

MARKETING, PROMOTION AND COMPETITIVE POSITIONING OF AL-QUDS AL SHERIF CITY



Workshop On Exploring Tourism Potential Of Al Quds Al Sherif City
24-25 November 2015 Istanbul, Turkey

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MINISTRY OF TOURISM AND CULTURE, MALAYSIA

PRESENTATION OVERVIEW

The Global Market

Marketing & Competitive Positioning of Al-Quds Al Sherif City



Malaysia's Marketing & Promotional Strategies



Sharing Malaysia's Best Practices



Islamic Tourism in Malaysia



PRESENTATION OVERVIEW

The Global Market

Marketing & Competitive Positioning of Al-Quds Al Sherif City



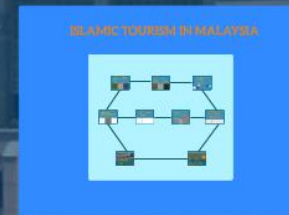
Malaysia's Marketing & Promotional Strategies



Sharing Malaysia's Best Practices



Islamic Tourism in Malaysia



THE GLOBAL TOURISM MARKET



TOURISM CONTRIBUTES



9% GDP



**6% of World's
Export**



**US\$ 1.5 Trillions
in Export**



1 in 11 Jobs

Source: UNWTO Highlights, 2015 Edition

THE GLOBAL MUSLIM MARKET

THE GLOBAL MUSLIM MARKET



GLOBAL
MUSLIM
POPULATION

1.7
BILLION*



OIC COUNTRIES
MUSLIM
POPULATION

1.1
BILLION*



ASEAN MUSLIM
POPULATION

240
MILLION*



MUSLIMS IN
NON-MUSLIM
MAJORITY
COUNTRIES

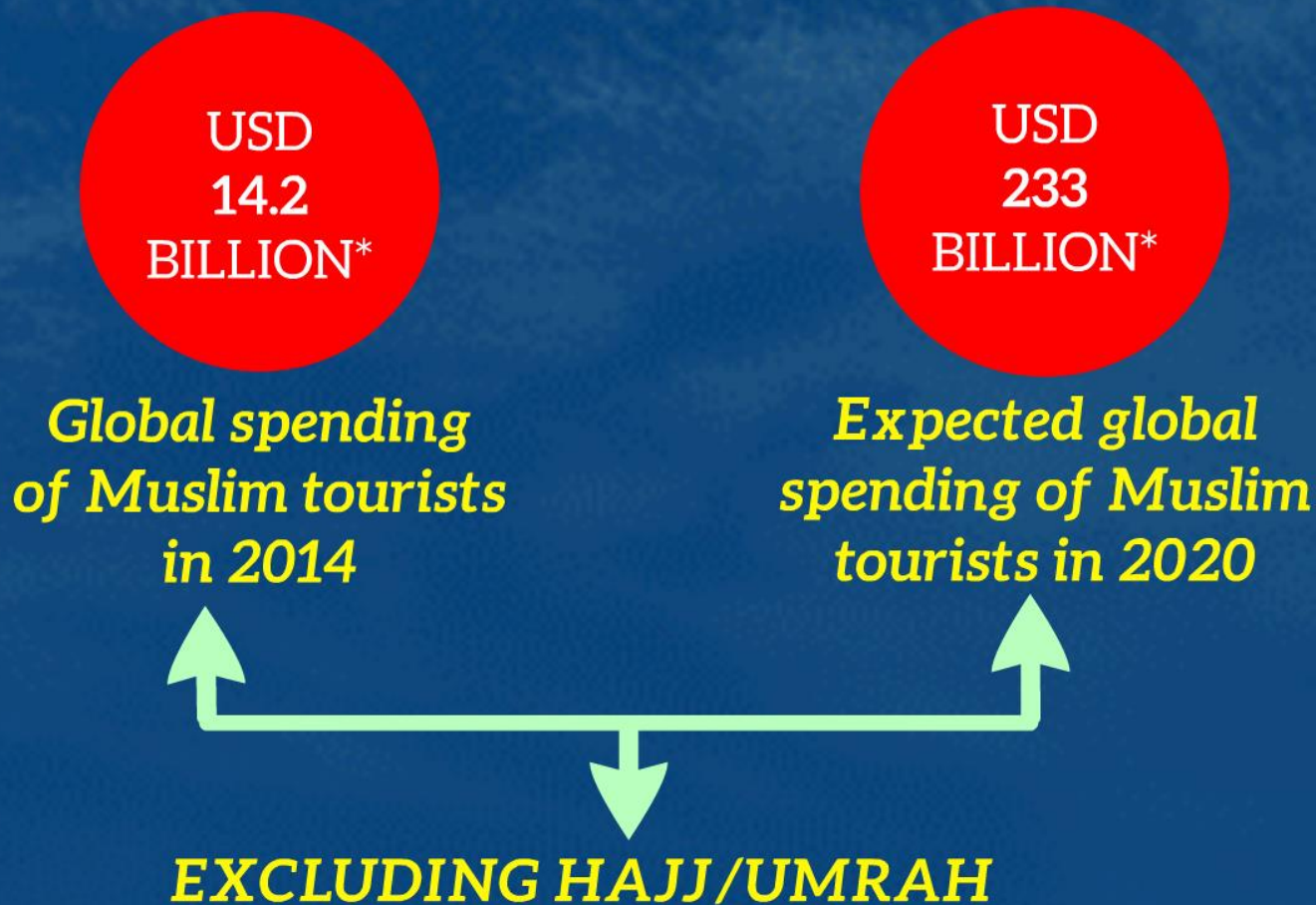
350
MILLION**

Source:

