Visit Malaysia 2026 Truly Asia

TOURISM MALAYSIA

Surreal Experiences!

18TH UTM- UN TOURISM TRAINING PROGRAMME
REIMAGINING DESTINATION BRANDING THROUGH AI AND DIGITAL MARKETING

NATIONAL DIGITAL BRANDING STRATEGY & VISION
MALAYSIA TOURISM CONTEXT



NATIONAL AI & POLICY FRAMEWORK

AI is not a separate agenda.

NATIONAL TOURISM POLICY 2020–2030

Digitalisation
mart tourism
Big data
Ecosystem

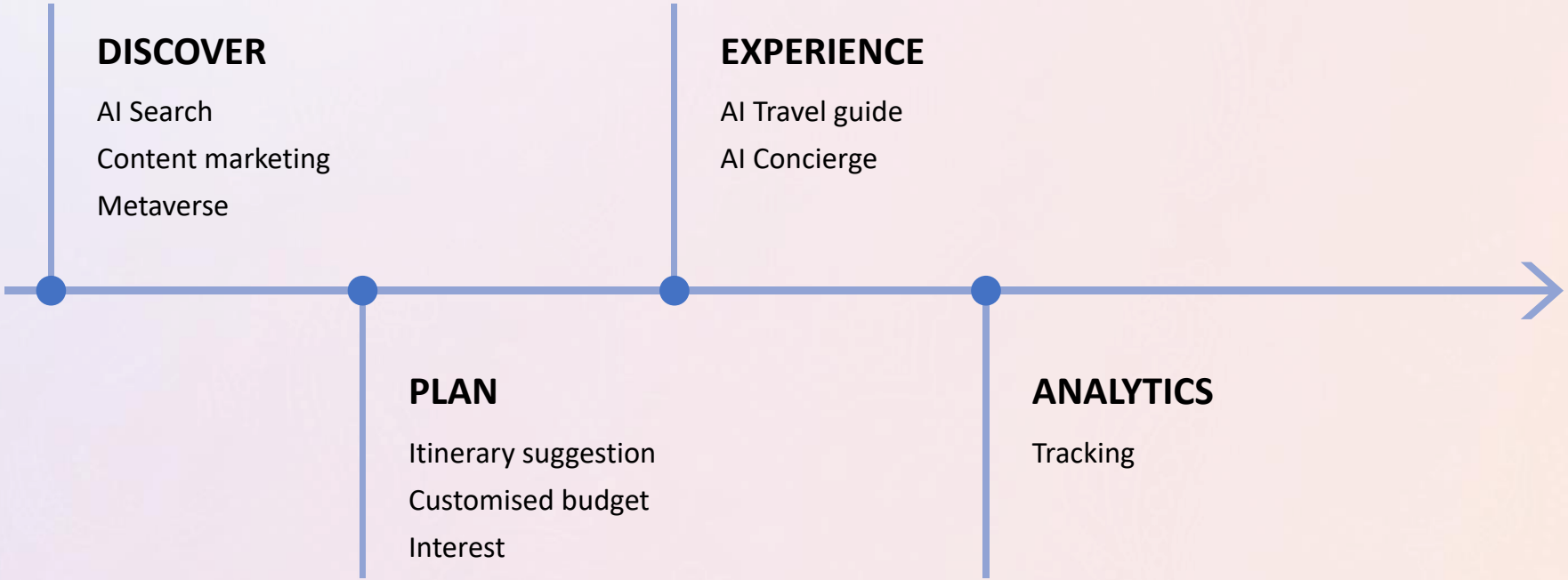
TOURISM MALAYSIA STRATEGIC & MARKETING PLAN 2022–2026

Digital & creative marketing
Customised market approach

NATIONAL AI ACTION PLAN 2026–2030

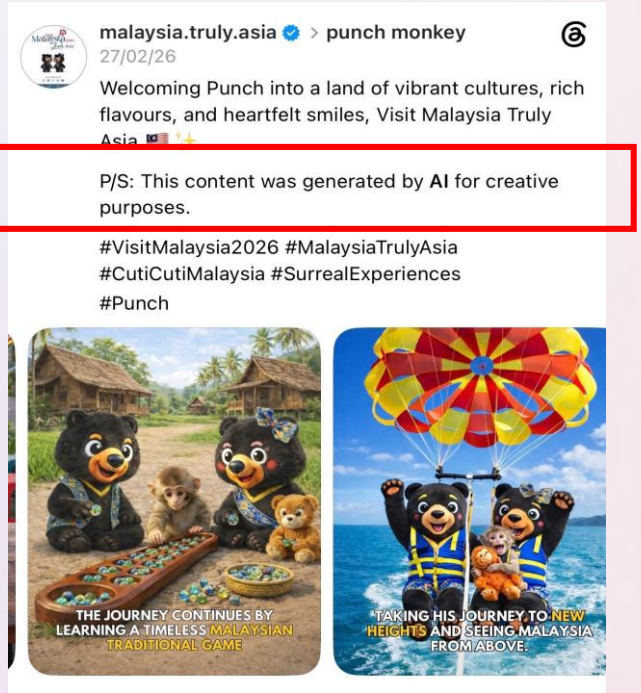
Sector implementation
Data, capability & ethical, governance

