



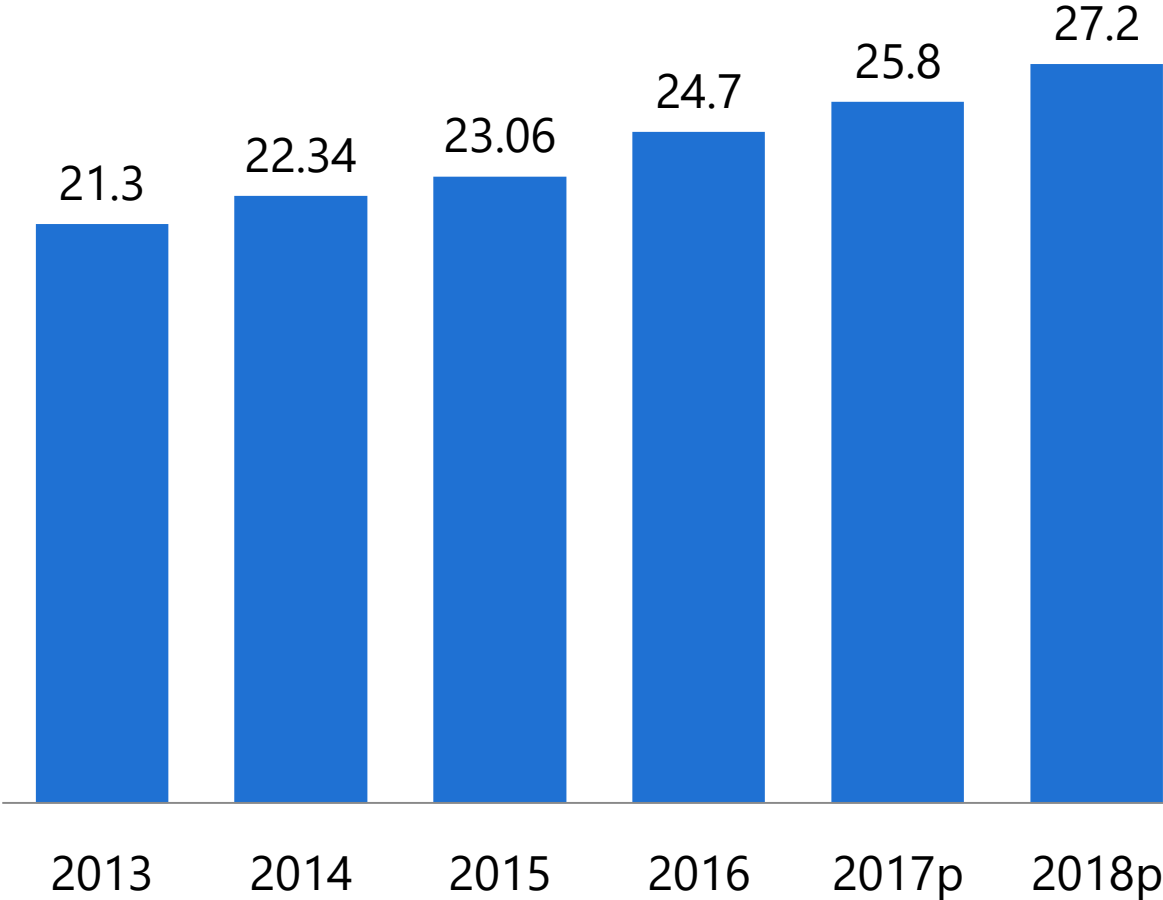
CRUISE TOURISM : MALAYSIA'S EXPERIENCE

YONG EE CHIN

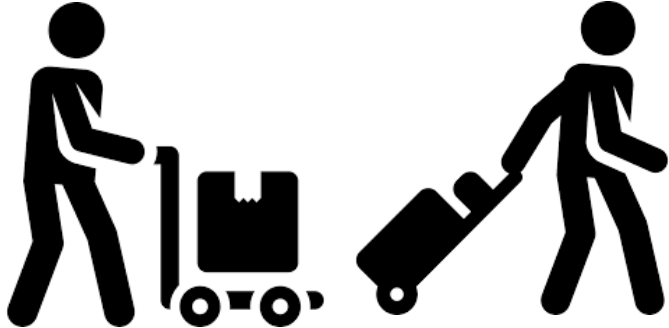
Ministry of Tourism and Culture, Malaysia

