# Insights and Recommendations

**a)**     **Project Summary and Insights**

    **1) Tourism Trends**

- Total tourist arrivals showed a significant increment after 2020 with a 425% increase in arrivals from 2020 to 2024 which demonstrates a strong post-pandemic growth.
- December can be concluded as the most popular month historically that tend to have the highest arrivals.

    **2) Geographic Trends and Insights**

<u>State of Entry</u>

- Johor accounted for the highest total arrivals of 46.8Millions making it the most preferred state of entry.
- Meanwhile, Terengganu has the lowest total arrivals which is only 272 highlighting the need for targeted efforts to attract more visitors.

<u>Continent and Country</u>

- Asia dominated tourist arrivals accounting for 93% of total visitors.
- Singapore was the top contributing country, followed by Indonesia and Thailand.

    **3) Demographic Insights**

- Gender distributions revealed a slight majority of Male tourist which is 55.75% compared to Female tourist, 44.25%.

    **4) AI-Driven Insights**

- Forecasting predicted a steady rise in tourist arrivals until March 2025, followed by a slight decline in the subsequent months. This trend reflects the seasonal nature of tourism and can guide planning for peak and oof-peak seasons.
- KPI Growth Analysis highlighted month-on-month increases. For example, total tourist arrival in September 2024 has an 18.8% increment compared to September 2023, showcasing sustained tourism growth.

**b)      Recommendation for Stakeholders**

The stakeholders shall leverage the opportunities during peak season by launching promotional campaign and travel packages targeting international tourists before peak months. Furthermore, the hotel capacity, transportation services, and tourist attractions should be scale up to accommodate the anticipated surge in arrivals during peak months.

As for underperforming states, the stakeholders shall promote these states through unique cultural or eco-tourism to appeal to nature-lovers' tourists. The stakeholders can also partner with travel agencies and airlines to create attractive packages that include visits to these states.

Since most tourists are from Asia continent, the stakeholders shall design campaigns that cater to preferences of these countries such as Singapore, Indonesia, and Thailand. The stakeholders can organize events or festivals to attract these tourists.