* 2012 Global Religious Landscape Report, Pew Research Centre's Forum on Religion and Public Life
** 2015/16 Report, Thomson Reuters



MUSLIM TOURISTS' CONTRIBUTION TO THE GLOBAL TOURISM ECONOMY



Source : *State of The Global Islamic Economy 2015 / 2016 Report, Thomson Reuters



HIGHEST GLOBAL MUSLIM TOURISTS SPENDING PER CAPITA BY COUNTRY

	USD (Billion)
SAUDI ARABIA	17.8
UNITED ARAB EMIRATES	12.6
KUWAIT	9.7
QATAR	9.5
INDONESIA	7.6
IRAN	7.5

Source: State of the Global Islamic Economy 2015/16 Report, Thomson Reuters



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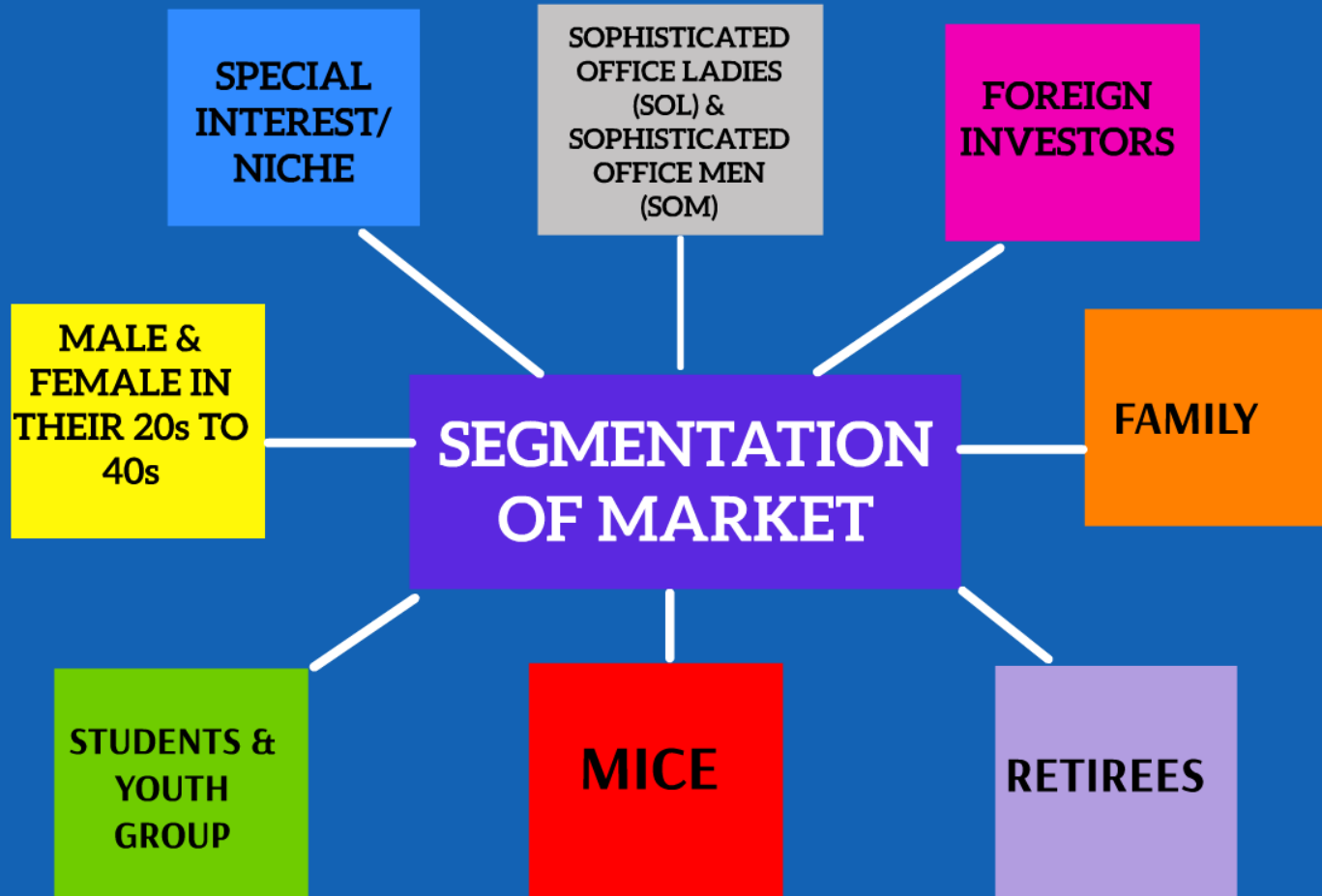
THE NEW GENERATION OF MUSLIM TRAVELLER