GLOBAL CRUISE KEY FIGURES

CLIA Global Ocean Cruise Passengers
(in millions)



27.2 million
passengers
expected to
cruise in
2018



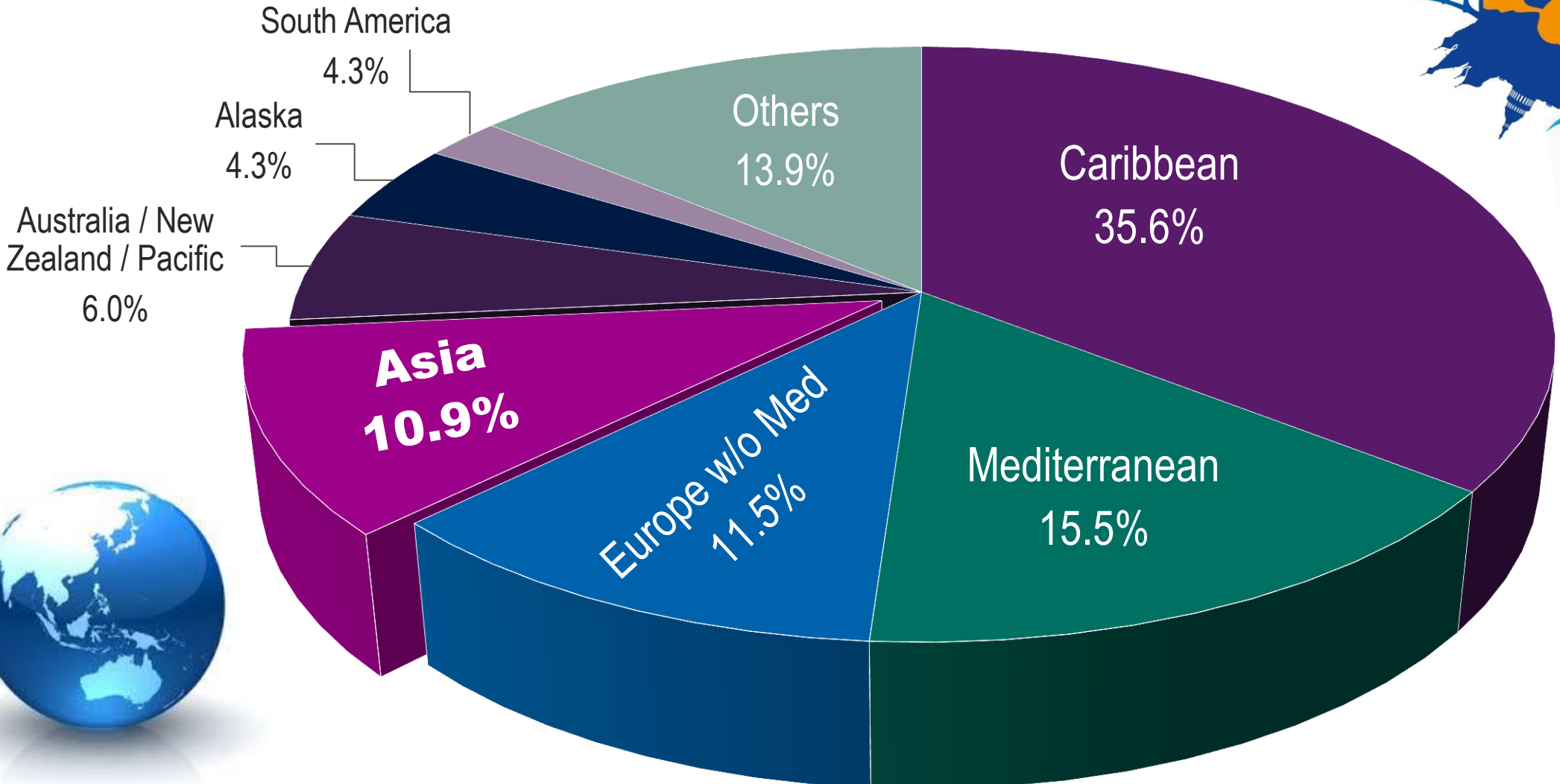
75 Currently
on order
ships

Two-third will
measure more
than 100,000GRT

(Source: Cruise Industry News)

(Source: CLIA's 2018 Cruise Industry Outlook, Dec 2017)

