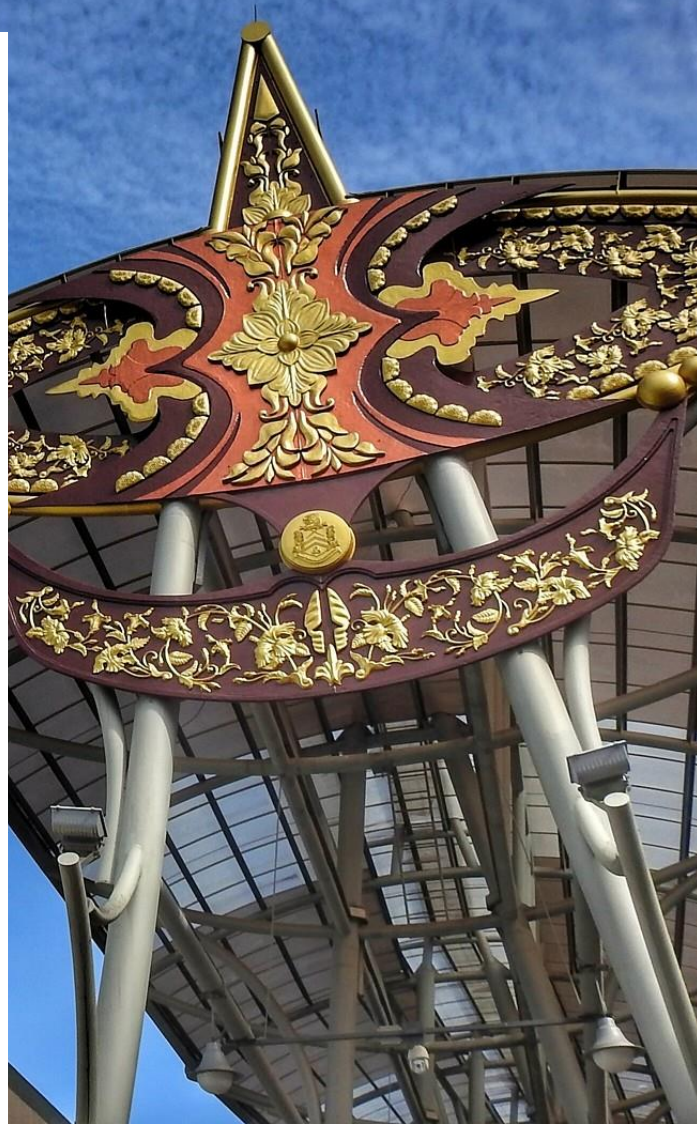


MALAYSIA OUTBOUND TRAVEL PROFILE

JULY 2019

Hannah Pearson
hannah@pearanderson.com

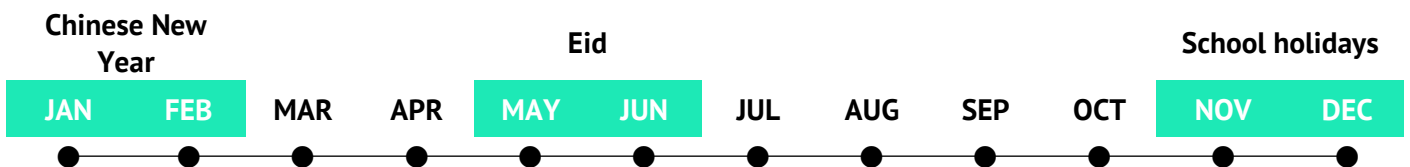


PLANNING



Malaysians are typically last-minute planners and purchasers of holidays

PEAK SEASONS TO TRAVEL



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

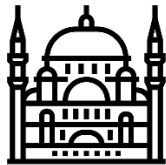


SOUTH KOREA



AUSTRALIA

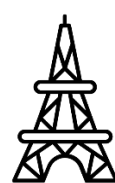
LONG HAUL



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



FIT



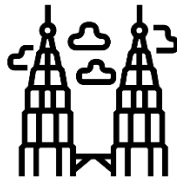
LUXURY

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

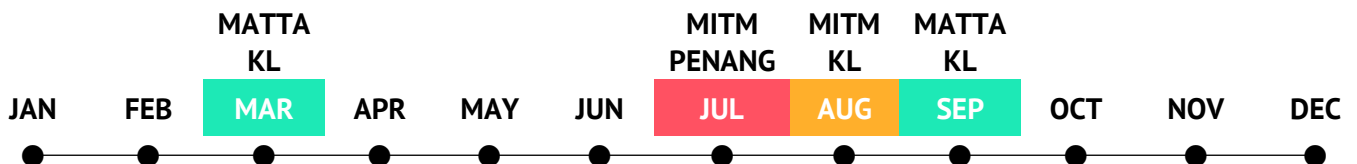


Downsized budgets, majority travelling short haul to maximise spend

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 Faez 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:

info@pearanderson.com

<http://www.pearanderson.com>

Cover photo credit: [Dennis Sylvester Hurd](#)