



**WORLD TOURISM  
CONFERENCE 2016**

*Tourism Delights: Delivering the Unexpected*  
17-19 October 2016 | Penang, MALAYSIA

# MEGATREND-LENS: TARGETING & MATCHING DEMAND

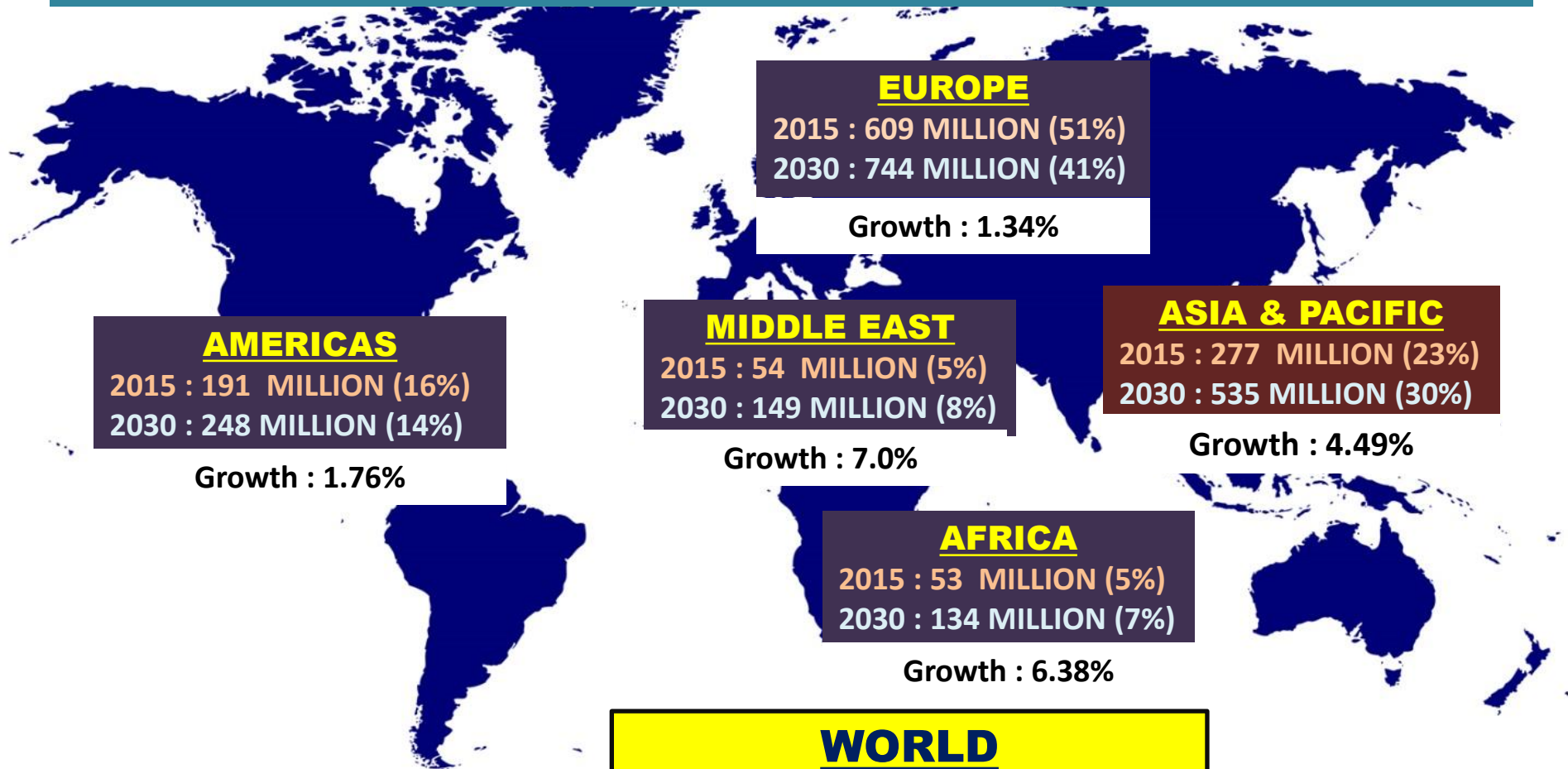
**ONG HONG PENG  
MINISTRY OF TOURISM AND CULTURE  
17 OCTOBER 2016**



# INTERNATIONAL TOURIST ARRIVALS

## 2015 & 2030

### (GLOBAL MARKET SHARE & GROWTH RATE)



Source : UNWTO Tourism  
Towards 2030 : Global Overview

# MEGATRENDS & STRATEGIES





# MEGATRENDS + STRATEGIES

## MEGATREND-LENS

### Globalization & Competition



## DELIVERING DEMAND

### Comparative Advantage

- ✓ *Culture & heritage*
- ✓ *Food*
- ✓ *Nature*
- ✓ *Muslim-friendly*

### Sources of Growth

- ✓ *China – new globetrotters*
- ✓ *India – next big market*
- ✓ *Middle East – high yield*
- ✓ *Domestic tourism*



# MEGATRENDS + STRATEGIES

## MEGATREND-LENS

### Peak Demand

- Shortage of resources



## DELIVERING DEMAND

- Sustainable tourism development
- Green tourism
- Green Hotel Standards
- Responsible tourism

# MEGATRENDS + STRATEGIES

## MEGATREND-LENS

### Urbanization

- rise of megacities



## DELIVERING DEMAND

### ■ MICE



- ✓ *Investments in MICE infrastructure & services*

### ■ Creative Cities

### ■ Culture & heritage

### ■ Ecotourism



# MEGATRENDS + STRATEGIES

## MEGATREND-LENS

### Changing Demography

- senior citizens, youth & women
- Growing middle class



## DELIVERING DEMAND

- Special packages & facilities for senior citizens, youths & women
- Affordable luxury
- Family fun



## MEGATREND-LENS

### Technology

- internet of things
- virtual reality
- 3D projection
- hologram



## DELIVERING DEMAND

- Transform concept of mega events
- Marketing tool – mobile apps & social media
- Integrate tourism offering for convenience, comfort & experience



# BEYOND TOURISM



**Social well-being**

**Economic benefits**



**Trade & investment**



**Technology transfer**



**National unity**



**Conservation**



**Networking**



**Knowledge transfer**

# WAY FORWARD

**BLUE OCEAN TOURISM** **NBQS**  
STRATEGI LAUTAN BIRU KEBANGSAAN

## P<sup>3</sup> Partnership



**PEOPLE**



**PRIVATE +NGOs**



**PUBLIC**

**THANK YOU**

