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**FOR IMMEDIATE RELEASE**

**"MALAYSIA VIRTUAL EXPERIENCE (MyVXp) DEVELOPED TO ADAPT THE NEW  
NORMAL IN TOURISM INDUSTRY"**

29 May 2020, Kuala Lumpur – Tourism Productivity Nexus (TPN), fully supported by Malaysia Productivity Corporation (MPC) has launched the pilot project for Malaysia Virtual Experience (MyVXp), an online experience package featuring attractions, destinations, and tourism products in Malaysia. MyVXp aims to amplify the new normal of experience tourism – the virtual travel – the virtual tourist. The model is also expected to be one of the marketing tools to upsell tourist attractions and destinations once tourist activities begin to increase.

In materialising this initiative, TPN and MPC have identified the business model which addresses key activities, resources, partnerships, costs, value proposition, customer relationship, channel, marketing plan, payment gateway, and revenue stream.

MPC Director General, YBhg. Dato' Abdul Latif Hj Abu Seman said that the model fits MPC's efforts in leveraging technology to enable and catalyse productivity growth while movement restriction is still in place due to COVID-19 pandemic.

"Since the enforcement of the MCO, MPC has been venturing into maximising technology and digitalisation to maintain, if not to increase productivity level of the industry. We understand that the restriction does have an impact on business productivity. Virtual experience has been on the rise globally since the pandemic restricts us from travelling. We will keep experimenting with technology"

YBrs. Encik Uzaidi Udanis, TPN Champion, explained that MyVXp is a testing ground for tourism product reinvention, market segmentation, and marketing strategy, tailored to the current situation.

"We have tested the model with Santika Hulu Langat on 25 May recently for its live angklung performance, and the online experience has enriched the audience's experience and managed to upsell Santika up to RM 1200 in one hour after the showcase. Today, we are premiering online experience with Fredo Flybaits, and soon, there will be virtual experience on Semporna, Negeri Sembilan, and oil painting, to name a few."

Encik Uzaidi Udanis added that MyVXp will assist industry players to embrace the new normal in tourism industry, upskill their capacity and capability, and give the public the choice to experience destinations and attractions virtually.

More packages under Malaysia Virtual Experience (MyVXp) are accessible via <https://www.mymalaysiachoice.com/>.

**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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Released by **MALAYSIA PRODUCTIVITY CORPORATION**. Media enquiries **Ms. Huda Atiqah Samsir Tel :013 726 1950 ; e-mail : atiqah@mpc.gov.my**

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