

## ENGAGEMENT SESSION WITH SARAWAK'S HOTEL INDUSTRY HIGHLIGHTS KEY PERFORMANCE METRICS FOR HOTEL SURVEY



Certificates of Appreciation were presented to participating hotels in Sarawak in recognition of their support for Tourism Malaysia's Hotel Survey.

**KUCHING, 9 July 2025** – The Ministry of Tourism, Arts and Culture (MOTAC), through its agency Tourism Malaysia, organised the Hotel Data Refinement Session with Sarawak's Hotel Industry in conjunction with the Presentation of Appreciation Certificates to Hotel Survey Samples in Sarawak today. The event was held at the Hilton Hotel Kuching and marked the first engagement of its kind for the year.

The session was officiated by Mr. Shahrin Mokhtar, Deputy Director General (Planning) of Tourism Malaysia, and brought together key tourism and hospitality stakeholders in Sarawak, including representatives from the Malaysian Association of Hotels (MAH) Sarawak Chapter, Malaysia Budget & Business Hotel Association (MyBHA) Sarawak

Chapter, Sarawak Tourism Federation (STF), Sarawak Tourism Board (STB), and the National Property Information Centre (NAPIC) Sarawak.

Organised by the Strategic Planning Division of Tourism Malaysia, the session served as a platform to present the latest findings from the quarterly Paid Accommodation Survey (also known as the hotel survey), which captures key performance metrics such as Average Occupancy Rate (AOR), Average Room Rate (ARR), and guest arrivals — both domestic and international.

In addition to data sharing, a refresher on the survey's reporting procedures was provided to ensure consistent and accurate data submission. The session also supported by newly appointed hotel officers in understanding their roles, while offering a platform for industry players to share feedback, challenges, and suggestions to improve the survey's implementation and relevance.

According to Mr. Shahrin, this engagement is timely as the country prepares for Visit Malaysia 2026 (VM2026). "Reliable and high-quality data is essential in supporting our national tourism agenda. The hotel survey plays a vital role not only for Tourism Malaysia but also as a key reference for policymakers, investors, and industry stakeholders," he said.

To acknowledge outstanding contributions, Tourism Malaysia also presented certificates of appreciation and Visit Malaysia 2026 promotional materials to hotel operators who have demonstrated exceptional commitment and consistency in data submission. This recognition reflects the agency's appreciation for their continued support in enhancing national tourism data.

Malaysia continues to experience a strong recovery in tourism. In 2024, the country welcomed 38 million international visitors — a 31.1% increase from 2023 and 8.3% higher than pre-pandemic levels in 2019. The positive momentum has carried into 2025, with 13.4 million visitor arrivals recorded from January to April, representing a 21.0% year-on-year increase. Singapore remained Malaysia's top source market, followed by Indonesia, China, Thailand, India, Brunei, South Korea, the Philippines, Australia, and the United Kingdom.

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### **About Tourism Malaysia**

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts & Culture Malaysia. It focuses on the specific task of

promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene.

The next Visit Malaysia, set to take place in 2026, will commemorate the sustainability of the nation's tourism industry, which is also in line with the United Nations Sustainable Development Goals (UNSDG).

Furthermore, Tourism Malaysia actively endorses the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), working towards the realisation of the IMT-GT Visiting Year 2023-2025, with the shared aim of promoting the region as a unified tourism destination. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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