

Traveloka aims to establish more collaborations to drive domestic tourism

By [Azanis Shahila Aman](#) - March 1, 2022 @ 11:02am



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KUALA LUMPUR: Traveloka, Southeast Asia's travel superapp, aims to rebuild and revitalise the domestic tourism sector with stronger collaboration with stakeholders at the federal and state government levels.

Traveloka Malaysia country manager Angelica Chan said the platform will continue its Covid-19 recovery efforts in Malaysia to help contribute significantly to the reopening of the local tourism industry, the third-largest contributor to Malaysia's gross development product (GDP).

"With the future reopening of Malaysian borders to international travellers, we are committed to continuing working with stakeholders at the federal and state government levels, as a conduit to drive local tourism activities," said Chan.

Since the pandemic first hit Malaysia in 2020, Traveloka has played a significant role in innovating to help the travel and tourism industry, through some of the most challenging times.

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In collaboration with the Malaysia Healthcare Travel Council (MHTC) and the Malaysian Medical Association (MAA), Traveloka launched the Medical Heroes Appreciation Campaign in 2020.

This campaign has provided exclusive discounts to medical workers and medical institutions via their Buy Now Stay Later programme across 250 local hotel partners.

The programme enabled medical workers to purchase hotel stays and use them at a later date, whenever they wanted to take a break.

As soon as the first travel bubble to Langkawi was announced last year, Traveloka worked closely with Tourism Malaysia.

Celebrating its tenth year in the region, Traveloka said it has achieved a 70 per cent increase in flight bookings, 40 per cent growth in hotel bookings, and a three-fold jump in tourist attraction receipts when Langkawi travel was greenlighted.

"The travel superapp, which is engineered to empower the region's fast-growing and highly aspirational users to enjoy new experiences, as well as explore the world around them, hit 60 per cent growth in sales in 2021, compared to the same period in 2019," it said.

According to Traveloka, the travel superapp will continue to fulfil users' lifestyle and travelling aspirations through deals at highly competitive pricing from platform partners in the airlines, attractions, hotels, as well as spa and beauty segments.

Further, Traveloka has also appointed Diana Danielle as brand ambassador for Malaysia to commemorate its 10 years in Southeast Asia.

"With the appointment, the travel superapp hopes to further engage and understand local users and partners alike," it said.