TOURISM MALAYSIA
DIGITAL MARKETING CAMPAIGN

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TOURISM MALAYSIA
TOURISM MALAYSIA GLOBAL PAGES

Promoting destinations / events / food / special attractions and many more through posting uploads including interesting body copy (captions)

To have social contest via FB Pages from time to time to encourage users’ participation and involvement to create engagement among users.

Total Page Likes 3,436,986

facebook.malaysia.travel
TOURISM MALAYSIA TWITTER

Promoting destinations and special attractions in short and simple captions.

Twitter - 364 posts a year (Est. 7 per week)

246,169 followers

twitter.malaysia.travel
Tourism Malaysia Instagram

Promoting destinations and special attractions. Focus on interesting photos uploading. (Instagram attracts more attention via beautiful & interesting photos rather than captions)

Instagram – 364 posts a year (Est. 7 per week)

24,919 followers

instagram.malaysia.travel
Creating this platform as a Brand Channel to promote own produced destinations videos and TVCs to attract more travelers.

YouTube Brand Channel can easily be accessed in many parts of the world.

42,890,765 Lifetime Views
12,411 Subscribers

youtube.malaysia.travel
To post articles with interesting photos on destinations, events, food & cuisine and many more.

To encourage bloggers in Malaysia and around the world to contribute their stories about Malaysia.

94,151 Pageviews

blog.malaysia.travel
New markets penetration by TrulyAsia.tv (2014-2015) particularly in South America (Argentina, Brazil & Venezuela) whereby these markets are found difficult to be reached out by conventional advertising (billboards/print ad etc.) Conventional advertising is likely expensive in these markets.

The content produced to focus on potential travelers aged 30 and above. The content produced with much info but in leisure and relaxed concept.

21,883,991 pageviews
11,616,622 web visits

www.trulyasia.tv
MALAYSIA TOURISM PAVILION (MTP)

- MTP is an initiative to provide an e-commerce platform for the tourism industry in Malaysia to access the lucrative China outbound tourism market, directly.

- MTP is an excellent marketing and business opportunity for the tourism industry players in Malaysia, including inbound tour operators, destination management companies, local attractions, theme parks, shopping malls and hotels.

- To increase both the arrivals and total spending of China tourists in Malaysia, recognizing the growing importance of e-commerce and online marketing for tourism promotions.

- Malaysia Tourism Pavilion (MTP) Shop on Alitrip travel platform start its operation by March 2017.

- Circlic Interactive Tourism Sdn. Bhd. an appointed agency has obtained its OTA license from MOTAC, representing merchants/industry players to sell their products through MTP Shop.

- At the same time, a briefing session was held on 11 January 2017, attended by 300 key industry players/product owners on MTP participation process, terms & conditions.
To produce content that focused on potential travelers and individual aged between 18 – 35 who interested to explore Malaysia. The content produced is more youthful suitable for younger generations who used Internet as their source of information. The content is more catchy and relaxed with minimal info but able to attract targeted audience.

All content produced by MYTC will also be promoted in all official TM Social Media platforms with a hyperlink to www.malaysia.travel (new TM consumer website URL)

776,789 video views

www.mytourismchannel.com
LOTOUR.COM TRAVEL PORTAL

A Number One Travel Portal in China.

More than 30 million registered users.

Lotour.com developed a Malaysia Destination Page for users to explore on Malaysia through information and banner ads.

All Malaysia information and banners are also promoted in top social media in China – Weibo & WeChat.

203,676,252 impressions
SMART-I TRAVEL MALAYSIA APPS

A dynamic interactive mobile platform.

Smart-i App is a convenient personal guide to:

- Proactively attract new tourists, visitors and businesses to Malaysia
- Propel exclusive and hottest deals in Malaysia
- Promote exciting and beautiful Malaysia

Language Options – English, Mandarin, Arabic, Russian & Japanese

Features – Guide, Deals, Events, Book Now & Pay Later

1,798,335 downloads
THANK YOU