

Singapore **benchmark** for Malaysia in biz tourism

> Business tourists bring
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than leisure visitors

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GENTING HIGHLANDS: Malaysia is looking at Singapore as a benchmark to bring in more business tourism into the country, with a target of 10%-15% of overall tourism receipts by 2020.

Business tourism includes the meetings, incentives, conventions and exhibitions (MICE) segment, which on its own contributes about 8% to total tourism receipts.

Deputy Minister of Tourism, Arts and Culture Muhammad Bakhtiar Wan Chik said business tourists bring in three times more revenue than leisure tourists.

"Singapore has 40% of their tourism receipts from business tourists so we might want to benchmark Singapore in terms of tourism receipts when it comes to business tourists. We might not be like Singapore, but we should target about 10%-15% (business tourism) by 2020," he told a press conference after opening the Malaysia Business Events Week (MBEW) yesterday.

The ministry's target is to achieve 36 million tourists by 2020, generating RM168 billion in tourism receipts. By 2020, business events are expected to contribute RM3.9 billion in the incremental of gross national income. The business events industry will remain an important component to Malaysia's economic prosperity.

Meanwhile, Muhammad Bakhtiar said the ministry is looking at closing two or three of