

**TOURISM AND MAJOR EVENTS MISSION TO MALAYSIA AND
SINGAPORE BY
THE HON ADAM MARSHALL MP MINISTER FOR TOURISM AND
MAJOR EVENTS AND ASSISTANT MINISTER FOR SKILLS
3-6 OCTOBER 2018
POST MISSION REPORT**

PURPOSE OF TRAVEL

The Hon Adam Marshall, Minister for Tourism and Major Events and Assistant Minister for Skills travelled to Malaysia and Singapore from 3 to 6 October 2018 to build stronger alliances and foster partnership collaboration between the NSW Government and key airline and travel trade partners.

The key objectives and outcomes of the mission were to:

- Reinforce NSW's reputation as a strong, stable and growing economy, through meetings with key industry stakeholders
- Promote Sydney and regional NSW as a premier tourism and major events destination
- Encourage travel trade partners to continue to work with Destination NSW to increase visitation from NSW top source markets for international visitors to NSW
- Establish government connections and market understanding
- Promote investment opportunities at the Western Sydney Airport and Aerotropolis
- Provide an update on the NSW Government's new tourism blueprint, the Visitor Economy Industry Action Plan 2030.

DESCRIPTION OF TRAVEL

The NSW Minister for Tourism and Major Events travelled to Malaysia and Singapore, over three days.

Malaysia

The Minister for Tourism and Major Events visited Kuala Lumpur on 3 to 4 October 2018 to attend meetings with key airline and travel trade partners.

The Minister met with the Australian Deputy High Commissioner, Malaysia, Mr Michael Growder, to discuss market insights and relationships between the NSW and Malaysian governments.

The Minister also met with AirAsia X's Chief Executive Officer, Mr Benyamin Ismail; Group Head of Commercial, Mr Barry Klipp; Group Head of Communications, Ms Vanessa Jane Regan; Head of Network & Regulatory, Mr Venggatarao Niadu; Head of Sales & Distribution, Mr Raymond Cheong; Head of Marketing, Ms Jurvena Lee; Marketing Manager, Mr Chia Pin Yu; and Group Communications Manager, Mr Kris Taute.

The meeting contributed to building stronger ties between AirAsia X and the NSW Government to promote travel to Sydney and regional NSW in the Malaysian market and fostering business and partnership collaboration. The meeting presented an opportunity to discuss the airline landscape in Malaysia, the continuation of a joint partnerships via a Memorandum of Understanding with AirAsia X and the airline's future plans in the Malaysian and Indian markets.

The Minister hosted a lunch with senior executives from AirAsia X and the CEO of Tune Hotel to reinforce the NSW Government's commitment to the relationship that it has with the airline and foster business and partnership collaboration.

The Minister also attended a meeting with senior executives of Malaysia Airlines, Mr Arved von zur Muehlen, Group Chief Marketing Officer; and Ms Schrene Goh, Head of Marketing. The meeting presented an opportunity to acknowledge the importance of the inbound Malaysian tourism market to NSW, affirm the NSW Government's ongoing commitment to the Malaysian market and to working in partnership with the airline, and reinforce the business relationships and leverage opportunities to develop Sydney and NSW itineraries. This meeting presented an opportunity to discuss the renewal of the Memorandum of Understanding with Malaysia Airlines and growth plans for the Indian market.

Singapore

The Minister visited Singapore on 5 to 6 October 2018 to attend meetings with key airline and travel trade partners.

The Minister met with the Australian Deputy Head of Mission, Singapore, Ms Kate Duff, to discuss market insights and relationships between the NSW and Singaporean governments.

The Minister supported Business Events Sydney at a meeting with key corporate decision-makers from a large organisation that is considering Sydney as the host city for upcoming large scale incentive meetings. The purpose of this meeting was to assist Business Events Sydney in its bid to secure the meetings. The Minister was accompanied by representatives of Business Events Sydney and Destination NSW at this meeting.

The Minister met with Mr Yeoh Phee Teik, Senior Vice President, Customer Experience from Singapore Airlines. This meeting resulted in the announcement of a renewed two-year partnership between the NSW Government and Singapore Airlines, aimed at boosting visitation to NSW.

The Minister hosted a luncheon with Ms Chan Guat Chen, Executive Director, and Mr Anthony Chan, Managing Director, from the Chan Brothers, one of Singapore's largest travel agents and tour operators. The luncheon provided an opportunity to acknowledge the importance of the inbound tourism market from Singapore to NSW, and to reaffirm the NSW Government's ongoing commitment to the Singapore market and to working in partnership with in-market travel trade partners.