- **Highly Educated**
- **Well Travelled**
- **2nd & 3rd generation from Europe/UK & USA**
- **Increasingly seeking out goods and services with Islamic value**
- **High spending power**

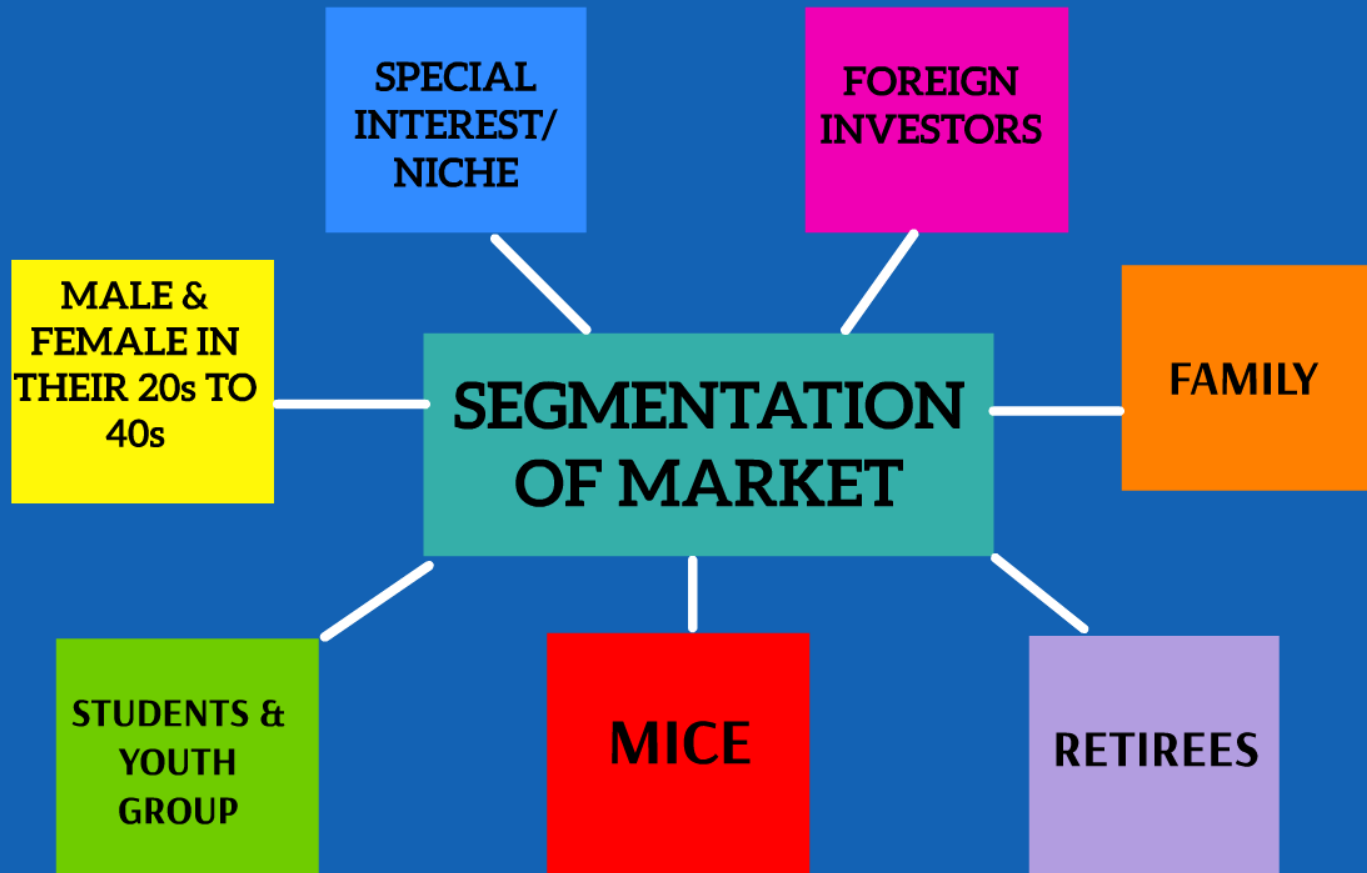
Source: Global Muslim Lifestyle Travel Market 2012: Landscape and Consumer Needs Study, Crescentrating



SEGMENTATION OF MARKET (MALAYSIA)