Capacity Share by Region

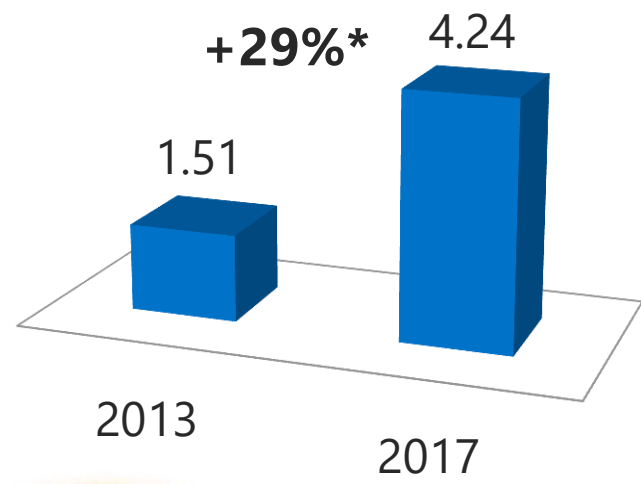


(Source: CLIA's State of Asia Cruise Industry & Research Findings, Aug 2017)

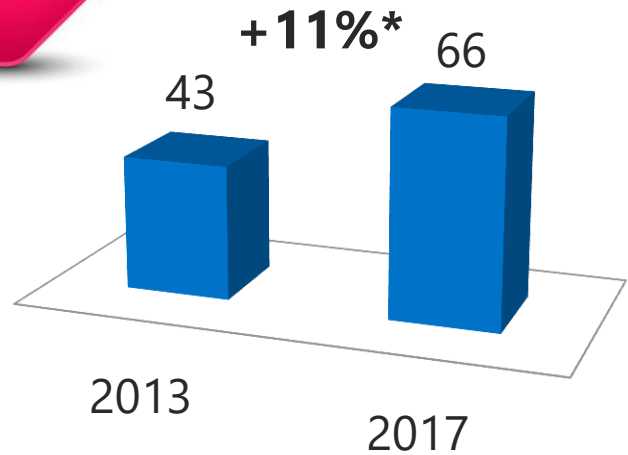
Cruise tourism in Asia Growing Strong



**Passenger Capacity
(million)**



Cruise Ships

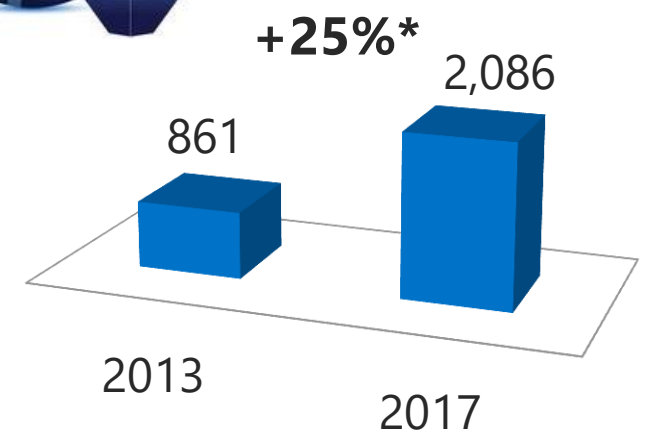


Up to **4.5 mil** Passenger cruise in SEA by 2035

(Source: ASEAN's Report on Cruise Development in Southeast Asia 2017)



