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**MALAYSIA VIRTUAL EXPERIENCE (MyXVp) GENERATES REVENUE AS AN
ALTERNATIVE IN EXPERIENCE TOURISM**

25 June 2020, Kuala Lumpur – Tourism Productivity Nexus (TPN) with full support from Malaysia Productivity Corporation (MPC) has been actively working on Malaysia Virtual Experience (MyXVp) project as an alternative in experience tourism, a source of income for industry players, and a means to increase tourism industry productivity while adapting to the new normal.

TPN has recently completed its pilot project on MyXVp with more than 10 showcases on *Santai with Fredo*, *The Untold Beauty of Semporna*, *Santika Musical Sing-Ang-Klong*, *Back to Nature with Min House Camp*, *Oil Painting with Aishah*, and *Negeri Sembilan: Where Women Rule The Clan*. Each of the showcases has generated revenue between RM 800 – RM 1200 per one-hour show. *Santai with Fredo* was attended by YB Dato' Sri Hajah Nancy Shukri, Minister of Tourism, Arts and Culture.

The pilot project yielded more than 90% on the overall satisfaction index based on the performances and deliveries of the online experiences, according to the responses received from the attendees of the showcases.

YBhg. Dato' Abdul Latif Hj Abu Seman, MPC Director General emphasised that "MPC, in driving the productivity of the nation, is supportive of MyXVp model where technology is fully utilised as productivity tool. The model sees a transition towards mass outreach via digital platforms in its training and mentoring, marketing strategy, and delivery of the programme itself."

YBrs. Encik Uzaidi Udanis, TPN Champion, said "MyVXp is a model developed by TPN based on its 5R approach to reset tourism namely *Reinvent Product*; *Research Target Market*; *Remodel Marketing and Promotion*; *Ride on Technology*; and *Recalibrate the Industry*. TPN 5R To Reset Tourism is formulated to manage the disruptive impact of COVID-19 on the tourism industry. MyVXp is the final important piece in testing this approach and up to this point, the model has been showing encouraging impact on experience tourism. Just imagine if one host can produce 10 showcases a month at RM 30 per ticket to a crowd of 30 guests. This is translated into RM 9000 revenue for the host of the virtual experience."

He further added that TPN is currently working with MPC to produce 1000 prototypes of showcases of online experiences through its virtual mentoring programme, MyVXp 2.0. Currently, TPN is in the process of identifying the participants for the programme. Interested individuals may apply to join the programme through <https://forms.gle/h5Zc4Vmp9siTG6Z88>.

End.

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About Malaysia Productivity Corporation (MPC)

Malaysia Productivity Corporation (MPC) is a statutory body under the Ministry of International Trade and Industry (MITI). MPC promotes productivity, quality and competitiveness to the industries and organisations in Malaysia. MPC's vision is to be the leading organisation in productivity enhancement for global competitiveness and innovation.

About Tourism Productivity Nexus (TPN)

Tourism Productivity Nexus (TPN) is a one-stop centre that caters to enterprises to boost productivity while increasing innovation and capturing growth opportunities. The Nexus' initiatives emphasise the development of a holistic ecosystem in order to increase technology adoption and further strengthen key industry enablers.

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