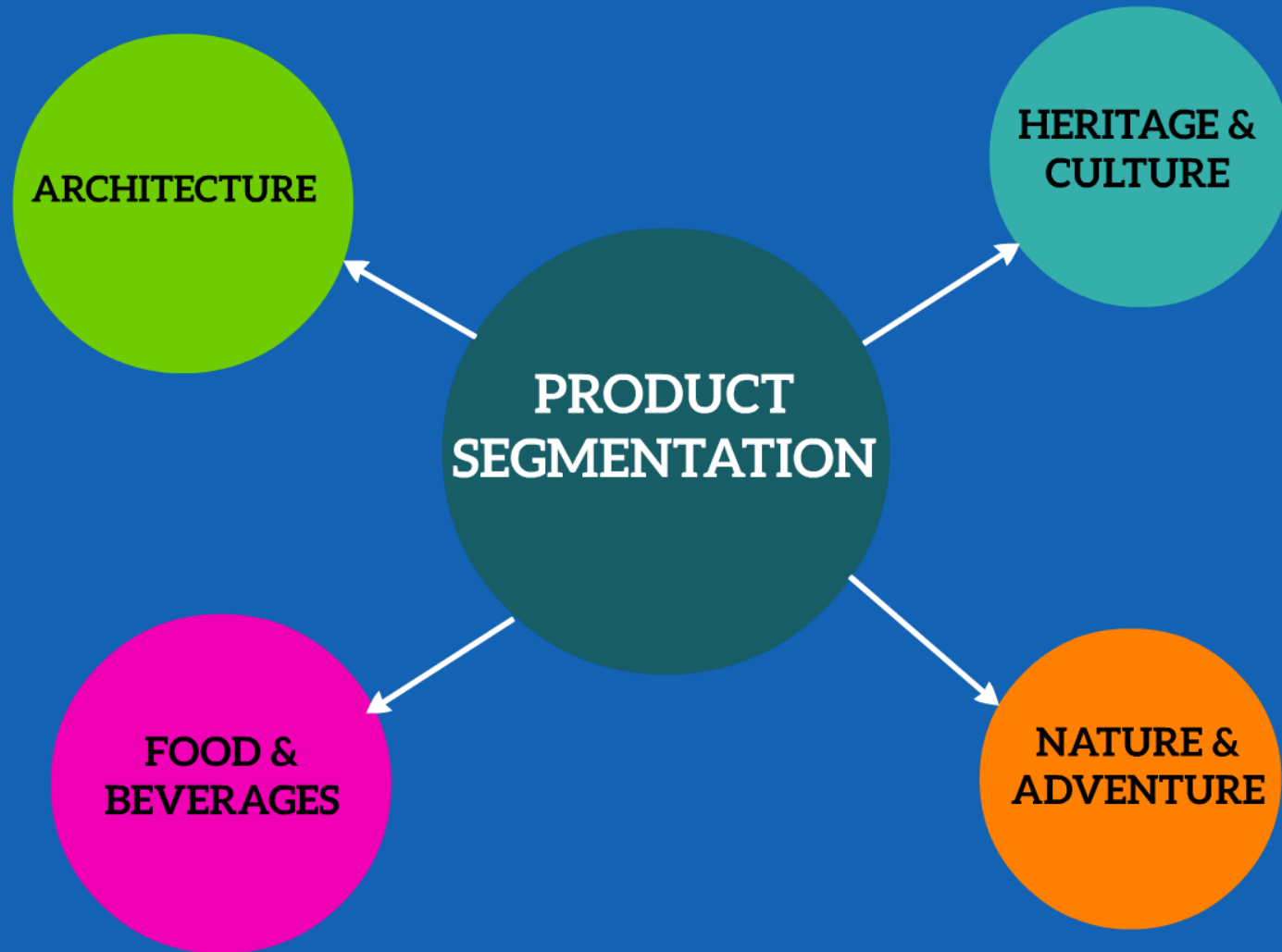
SEGMENTATION OF MARKET (AL-QUDS AL SHERIF CITY)



PRODUCT SEGMENTATION (MALAYSIA)



PRODUCT SEGMENTATION (AL-QUDS AL SHERIF CITY)



OVERVIEW OF TOURISM INDUSTRY IN MALAYSIA

KEY INDICATORS

2014

TOURIST ARRIVALS

27.4 MILLION

TOURIST RECEIPTS

RM 72.0 BILLION
(Est USD 17.4B)

AVERAGE PER CAPITA EXPENDITURE

RM2,624.10
(Est USD 635)