Cruises & Voyages

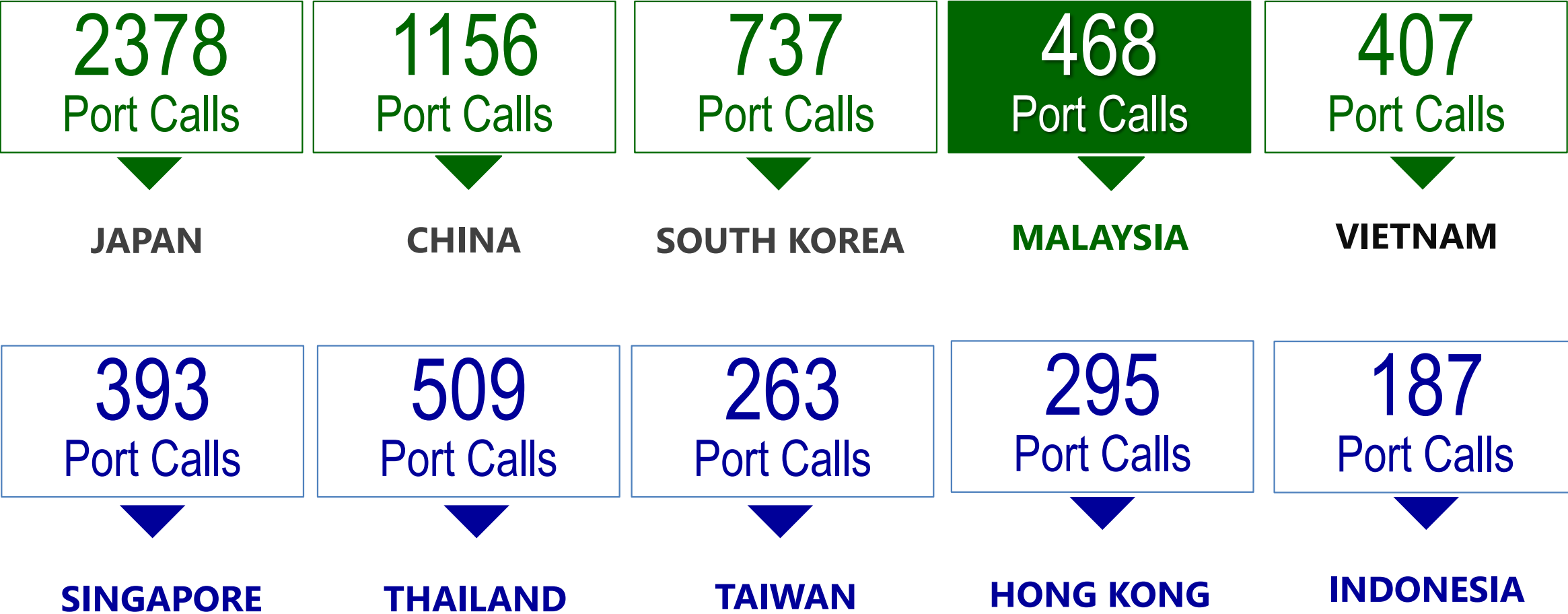


76%*

* = Compound Annual Growth Rate (CAGR)

(Source: CLIA's State of Asia Cruise Industry & Research Findings, Aug 2017)

2017 TOTAL PORT CALLS BY DESTINATION



(Source: CLIA's State of Asia Cruise Industry & Research Findings, Aug 2017)

