malaysia***’ signifies the unity-in-diversity, cultural confluence and the cosmopolitan attributes of Malaysia imbibed with eco-centric focus.

- **STABILITY,HARMONY AND PROSPERITY**

TOURISM MALAYSIA

POPULATION :

over 27 million people made up of 47 ethnic groups - Malays, Chinese, Indians, Iban, Kadazan and others

CLIMATE :

- Bright and sunny
- Whole year summer: 28°C – 33°C

LAND AREA :

329,758 sq km comprising two regions Peninsular Malaysia and East Malaysia

FAST FACTS

ECONOMY :

An Open Economy

Services Economy &

Knowledge Economy

LANGUAGE:

98% LITERACY RATE

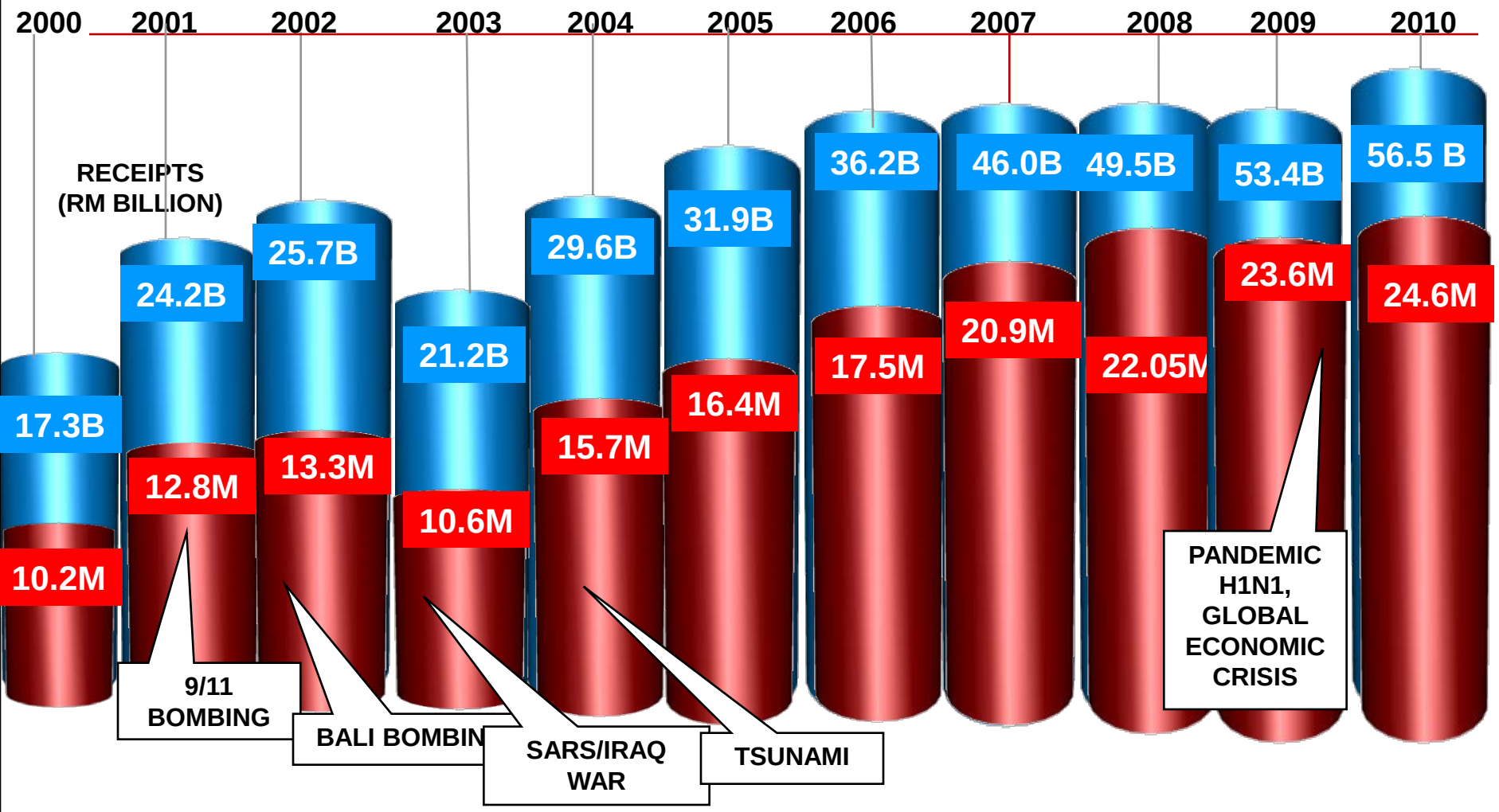
English is widely spoken

GOVERNMENT :