AVERAGE LENGTH OF STAY

6.6 NIGHTS

TOP 10 TOURIST ARRIVALS IN 2014

1. SINGAPORE

6. INDIA

2. INDONESIA

7. PHILIPPINES

3. CHINA

8. AUSTRALIA

4. THAILAND

9. JAPAN

5. BRUNEI

10. UNITED KINGDOM



CONNECTIVITIES WITH MUSLIM COUNTRIES



Total flight
frequency
2,762 weekly

Flight frequency
from Muslim
countries
810 weekly

Seats
156,823 weekly

Garuda Indonesia

QATAR
AIRWAYS القطرية

موانيساني ماغان
Mahan Air

Emirates

ROYAL BRUNEI
AIRLINES

TURKISH AIRLINES

الإتحاد
ETIHAD
AIRWAYS

KUWAIT AIRWAYS
الخطوط الجوية الكويتية

الخطوط الجوية العراقية
Iraqi airways

IranAir
The Airline of the
Islamic Republic of Iran

الملكية للأرونية
ROYAL JORDANIAN



السعودية
SAUDIA

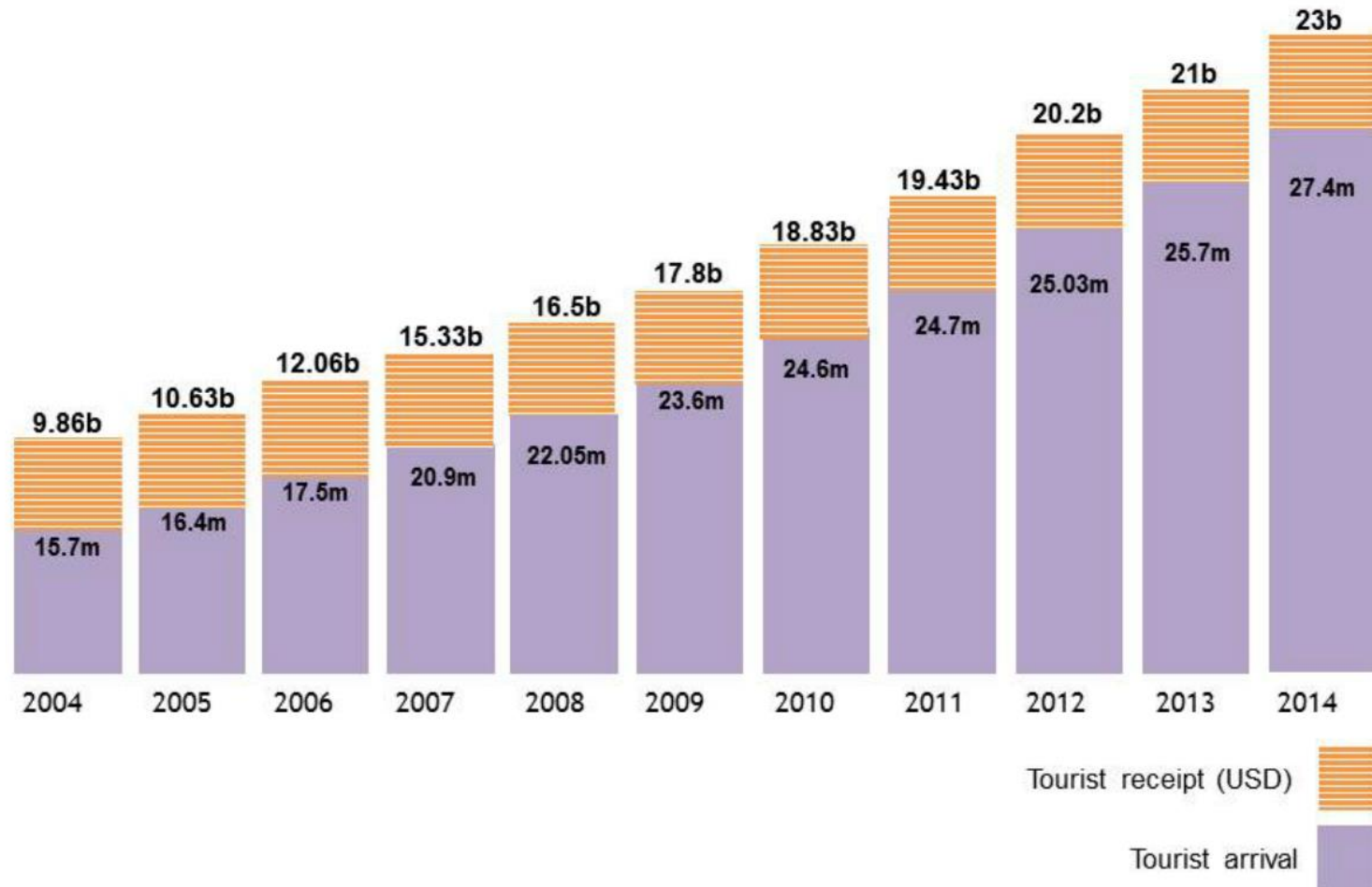
OMAN AIR

الطيران العماني



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MALAYSIA'S TOURISM PERFORMANCE 2004-2014



ESTIMATED MUSLIM TOURIST ARRIVALS TO MALAYSIA

REGION	2014
ASEAN	4,682,637
EAST ASIA	30,640
SOUTH ASIA	403,542
WEST ASIA	313,914
EUROPE	68,026
OTHERS	40,198
TOTAL	5,538,958