2017 MOST VISITED ASIA PORTS



581
BAOSHAN/
SHANGHAI



CHINA

1

477
JEJU ISLAND



SOUTH KOREA

2

393
SINGAPORE



SINGAPORE

3

341
FUKUOKA/
HAKATA



JAPAN

4

263
HONG KONG



HONG KONG

5

247
NAGASAKI



JAPAN

6

237
KEELUNG/
TAIPEI



TAIWAN

7

213
NAHA/
OKINAWA



JAPAN

8

207
GEORGETOWN/
PENANG



MALAYSIA

9

205
PUSAN/BUSAN

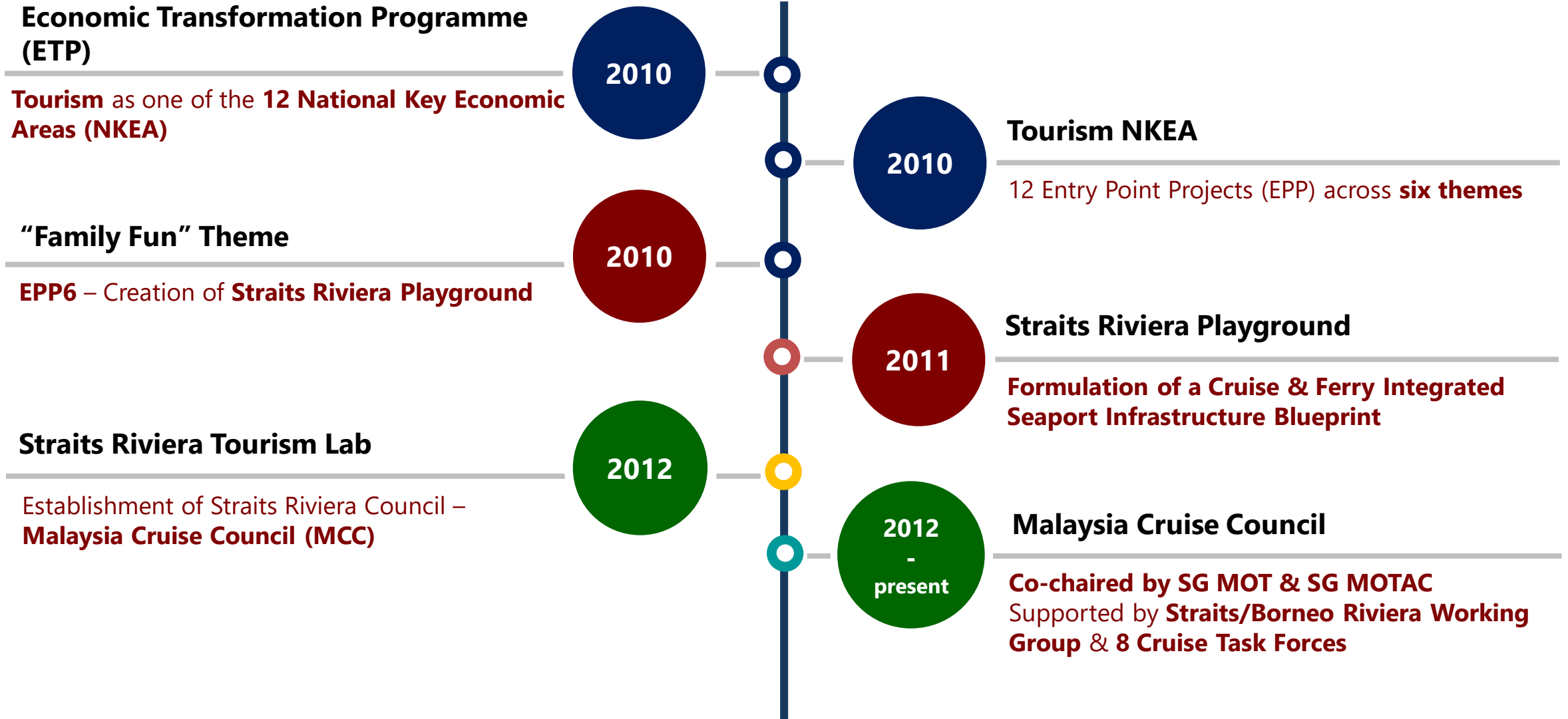


SOUTH KOREA

10

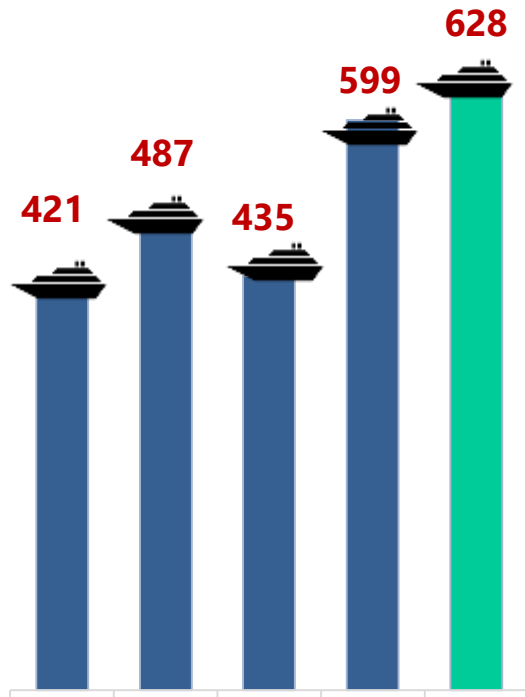
(Source: CLIA's State of Asia Cruise Industry & Research Findings, Aug 2017)

GOVERNMENT INITIATIVES UNDER MARITIME (CRUISE)