The Minister met with Scoot's CEO, Mr Lee Lik Hsin to acknowledge and demonstrate the NSW Government's recognition of the value of working in partnership with the airline and continue to build strong ties between Scoot and Destination NSW to promote travel to Sydney and regional NSW in the Singaporean market. This meeting presented an opportunity to discuss the airline landscape in Singapore and the renewal of the Memorandum of Understanding with Scoot.

The Minister hosted a dinner for seven key Singapore hospitality and tourism investors where he provided an update on NSW's new tourism blueprint, the Visitor Economy Industry Action Plan 2030, and discussed investment opportunities for the Western Sydney Aerotropolis and the recent developments for Western Sydney Airport. The dinner allowed the Minister to recognise the contribution of investors for their support in generating tourism to Sydney and regional NSW.

The Minister also undertook a tour of Sentosa Island, a man-made island, which includes the Resorts World, Universal Studios Singapore, Tiger Sky Tower, Singapore Butterfly & Insect Kingdom, and one of the largest collections of aquatic animals in the world, SEA Aquarium.

The tour of the resort presented an opportunity to assess and experience the resort's infrastructure, attractions and hospitality.

KEY OUTCOMES AND BENEFIT TO NEW SOUTH WALES

The mission reinforced NSW's reputation as a premier visitor destination and as a strong, stable and growing economy, through meetings with key government and industry stakeholders. The Minister's travel aligned to the business objectives of the NSW Government and is consistent with the NSW Visitor Economy Industry Action Plan.

Engagement with travel, trade and airline partners in NSW top source market

Malaysia and Singapore have delivered strong growth in visitor numbers and expenditure since the year ending March 2013 of 36 per cent and 37 per cent, and 18 per cent and 22 per cent, respectively. Malaysia and Singapore are priority international markets identified in the NSW Government's Visitor Economy Industry Action Plan 2012-2020. The new Visitor Economy Industry Action Plan 2030 reinforces this focus. These markets continue to present significant opportunities for the State.

The mission enabled the Minister for Tourism and Major Events to engage with a range of travel trade and airline partners and executives in Malaysia and Singapore to:

- share market insights and the outlook for the Malaysian and Singaporean markets
- highlight and promote experiences on offer in Sydney and regional NSW
- strengthen important bilateral ties with Malaysia and Singapore
- encourage continued travel trade partners working with Destination NSW to increase visitation from the two source markets.

As his first official visit to Malaysia and Singapore, the mission enabled the Minister to meet with key airline and travel trade partners for Destination NSW to reinforce the importance of Malaysia and Singapore as priority international markets. The mission resulted in the announcement of a new partnership with Singapore Airlines and enabled the Minister to discuss the NSW Government's renewals of memoranda of understanding with AirAsia X, Malaysia Airlines and Scoot.

OFFICIAL DELEGATION

The Hon Adam Marshall MP

Minister for Tourism and Major events, and Assistant Minister for Skills

Accompanied by:

Mr Julian Luke, Chief of Staff, Office of Minister Marshall

Based in Malaysia or Singapore:

Ms Sandra Chipchase, CEO, Destination NSW

Ms Lindsey Long, Marketing Executive, Destination NSW

Ms Siew Hoon Tan, Regional Director, Destination NSW

MISSION COSTS

Minister	The Hon Adam Marshall MP
Portfolio	Minister for Tourism and Major Events and assistant Minister for Skills
Destinations(s) visited a) Countries b) Cities	Malaysia and Singapore Kuala Lumpur and Singapore
Dates of travel a) Departure date b) Return date	a) 3 October 2018 b) 7 October 2018
Number of official travel days	5
Number of accompanying a) Minister's staff b) Government officials	a) 1 b) 1-2 depending on location
Accompanied by spouse a) in an official capacity b) in a private capacity	N/A
Costs	
Airfares a) Minister and Minister's staff b) Government officials	a) \$10,088.92 b) \$6,387.28
Accommodation (includes any meals/incidentals charged to room) a) Minister and Minister's staff b) Government officials	a) \$2,722.62 b) \$2,250.46
Official hospitality a) Minister and Minister's staff b) Government officials	a) Nil b) AU\$18,074.21
Other expenses a) Official gift presentation b) Ground transport c) Meals and refreshments d) Other miscellaneous costs	a) \$3,019.62 b) \$1,200.24 c) \$57.19 d) Nil
TOTAL estimated travel cost a) Minister and Minister's staff b) Government officials	a) \$12,971.54 b) \$30,989.00
Currency conversion rate	All dollars listed above are in Australian

This report does not include costs for data roaming, official passports, visas, vaccinations, insurance, translation or printing of business cards.