TRANSFORMING MARKETING THROUGH AI



TRANSFORMING MARKETING THROUGH AI

DISCOVER : AI-assisted Content Generation



Opportunities

- **Rapid Adaptation:** Automated translation, resizing
- **Social Engagement:** AI-assisted storytelling featuring viral cultural crossovers.
- **Clear labelling** ensures public-trust and acceptance.

Challenges

- Public acceptance
- Authenticity
- Genuine
- AI can make mistakes

TRANSFORMING MARKETING THROUGH AI

DISCOVER : IP360 METAVERSE



Virtual World Exploration

Collaboration with MDEC and local game studios to construct 3D digital twins of landmark Malaysian heritage sites.

Game, Ticketing & Commerce

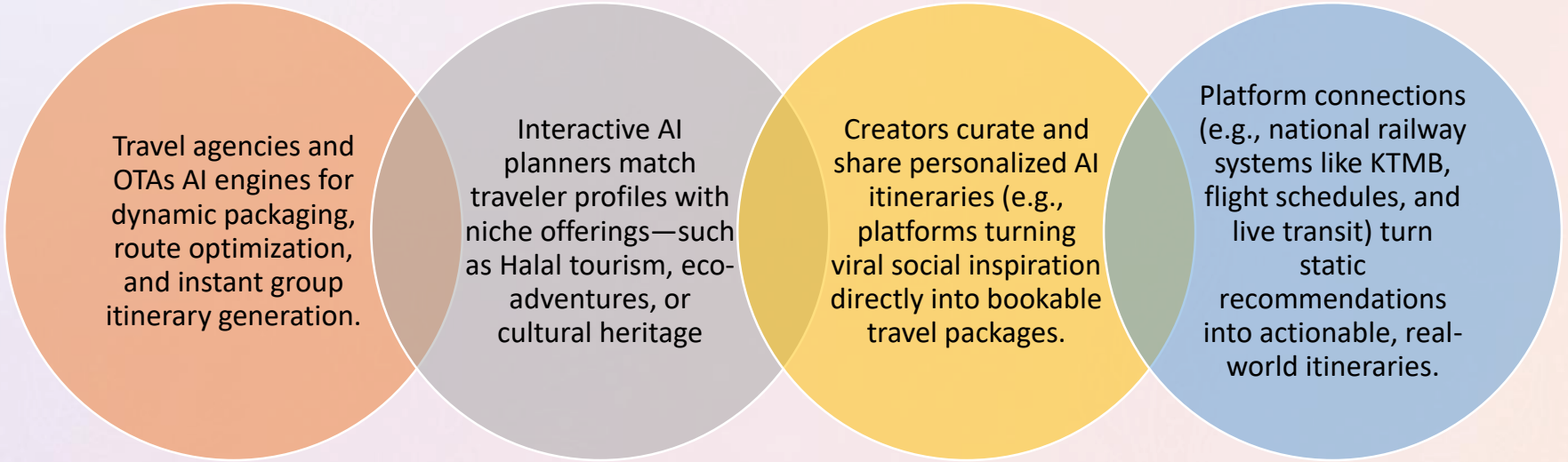
Enables visitors to sample virtual attractions, play mini-games, and purchase event passes in advance.

IP Integration

Features iconic Malaysian characters (e.g., Ejen Ali) to bridge youth entertainment with national tourism promotion.

TRANSFORMING MARKETING THROUGH AI

PLAN



TRANSFORMING MARKETING THROUGH AI

EXPERIENCE : On-Ground & Digital Experience Enhancement

Physical AI Concierge & Information Counters

- Mall and airport
- Multilingual
- Interactive



Wira & Manja chatbot

- Website & social media
- To facilitate 24/7
- In multilingual



TRANSFORMING MARKETING THROUGH AI

DATA ANALYTIC & TARGET MARKETING

Predictive Insights: Utilizing flight booking data (e.g., ForwardKeys) and travel trends to anticipate incoming market demand.

Dynamic Marketing Placement: Targeted marketing based on data, traveler segment and real-time interest.



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THANK YOU