SPECIAL CAMPAIGNS

VISIT MALAYSIA GLOBAL CAMPAIGN



1990



1994



2007



2014



2015

TRADE SHOW MARKETING

- World Travel Market (London)
- ITB (Berlin)
- Arabian Travel Mart (Dubai)

- * Participation through 44 overseas offices of Tourism Malaysia
- * Supported by industry stakeholders



COLLABORATION WITH STAKEHOLDERS - TOUR PACKAGES

- Engage local tour agents to produce tour packages
- Promote the packages in target market areas



EVENT MARKETING

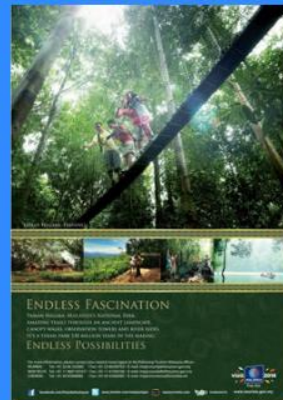
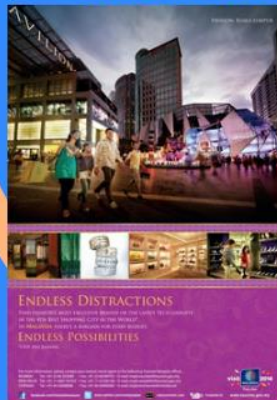
- Malaysia is also home to many international events including Cultural events, Business forums, Quran competitions and Islamic conferences & exhibitions
- World Halal Summit & 11th Malaysia International Halal Showcase (MIHAS), 30 March – 4 Apr 2015
- International Quran Recital , 9 – 14 June 2015 (held since 1961)
- 6th Muslim World Biz, 27 – 30 October 2015
- 5th Putrajaya International Islamic Arts & Culture Festival (PIIACUF 2015), 29 October – 1 November 2015
- 11th World Islamic Economic Forum (WIEF), 3 – 5 November 2015
- Awal Muharram (New Year)
- Maulidur Rasul (Prophet's Birthday)
- Ramadan (Fasting Month),
- Eid-ul Fitr & Eid-ul Adha

ADVERTISING

TV ADVERTISING

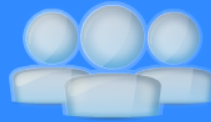


PRINT ADVERTISING



OUTDOOR ADVERTISING



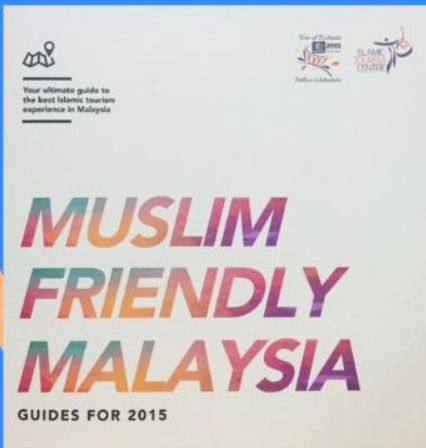
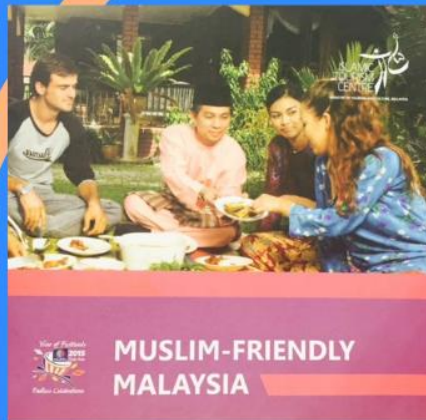


PUBLIC & MEDIA RELATIONS

- Familiarisation trip for global tour operators and media
- PR campaigns in key potential market
- Publicity & Press Releases



COLLATERALS



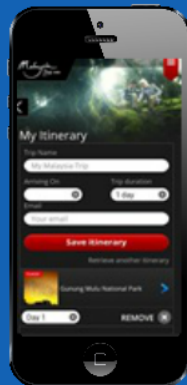
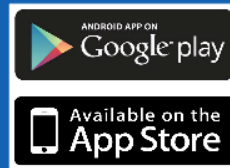
SOCIAL MEDIA & WEBSITES



