



COVID-19 BREAD AND BUTTER SERIES 3

- Current State of the Tourism Industry
 - Travel Trends
 - Market Recovery

90%

*confident enough to travel
in the next 4 months and
above*

81%

*confident to travel overseas if
Covid-19 is being under
control in destination country*

86%

*are having health concerns
over Covid-19 when it comes
to travelling for leisure once
travel restrictions are lifted*

TRAVEL
SENTIMENTS
DATA

87%

*prefer to travel by own
vehicle*

69%

*prefer to travel overseas
with family*

60%

*prefer to stay at a 4 to 5-
star hotels*

77%

*prefer to travel with family
locally*

MARKET RECOVERY MEASURES

Consistent application of Health & Safety protocols to restart the travel and tourism industry

- Health accreditation system initiated by the Ministry of Tourism, Arts and Culture (MOTAC) and the Ministry of Health (MOH)

Tentative dates for easing of travel restrictions so that tourism industry players can restart tourism and marketing campaigns

Easing up borders gradually with ASEAN countries

Government grants for marketing and maintaining health and safety protocols

- Qualified marketing costs under Gamelan need to be increased from 50% to 70%

Boosting domestic tourism through incentives on tour packages of RM200 per person

Tax incentives for Companies to have MICE events in Malaysia

1. Government needs to make clear distinction between Business (MICE) events and mass gatherings

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MATTA INITIATIVES

Sanitising and disinfectant procedures in tourism vehicles and tourism establishments on social media platforms

MATTA domestic online Travel Fairs in September 2020.

- Emphasising on Digitalisation
- MATTA Technology platform to be launched in July 2020

Review and engage with stakeholders on travel insurance policies

1. Advocate flexibility of terms and conditions in travel packages. Refunds and cancellation policies are one of the main concerns from potential customers

To capture a bigger share of the FIT market, provide 24 hours Tourists Assistance to enhance travel confidence, Welcome packages and related freebies.

To revamp and re-imagine promotional and business campaigns from the traditional methods post Covid-19

1. MATTA Academy to assist affected businesses, rethink strategies and provide web-based training on digital marketing and on-line collaboration tools to support remote working and overseas promotions

OTHERS

Flexibility on Visa policies for China and India tourists when situation normalise

Assist airlines to reinstate flights which is crucial for tourism