MEETINGS INDUSTRY AND MEGA EVENTS: SUCCESS STORY OF KUALA LUMPUR

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SECRETARY GENERAL
MINISTRY OF TOURISM AND CULTURE
MALAYSIA
1. Impact of MICE & Major Events Supported

2. Snapshot of Major Events Supported

3. Highlights of MICE Bids Won

4. Investment

5. KL: Successful Major Events & MICE Ecosystem

6. Malaysia – Asia’s Business Events Hub
IMPACT
BIDS WON 2014

MICE
- 261 BUSINESS EVENTS SUPPORTED
- 131,936 INTERNATIONAL DELEGATES
- USD350 mil EST. ECONOMIC IMPACT

MAJOR EVENTS
- 152 EVENTS SECURED/WINS
- 100,754 DELEGATES
- USD226 mil EST. ECONOMIC IMPACT
IMPACT OF MAJOR EVENTS IN MALAYSIA

NUMBER OF INTERNATIONAL EVENTS

2013: 32
2014: 47

INTERNATIONAL EVENTS

2013: 97,211
2014: 110,754

International Attendees

2013
2014
SNAPSHOT OF MAJOR EVENTS SUPPORTED:
Q2 2015
SNAPSHOT OF MAJOR EVENTS SUPPORTED: Q3 2015
IMPACT OF MICE INDUSTRY IN MALAYSIA

CONTRIBUTION of BUSINESS ARRIVALS to total tourists arrivals

- 2013: 5.2%
- 2014: 14.2%

2013: 1.4 mil
2014: 3.89 mil
IMPACT OF MICE

MAJOR BUSINESS EVENTS

Kuala Lumpur World Gas Conference 2012
- Estimated Visitors: 13,803
- Economic Impact: USD36 million

Perfect China Incentive Tour & Seminar to Malaysia 2015
- Estimated Visitors: 5,500
- Economic Impact: USD27.2 million
IMPACT OF MICE

International Federation of Training and Development Organisations World Conference 2015
- Estimated Visitors: 3,000
- Economic Impact: USD7.8 million

Congress of the International Society for Hemodialysis - ISHD2015
- Estimated Visitors: 2,000
- Economic Impact: USD5.2 million

128th International Olympic Council Session 2015
- Estimated Visitors: 1,500
- Economic Impact: USD4 million
MAJOR BIDS WON BY **MYCEB** IN 2014 & 2015 FOR EVENTS THAT WILL BE ORGANISED IN **2017-2020**

- **WFH** 50 Years of Advancing Treatment for All
  - The World Federation of Hemophilia (WFH) World Congress 2020

- **WUF9**
  - 9th World Urban Forum 2018

- **IAHR**
  - 37th International Association for Hydro-environment Engineering and Research World Congress

The three events are projected to attract at least 18,000 delegates.
## INVESTMENT

### STATISTICS OF STAR RATED HOTELS IN MALAYSIA

<table>
<thead>
<tr>
<th>RATING</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Hotels</td>
<td>250</td>
<td>317</td>
<td>270</td>
<td>149</td>
<td>97</td>
<td>1,083</td>
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<tr>
<td>No. of Rooms</td>
<td>15,295</td>
<td>27,439</td>
<td>43,439</td>
<td>35,694</td>
<td>32,738</td>
<td>154,605</td>
</tr>
</tbody>
</table>

### STATISTICS OF STAR RATED HOTELS IN KUALA LUMPUR

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</tr>
</thead>
<tbody>
<tr>
<td>No. of Hotels</td>
<td>32</td>
<td>30</td>
<td>29</td>
<td>21</td>
<td>26</td>
<td>138</td>
</tr>
<tr>
<td>No. of Rooms</td>
<td>2,786</td>
<td>2,927</td>
<td>7,919</td>
<td>6,851</td>
<td>11,800</td>
<td>32,283</td>
</tr>
</tbody>
</table>

### TOTAL INVESTMENT VALUE IN HOTEL BUSINESS – MALAYSIA, 2014

- **Domestic investments**: 95% (USD2 billion)
- **Foreign investments**: 5% (USD108 million)

Total of USD2.1 billion investments attracted.
INVESTMENT

MITSUI OUTLET PARK
KLIA SEPANG

- Jobs created by 2020: 2,577
- GNI Impact by 2020: USD51.34 mil
- Investment by 2020: USD78 mil
KUALA LUMPUR: SUCCESSFUL MAJOR EVENTS AND MICE ECO SYSTEM

1. AIM
2. ADVERTISING
3. ATTRACTIONS
4. ACCESSIBILITY
5. ACCOMMODATION
6. ACTION
1 AIM

MTTP 2020:36:168

**Affordable Luxury**
- Duty Free Shopping
- BB-KLCC as premier shopping district
- Premium Outlets

**Nature Adventure**
- Establish Malaysia as the pre-eminent global biodiversity hub

**Family Fun**
- Develop an Econature Integrated Resort
- Cruise Tourism

**Events, Entertainment, Spa & Sports**
- Bid for more international events
- Establish dedicated entertainment zones
- Target Spa & Sports

**Business Tourism**
- Establish Malaysia as a leading M.I.C.E. destination

**Connectivity**
Greater focus on medium connectivity to support growth

**Hotels**
Ensure adequate supply with better mix, better rates

**Enablers**
Marketing, Visa, Funding, Human Capital, Tourism Environment
ADVERTISING

Deal 2
Incentive rewards for international Corporate Meeting & Incentive Planner

<table>
<thead>
<tr>
<th>Cumulative of 400 Participants</th>
<th>Cumulative of 1000 Participants</th>
<th>Cumulative of 2000 Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Days/5 Nights Free &amp; Easy Vacation for 2 persons to Kuala Lumpur including return air tickets (exclude airport taxes, insurance and other misc. charges) Accommodation at a 5-star hotel</td>
<td>7 Days/6 Nights Free &amp; Easy Vacation for 3 persons to 3 preferred destinations in Malaysia including return air tickets (exclude airport taxes, insurance and other misc. charges) Accommodation at a 5-star hotel</td>
<td>8 Days/7 Nights Free &amp; Easy Vacation for 4 persons to 4 preferred destinations in Malaysia including return air tickets (exclude airport taxes, insurance and other misc. charges) Accommodation at a 5-star hotel</td>
</tr>
</tbody>
</table>

Deal 1
Value Added Support for international Corporate Meeting & Incentive Group

50 Pax and above
- Welcome packages
- Partial sponsorship for a dinner up to a maximum of RM 100 per person
- Malaysian cultural performance

100 Pax and above
- Welcome packages
- Partial sponsorship for a dinner up to a maximum of RM 150 per person
- Malaysian cultural showcase

200 Pax and above
- Welcome packages
- Partial sponsorship for a dinner up to a maximum of RM 200 per person
- Malaysian cultural show during dinner
3 ATTRACTIONS

BUKIT BINTANG – KLCC SHOPPING DISTRICT

PETRONAS PHILHARMONIK HALL

ISTANA BUDAYA

DEDICATED ENTERTAINMENT ZONE: ZOUK KL

BATU CAVES

ROYAL SELANGOR PEWTER
MALAYSIA – ASIA’S BUSINESS EVENTS HUB
WELCOME TO KL 2017

THANK YOU

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