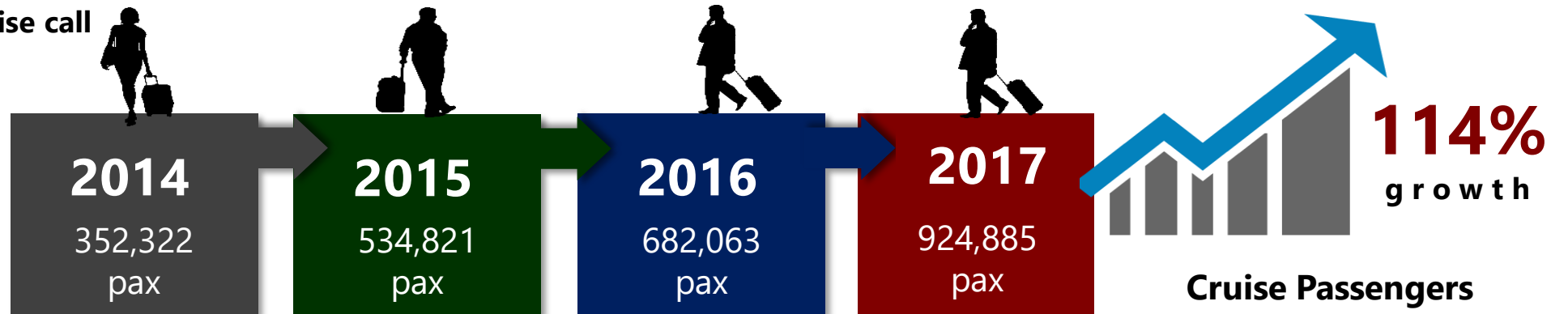
MARITIME INITIATIVE - CRUISE IN MALAYSIA

Cruise tourism has continued to grow in Malaysia over the past few years...



2014 2015 2016 2017* 2020

Number of international cruise call to Malaysia



PROMOTIONAL

**Thomson Cruises & Malaysia
Cruise Winter Programme
2018/2019**

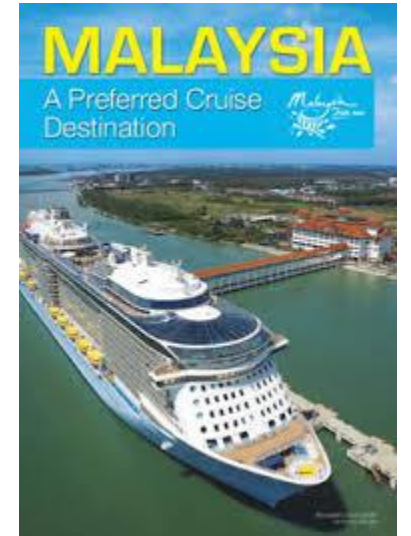
**TUI Group Management
Site Visit**



Seatrade Cruise Global



**Malaysia – A
Preferred Cruise
Destination
(Brochure 2nd
Edition)**





MOVING FORWARD

New Venture for Malacca

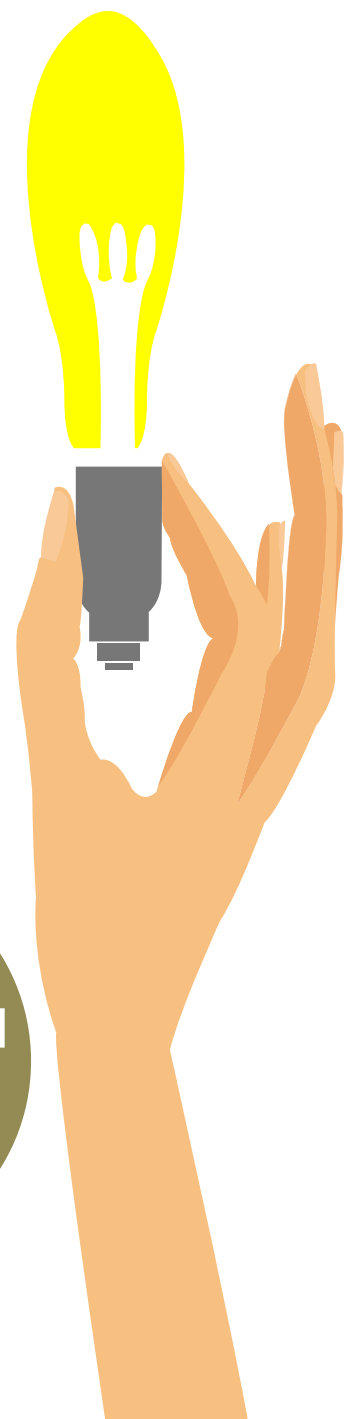
A National Project

Supported by Government

Economic Transformation Plan



Tourism Island Status





VISIT MALAYSIA 2020

VM 2020 *Travel. Enjoy. Respect*



THANK YOU