



LANGUAGE
SHOULD NOT
BE YOUR
BARRIER

Elite Asia Enables You And
Your Business To Be Understood



CLARITY CONTEXT CONVICTION

**HOSPITALITY
INDUSTRY
IN MALAYSIA**

Updated: October 2015



Malaysia's tourism industry is **blooming**

“The Malaysia government will **continue it's strive to push the tourism and culture sector to a greater heights**. This is in line with the government's aspiration via Malaysia Tourism Transformation Plan.

- Malaysian Investment Development Authority, 2015

“Malaysia's hospitality industry **is experiencing healthy growth** in hotel openings and hospitality-related services through the steady flow of business travelers, tourists and popularity as a MICE (Meeting, Incentives, Conventions, Exhibitions) venue.

- Malaysia Property Incorporated, 2015

“A total of 27.4 million tourists entered Malaysia in 2014, **marking an increase of 6.7%** y-o-y compared to 2013.

- Tourism Malaysia with the cooperation of Immigration Department, 2014



Translation and Interpretation in demand

“ In the hospitality industry, there is a general awareness of the scarcity of language skills and **most of the companies do not at present have any language strategy** – despite their high levels of awareness that such a strategy would be desirable.

- Cañas, J. & Pérez, L., Research Papers College Formatic Barcelona, Barcelona , Spain, 2014

“ Customers and tourists appreciate being able to communicate with customer service and hospitality workers **in their native language**.

- Chicago Tribune, 2012

“ **Understanding the customer’s language** and cultural peculiarities, needs and expectations, is essential for the success of the hotel industry.

- Alina Cincan, Hotel Staff Language Skills: Why Knowing Who Your Customers Are Is Essential, Customer Experience Magazine



Languages in demand

(exclude English language)

TOP INTERNATIONAL VISITOR ARRIVALS BY REGION, 2014

2,827,533 from Indonesia (Bahasa Indonesia)

1,613,355 from China (Simplified Chinese)

1,299,298 from Thailand (Thai)

553,106 from Japan (Japanese)

385,769 from South Korea (Korean)

274,665 from Taiwan (Traditional Chinese)

169,973 from France (French)

158,453 from Germany (German)

113,921 from Saudi Arabia (Arabic)

Source : Tourism Malaysia with the cooperation of Immigration Department, 2014



What can we do **for you**

We use the **exact industry terminology correctly and consistently** to translate the content for, but not limited to:

- Website
- Brochure
- Guides
- Press kit
- Signs
- Travel map
- Restaurant menu
- Training material
- Advertisement

Our interpreters will build a bridge that connects between you and your overseas clients in any event.



Conclusion

By communicating in your guests' native languages **provide a holistic and pleasant experience.**

Malaysia welcomed a high percentage of visitors from Asia countries such as Indonesia, China, Thailand, Japan. It is important to **reach out to your target audience effectively by advertising in their native languages.**

Travelling made easy for everyone at the internet age. **Optimise your website with keywords spelled in the language your target audience often use.**

Make your guest's native language available on your website to **improve user experience** as well as **increase your sales revenue.**

Create your competitive advantage by adopting language translation or interpretation. Elite Asia could help you through **localization solutions.**