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)

<table>
<thead>
<tr>
<th>Year</th>
<th>Passengers (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>21.3</td>
</tr>
<tr>
<td>2014</td>
<td>22.34</td>
</tr>
<tr>
<td>2015</td>
<td>23.06</td>
</tr>
<tr>
<td>2016</td>
<td>24.7</td>
</tr>
<tr>
<td>2017p</td>
<td>25.8</td>
</tr>
<tr>
<td>2018p</td>
<td>27.2</td>
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</tbody>
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27.2 million passengers expected to cruise in 2018

Source: CLIA’s 2018 Cruise Industry Outlook, Dec 2017

75 ships on order
Two-third will measure more than 100,000GRT
(Source: Cruise Industry News)
Capacity Share by Region

- Caribbean: 35.6%
- Mediterranean: 15.5%
- Europe w/o Med: 11.5%
- Asia: 10.9%
- Australia / New Zealand / Pacific: 6.0%
- Others: 13.9%
- Alaska: 4.3%
- South America: 4.3%

(Source: CLIA’s State of Asia Cruise Industry & Research Findings, Aug 2017)
Cruise tourism in Asia Growing Strong

Passenger Capacity (million)
- 2013: 1.51
- 2017: 4.24
- Increase: +29%*

Cruise Ships
- 2013: 43
- 2017: 66
- Increase: +11%*

Cruises & Voyages
- 2013: 861
- 2017: 2,086
- Increase: +25%*

2013 - 2017
- Cruise Ships: +11%*
- Cruises & Voyages: +25%*
- Passenger Capacity: +29%*

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

Passenger cruise in SEA by 2035
- Up to 4.5 mil

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

* = Compound Annual Growth Rate (CAGR)

76%*

China

* = Compound Annual Growth Rate (CAGR)
2017 TOTAL PORT CALLS BY DESTINATION

JAPAN
Port Calls: 2378

CHINA
Port Calls: 1156

SOUTH KOREA
Port Calls: 737

MALAYSIA
Port Calls: 468

VIETNAM
Port Calls: 407

SINGAPORE
Port Calls: 393

THAILAND
Port Calls: 509

TAIWAN
Port Calls: 263

HONG KONG
Port Calls: 295

INDONESIA
Port Calls: 187

(Source: CLIA’s State of Asia Cruise Industry & Research Findings, Aug 2017)
2017 MOST VISITED ASIA PORTS

1. **BAOSHAN/SHANGHAI** - CHINA
2. **JEJU ISLAND** - SOUTH KOREA
3. **SINGAPORE**
4. **FUKUOKA/HAKATA** - JAPAN
5. **HONG KONG**
6. **NAGASAKI** - JAPAN
7. **KEELUNG/TAIPEI** - TAIWAN
8. **NAHA/OKINAWA** - JAPAN
9. **GEORGETOWN/PENANG** - MALAYSIA
10. **PUSAN/BUSAN** - SOUTH KOREA

(Source: CLIA's State of Asia Cruise Industry & Research Findings, Aug 2017)
GOVERNMENT INITIATIVES UNDER MARITIME (CRUISE)

- **Economic Transformation Programme (ETP)**
  - 2010
  - *Tourism as one of the 12 National Key Economic Areas (NKEA)*

- **“Family Fun” Theme**
  - 2010
  - EPP6 – Creation of *Straits Riviera Playground*

- **Straits Riviera Tourism Lab**
  - 2012
  - Establishment of Straits Riviera Council – Malaysia Cruise Council (MCC)

- **Tourism NKEA**
  - 2010
  - 12 Entry Point Projects (EPP) across *six themes*

- **Straits Riviera Playground**
  - 2011
  - Formulation of a Cruise & Ferry Integrated Seaport Infrastructure Blueprint

- **Malaysia Cruise Council**
  - 2012 – present
  - Co-chaired by SG MOT & SG MOTAC
    - Supported by Straits/Borneo Riviera Working Group & 8 Cruise Task Forces
Cruise tourism has continued to grow in Malaysia over the past few years...

**Number of international cruise call to Malaysia**

- **2014**: 421
- **2015**: 487
- **2016**: 435
- **2017**: 599
- **2020**: 628

**Cruise Passengers**

- **2014**: 352,322 pax
- **2015**: 534,821 pax
- **2016**: 682,063 pax
- **2017**: 924,885 pax

**Growth**

- **2015 to 2016**: 114%

**Cruise Destinations in Malaysia**

- JETI STAR CRUISE, LANGKAWI
- SWETTENHAM PIER CRUISE TERMINAL, PENANG
- Boustead Cruise Centre, Port Klang
- JETI LUMUT, PERAK
- KUANTAN PORT, PAHANG
- MELAKA MARINA, MELAKA CITY
- PULAU REDANG, SARAWAK
- KUCHING PORT, SARAWAK
- BINTULU PORT, SARAWAK
- KOTA KINABALU PORT, SABAH
- TAWAU SABAH
- SANDAKAN SABAH

**Maritime Initiative - Cruise in Malaysia**
PROMOTIONAL

Thomson Cruises & Malaysia Cruise Winter Programme 2018/2019

Seatrade Cruise Global

TUI Group Management Site Visit

Malaysia – A Preferred Cruise Destination (Brochure 2nd Edition)
M O V I N G F O R W A R D
New Venture for Malacca

Supported by Government

Economic Transformation Plan

A National Project

Tourism Island Status
VISIT MALAYSIA 2020

VM 2020 Travel. Enjoy. Respect