Available Apps

+ My trip Planner

+ Go2homestay



www.motac.gov.my
www.tourism.gov.my
www.itc.gov.my

HALAL TOURISM SMART PHONE APPS

MALAYSIA TRIP PLANNER

+ Official travel app from
Tourism Malaysia

Developed by: Tourism Malaysia



HALAL

+ Halal restaurants
and products in Malaysia

Developed by: HDC



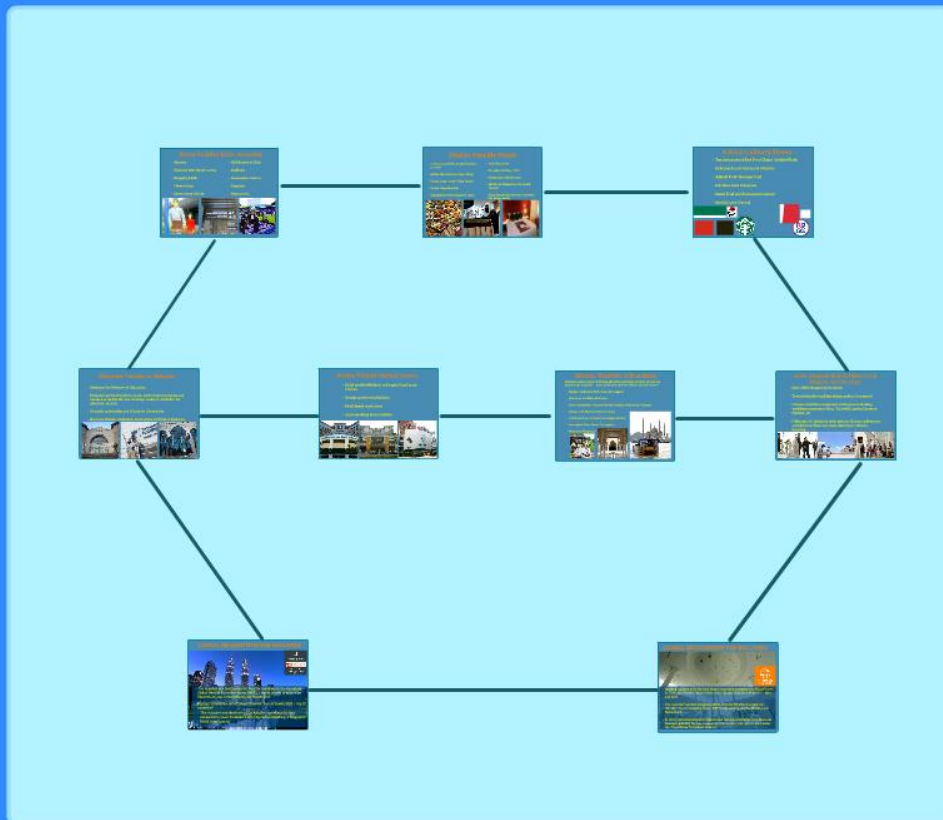
SOLAT MALAYSIA 2015

+ Accurate solat time in
Malaysia

Developed by: M-Village (MSC)



ISLAMIC TOURISM IN MALAYSIA



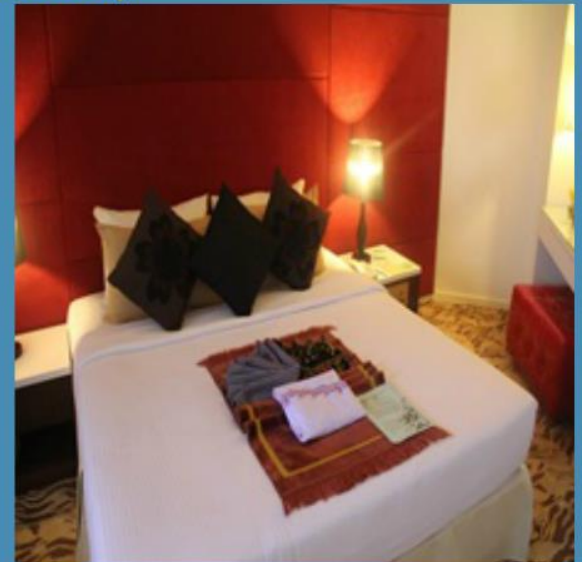
Prayer Facilities Easily Accessible

- Airports
- Highway Rest Service Areas
- Shopping Malls
- Theme Parks
- Government Offices
- Golf Resorts & Clubs
- Stadiums
- Convention Centres
- Hospitals
- Restaurants



Muslim Friendly Hotels

- At least one Halal certified kitchen in hotel
- Qiblat Direction on room ceiling
- Prayer mats / rugs / Holy Quran
- Prayer time schedule
- Segregated swimming pool / gym
- Halal Executive
- Ramadan Buffets / Iftar
- Sahoor (pre-dawn) menu
- Shuttle to Mosque for Terawikh prayers
- Guest Imams for sermons / prayers (De Palma hotel)



A Halal Culinary Haven

- Top International Fast Food Chains Certified Halal
- Delicious Local Cuisines by Muslims
- ASEAN Food Heritage Trail
- Fabulous Food 1Malaysia
- Street Food and Restaurant Carnival
- World Curry Festival



