MALAYSIA OUTBOUND TRAVEL PROFILE

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PLANNING

Malaysians are typically last-minute planners and purchasers of holidays.

PEAK SEASONS TO TRAVEL

Chinese New Year

Eid

School holidays

JAN  FEB  MAR  APR  MAY  JUN  JUL  AUG  SEP  OCT  NOV  DEC

Online penetration

The majority of travel agency websites do not have online, instant confirmation.

Popular online holiday booking platforms:
Agoda, Booking.com, airline websites, Klook, Traveloka

POPULAR ACTIVITIES

Malaysians love to shop, for both designer goods and local handicrafts.
Opportunities to shop are important in any holiday package.
POPULAR DESTINATIONS

ASEAN

THAILAND  VIETNAM  INDONESIA

APAC

JAPAN  SOUTH KOREA  AUSTRALIA

LONG HAUL

TURKEY  UK  WESTERN EUROPE

TYPES OF TRAVELLERS

GROUP

• Chinese speaking: tour manager usually bilingual, meals are 50:50 local/Asian
• Muslim market: selling points include provision of halal meals and prayer stops
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FIT

- Via travel agency: customers are typically 35+ years old
- DIY: budget conscious and see travel agencies as expensive or inflexible

LUXURY

- VIPs/bleisure travellers who want everything taken care of
- Look for private arrangements, book luxury hotels and experiences

TRAVEL AGENTS

Travel agents are small to medium sized

Majority are based in Kuala Lumpur and the greater KL area (Klang Valley)

MICE

Focus on company and incentive trips rather than conferences

Companies usually ask at least 3 travel agents to tender; agents ask at least 3 operators to quote

Downsized budgets, majority travelling short haul to maximise spend
ACTIVE NTOS WITH OFFICES IN MALAYSIA

Dubai Tourism  |  Hawaii Tourist Authority
---|---
Indonesia Tourism  |  Japan National Tourist Organisation
Korea Tourism Organisation  |  Macau Tourism
Switzerland Tourism  |  Taiwan Tourism
Tourism Australia  |  Tourism Authority of Thailand
Tourism New Zealand  |  Turkish Tourism

MAJOR CONSUMER TRAVEL FAIRS 2019

TIPS FOR EFFECTIVE SALES CALLS

✓ Always bring business cards, and accept and give them with both hands
✓ Attend travel consumer fairs as a good way to assess the market – the best time to see an agent at MATTA Fair KL is to visit on the first day, Friday, as soon as it opens
✓ But do not arrange sales calls the week immediately prior or post a major consumer travel fair; travel agents are at their busiest
✓ Be aware of public holidays; Malaysia has one of the highest number of public holidays in the world!
✓ When meeting a female Muslim travel agent, be culturally sensitive that she may not want to shake hands with a male business partner
ABOUT PEAR ANDERSON

Pear Anderson is a boutique travel-industry consultancy firm, experts in Southeast Asian outbound tourism. They partner across the spectrum of tourism-related organisations to build a lasting foundation in SEA, a market set to be worth USD $76 billion by 2025.

The global Muslim travel segment is a core specialisation. Pear Anderson in partnership with Faeez Fadhilillah, the founder of Tripfez and Salam Standard, travel companies specialising in the Muslim market, provide unique insights, research and training on this lucrative segment.

For more information, contact us at:

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