Parliamentary democracy based on Westminster System

TOURISM MALAYSIA

TOURIST ARRIVALS TO MALAYSIA



TOURIST ARRIVALS BY REGION, JAN-DEC 2009/2010

REGION	2010	2009	% CHANGE
GRAND TOTAL	24,577,196	23,646,191	3.9
ASEAN	18,937,179	18,386,363	3.0
EASTERN ASIA	2,024,958	1,844,375	9.8
SOUTHERN ASIA	930,465	828,290	12.3
WEST ASIA	320,373	284,890	12.5
CENTRAL ASIA	19,531	14,648	33.3
AMERICAS	353,383	345,768	2.2
*OCEANIA	646,847	596,386	8.5
EUROPE	1,147,992	1,150,594	(0.2)
AFRICA	n/a	98,742	n/c

n/a : not available
n/c : not comparable

* Oceania comprises Australia & New Zealand

NATIONAL TOURISM POLICY

To develop the tourism industry in a sustainable manner and to maximize its potential as a primary and new growth sector which generates substantial economic activities and employment for Malaysians

MINISTRY'S VISION

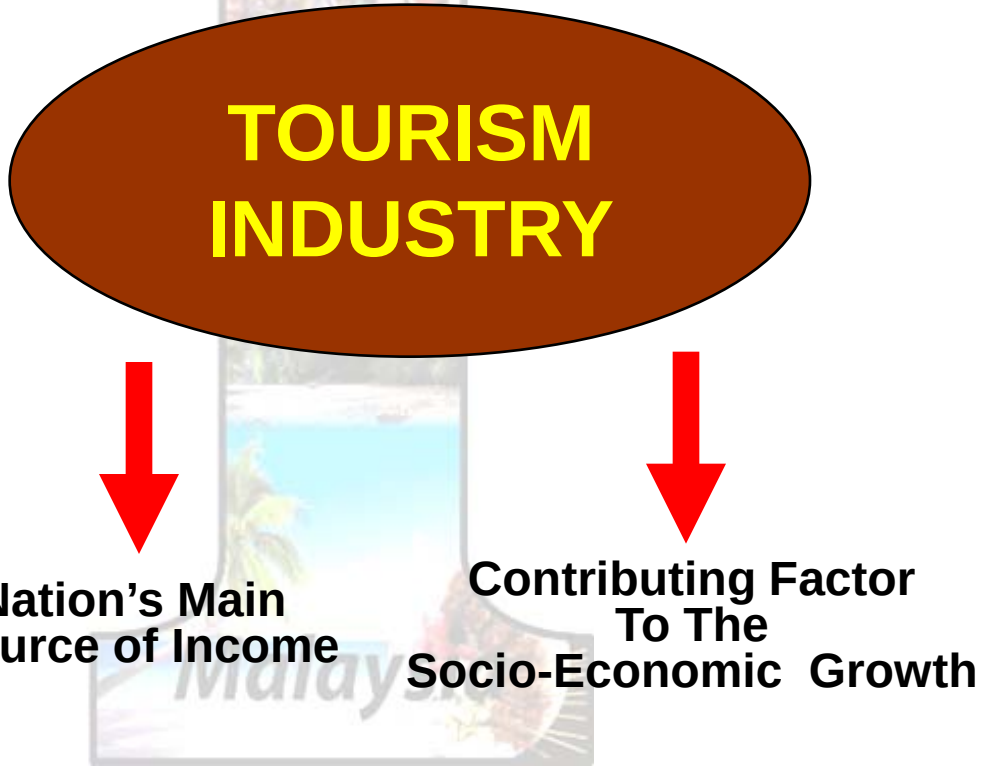
To Establish Malaysia

As A Premier Tourism Country

TOURISM POLICY: VISION AND MISSION

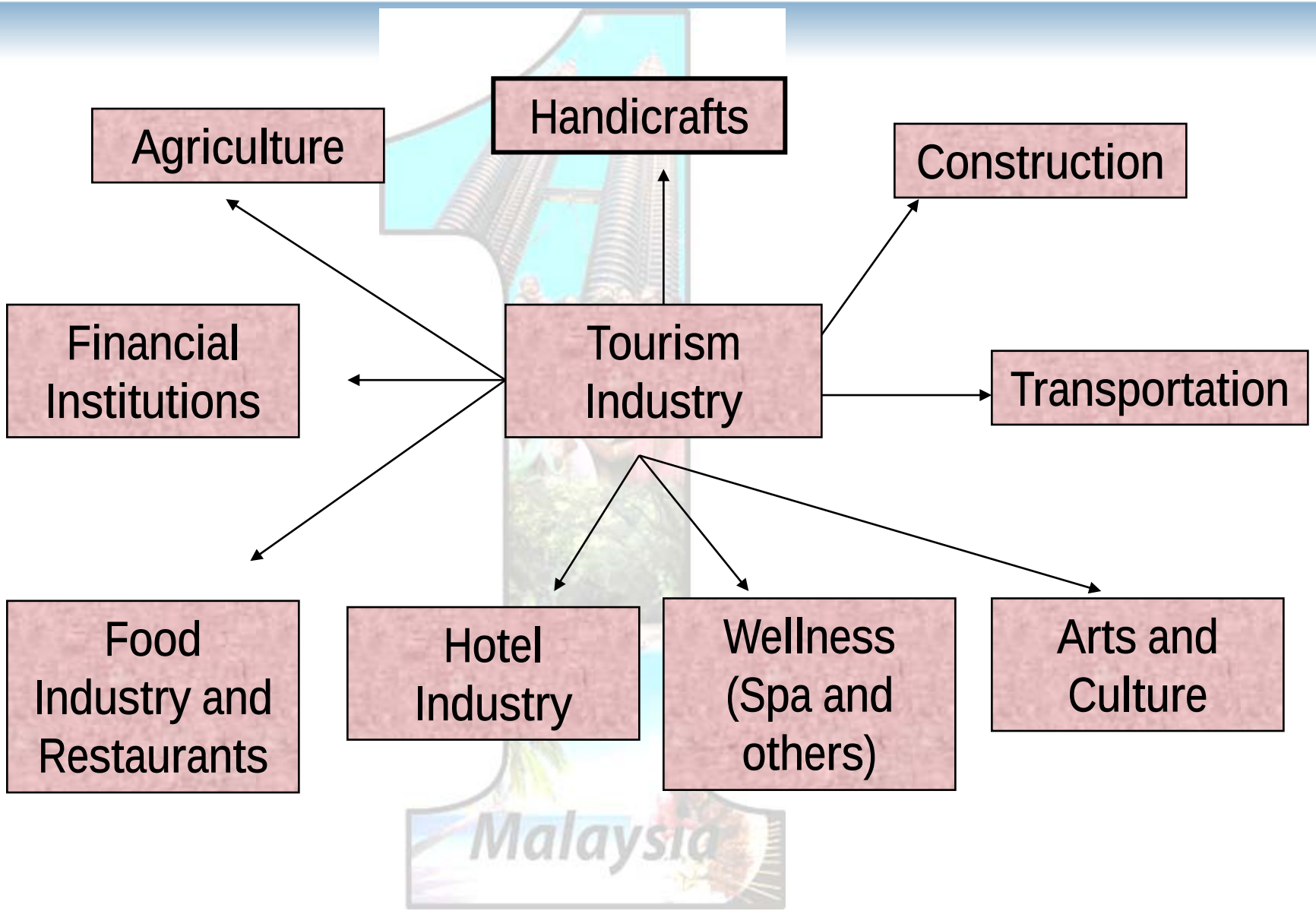
MALAYSIA

As a Premier Tourist Destination



TOURISM INDUSTRY'S CONTRIBUTION TO THE NATION

Deep and Wide Linkages with other Related Industries



STRATEGY & WAY FORWARD

MALAYSIA TOURISM TRANSFORMATION PLAN 2020:36:168

TO ACHIEVE THIS GROWTH AMBITION WE HAVE IDENTIFIED 5 THEMES...

- ***Affordable Luxury (i.e. shopping)***
- ***Nature adventure***
- ***Family Fun***
- ***Events, Entertainment and Spa & Sports***
- ***Business Tourism***