Iconic Mosques Rich in History and Majestic Architecture

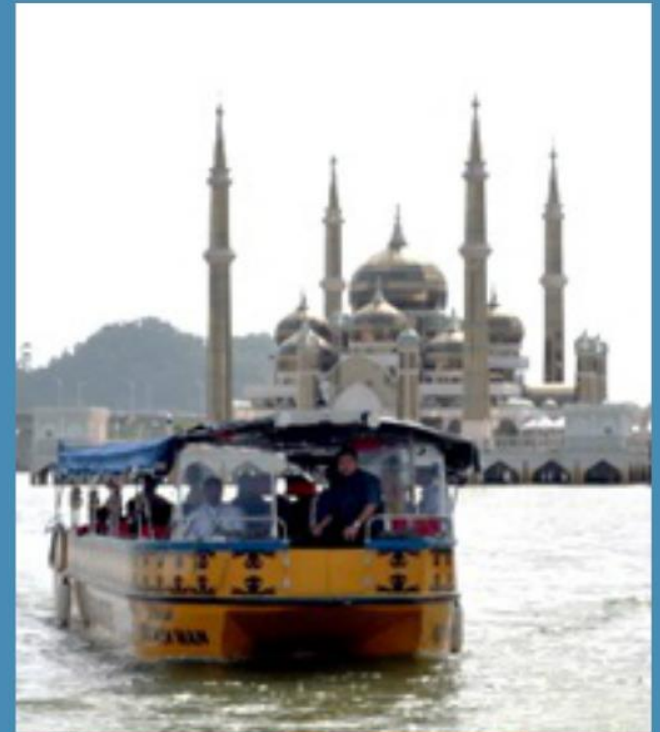
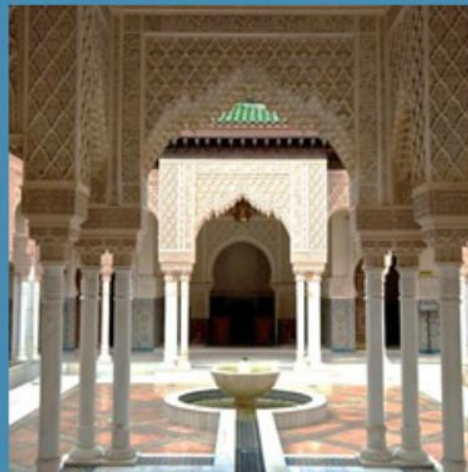
- Over 3000 Mosques in Malaysia
- Tourist friendly facilities (robes, guides, brochures)
- Various activities conducted at Mosques including wedding ceremonies, Iftar, Tarawikh, special prayers, Qurban, etc
- 5 Mosques in Malaysia with unique Chinese influenced architecture: Kelantan, Ipoh, Seremban, Melaka, Kuching



Islamic Tourism Attractions

Malaysia hosts an array of diverse attractions of Islamic tourism all over the country, opening their doors to Muslim and non-Muslim tourists all year

- Islamic Civilisation Park, Kuala Terengganu
- Moroccan Pavillion, Putrajaya
- Restu Foundation Arts and Garden Complex, Shah Alam, Selangor
- Islamic Arts Museum, Kuala Lumpur
- Al-Khawarizmi Astronomy Complex, Melaka
- Inscription Stone, Kuala Terengganu
- Malaysian Homestay



Muslim Friendly Medical Centres

- Halal certified kitchen in hospital food main kitchen
- Gender preferred physician
- Halal based medication
- Arab-speaking guest relation



Education Tourism in Malaysia

- Developed by Ministry of Education
- Malaysia's political stability, peace, technological progress and research as well as the low exchange makes it conducive for education tourism
- 20 public universities and 65 private Universities
- Overseas Muslim students in universities studying in Malaysia.



GLOBAL RECOGNITION FOR MALAYSIA



Malaysia is the top destination for



Global Muslim
Travel Index (GMTI)
2015

- The number one destination for Muslim travellers in the inaugural Global Muslim Travellers Index (GMTI), a report jointly produced by MasterCard and CrescentRating in March 2015
- Ranked 10th on the list of Lonely Planet's "Best in Travel 2014 – Top 10 countries"
- The number one destination for Muslim travellers for four consecutive years from 2011-2014 by CrescentRating, a Singapore Halal travel portal



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GLOBAL RECOGNITION FOR MALAYSIA



THOMSON
REUTERS

- Leading country with the best Islamic economy ecosystem for Halal Travel in Thomson Reuters “State of the Global Islamic Economy Report” in 2014 and 2015
- The number two best shopping destination for Muslim travellers in “Muslim Travel Shopping Index” (MTSI) released by CrescentRating and Mastercard
- In 2014, global travel portal TripAdvisor has named Islamic Arts Museum Malaysia (IAMM) the top museum in the country and 10th in Asia under the TripAdvisor Travellers’ Choice



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RECOMMENDATION

- Product Audit
- Human resource in tourism (tourist guides, front liners, etc.)
- Target market - OIC Countries
- Improve air connectivity
- E- Marketing - website, Facebook, Twitter, Instagram etc
- Updated information on tourism products
- Setting up a dedicated body for tourism
- Organising of events (Tourism fairs, food festivals, art festivals, etc.)



www.itc.gov.my

Islamic Tourism Centre



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THANK YOU

