PATA ADVENTURE TOURISM TRAVEL CONFERENCE MART (ATCM) 2020, SABAH

with

Presented by:
Roslan Ismail
Head, Global Sales
Our culture, nature and people. It is everything we stand for. And that’s the way we’ve been welcoming the world to our doorstep. Proudly flying our people since 1947. We carry it proudly wherever we go.

This is our pride. This is Malaysia Airlines.
We are your HOST to Malaysia

When it comes to hospitality, it’s as much as where it’s from as who it’s for.

And our country is unlike any other. The richness of our diverse cultures make our service uniquely ours.

As the airline that proudly embodies every aspect of our country, the experience of Malaysia comes alive the moment you step onboard.

Experience Malaysia,
Fly Malaysia
Adventure travel on the rise, claims research

Travel Weekly UK

• Adventure travel has increased in popularity by 65% in four years, according to new figures.

• Adventure Travel Association (Atta) back up the findings, stating that families opting for activity-filled holidays in exotic destinations increased by 65% in the four years between 2009 and 2013.

• Atta’s study also found that 80% of tourism boards now consider adventure travel a standalone sector – compared to 40% eight years ago – with its estimated worth now $263bn in the US and Europe.
Micro-adventures
Travelers are now embracing smaller-scale, achievable adventures right here at home or in other destinations.

Travel sustainably
Adventure travel experiences used to prioritize personal challenges and individual thrills, with little thought of the impact on the surrounding communities and environment. Today, there’s a real thirst for sustainable adventure, concerns including supporting local businesses, plastic consumption, community outreach and cultural sensitivity.

Transformative adventure
The desire for adventures of a ‘transformative’ nature — eye-opening trips that reinvigorate, jolt us out of a benumbed state and send us home as improved versions of ourselves.

Solo Adventure
The appeal of unaccompanied travel is manifold. It brings the freedom to dictate your own plans, for a start. It can also bolster self-confidence in a way that few other solo activities can match. The great beyond becomes not just more exciting, but more accessible.
Consumers are increasingly seeking ‘experiences’
Malaysia is an ideal adventure destination for those customers seeking experiences – nature, culture, food, sea, mountains activities etc
Tour operators feature ‘soft’ and more ‘extreme’ adventure activities in Malaysia
Borneo and the orang-utans feature heavily in adventure tourism to Malaysia
Example Exodus adventure tours to Malaysia
With holidays to Malaysia you’re spoilt for choice when it comes to adventure. There are paradise beaches, deep diving waters and wildlife-packed jungles, and Malaysia trips effortlessly combine ancient culture with high-tech industrialisation.

**Borneo Wildlife Discoverer**
- Suitable for: Age 16+
- Activity level: Leisurely / Moderate
- Showcasing the best of Borneo - wildlife, rainforests and tropical beaches
- 17 Days from £3,849
- Guided (Incl. Flights)
- View More Details

**Borneo Wildlife Family Holiday**
- Suitable for: Age 9+
- Activity level: Moderate
- Borneo’s wonders of nature: apes, monkeys, birds, mini elephants & lush forests!
- 13 Days from £2,449
- Guided (Incl. Flights)
- View More Details

**Borneo & the Malaysian Peninsula**
- Suitable for: Age 16+
- Activity level: Leisurely
- Discover Borneo and the Malaysian Peninsula’s incredible natural and cultural diversity.
- 16 Days from £2,499
- Guided (Incl. Flights)
- View More Details

**Trekking Borneo & Beyond**
- Suitable for: Age 16+
- Activity level: Walking & Trekking
- Moderate / Challenging
- Explore lowlands, highlands and jungles of Borneo & the Malaysian Peninsula
- 16 Days from £3,099
- Guided (Incl. Flights)
- View More Details
3 days 2 nights Mount Kinabalu climbing challenge

Reservation is possible from 1 person 1 night or more

64,850 yen ~(RM2355.00)
Explore the ecology of Sabah! 8-day hiking tour in the Amazon rainforest in Sandakan, visiting orangutans, proboscis monkeys, cute Malay bears, Shenshan National Park, and five-star Magellan Resort Kota Kinabalu
浮羅交怡 + 吉隆坡

浮羅交怡 (紅樹林自然生態之旅、海島遊、
「360度環迴景台」、3D立體視覺美術館)、
吉隆坡 (吉隆坡塔、三井Outlet Park)

Day 1
香港 - 吉隆坡 - 浮羅交怡

Day 2
浮羅交怡 - (乘船) - 紅樹林自然生態之旅 (暢遊紅樹林、老鷹集中區、孕婦島、白沙島)
浮羅交怡 - 神鷹廣場 - *馬來嶺「360度環迴景台」
*如遇觀景台開放停止服務，未能參觀「360度環迴景台」，將改爲前往參觀海底世界。

Day 3
浮羅交怡 - (全日自由享受陽光海灘，專業領隊可代安排自費前往巴雅島國立海洋公園)

Day 4
浮羅交怡 - 3D立體視覺美術館 (包入場) - (內陸機) - 吉隆坡 - 吉隆坡塔 (安當登) - 乳膠專賣店 - 星光大道 - Pavilion購物廣場

Day 5
吉隆坡 - 洋土特產專門店 - 咖啡專門店 - 太子城 (數碼港) - 布達拉回教寺 (水上回教寺)
布達拉橋 - 一首詩 (遠眺) - 千頂紀念碑 - 三井Outlet Park (集合了多個海外高級品牌、潮流服飾、童裝、休閒服裝、運動服裝，以及潮流生活雜貨等等) - 香港
Malaysian Hospitality Begins with Us
In the past year we have focused on internalising our values of **Malaysian Hospitality**, because we believe in treating everyone not as passengers but as **guest** in our home.
This has seen us do better in everything.
OTP
(On-Time Performance)

- 2017: 67%
- 2018: 68%
- 2019: 89%
CSI
(Customer Satisfaction Index)
NPS
(Net Promoter Score)
The “Best of Malaysia” series offers our passengers the opportunity to experience the traditional flavours and mouth-watering cuisine for which Malaysia is famous for.

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<tr>
<th>Nasi Lemak</th>
<th>Nasi Goreng with Satay</th>
<th>Hainanese Chicken Rice</th>
<th>Oriental Stir Fry Noodles</th>
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- Nasi Lemak
- Nasi Goreng with Satay
- Hainanese Chicken Rice
- Oriental Stir Fry Noodles
Chef on Call

Online booking

• Best-in-class Malaysian and International cuisine
• Integrated in the online booking flow
MHvoucher
The gift that brings you a world of Malaysian Hospitality
Available on MHassistant
FULLY DIGITALISED PROGRAMME

CHECK-IN BAGGAGE
FREQUENT FLYER PROGRAMME
COMPLIMENTARY DATE CHANGE
FRIENDS & FAMILY PROMO
FLIGHT DISCOUNTS

MHexplorer

Expedia®
Grab
maxis®
FLEXIBILITY AT ITS BEST!

Fly Now, Pay Later
THANK YOU