

CASE STUDY

FAST FACTS



Event
Herbalife (CHINA)
Excellent Incentive Trip

5 – 11 April 2018

Venue
Kota Kinabalu, Sabah



Host Organisation
Herbalife (Shanghai)
Management Co. Ltd.



Attendance
730 delegates



**Economic Contribution
to Malaysia**
RM10.8 million

HERBALIFE CHINA DISCOVERS NATURE'S PARADISE IN MALAYSIA



A continuous hit with incentive groups

As one of the internationally renowned island, the state of Sabah located in East Malaysia has continuously awed its visitors. From clear turquoise seas, dense and rich green forests, traditional tribal culture, to home of some of the most exotic fauna species, Sabah has it all housed in one well-preserved destination.

This year, the state once again successfully wowed another large incentive group from Herbalife Nutrition China. Welcoming 730 well-deserved serving members of the nutrition and weight management company in four batches, the Group was able to gain an experiential journey through various pockets of activities specially tailored to suit and at the same time, go up and above expectations.

The first group of 240 delegates arrived between 5-9 April, followed by the next batch of 220 from 6 to 10 April and the final 260 delegates from 7-11 April 2018. With the entire trip spanning across a week, it earned Malaysia an economic impact of more than RM 10.8 million.

As local as it gets!

It is widely believed in Asia that food is one of the best way to bring people together and acquaint them with an unfamiliar place or culture. Upon arrival, Herbalife incentive groups were given a sumptuous welcome meal at the popular Sri Tanjung restaurant in Kota Kinabalu which serves one of the freshest seafood.

To further absorb the local culture, the Borneo Cultural Village was part of the itinerary where delegates learnt how to start a fire with nature's tools, 'attack' with a blowpipe, have tribal Inai tattoos drawn on them as well as learning about the land through insects and other living creatures of the forests. Enjoying the best of nature, delegates were also taken to the Manukan Islands, white water rafting at the Kiulu River and the Klias Wetland River Cruise.

The highlight of the entire trip would be the team building activities designed especially to further strengthen the synergy amongst the company's people. These activities took place at Borneo Kellybays, an increasingly popular destination for incentive groups.

Gaining momentum as a tourism spot, Borneo Kellybays is nestled in the laidback village of Kampung Laya-Laya in Tuaran. An ideal destination for getaways, the place is able to cater to physical sports activities such as kayaking, volleyball, camping and many more due to the land capacity. In the case of Herbalife's visit, the Company took up the entire place! Additional activities such as participating in the art of batik painting and cooking sessions all added up to the cherished experience.

Perfecting every trip

The Herbalife Nutrition corporate incentive trip was organised by Malaysian destination marketing company (DMC) Majestic Express Holidays Sdn. Bhd.

As much as Sabah remains to be one of the top destination of choice for international incentive groups, it is the great effort of local DMCs to provide the best experience for every visit especially when it comes to transportation. With a large group like Herbalife, Majestic Express mustered all suppliers in Kota Kinabalu for the provision of bus services.

Another amazing feat pulled off by the DMC together with the support of partners such as the Malaysia Convention & Exhibition Bureau (MyCEB) as well as Sabah Tourism Board is the booking of the entire Borneo Kellybays area exclusively for the Group. Permits, coordination and many more arrangements were tediously made to ensure minimal interruption for flawless team building sessions as well as the convenience of the public.

During the trip, dance troupes were arranged by MyCEB to perform for the delegates. The arrangement of the troupes also underwent a detailed process to ensure that all suppliers and agents, international or local were on the same page despite the differences in time zones and language.

All's well, ends well

Sabah never ceases to gain flattering reviews, especially with the growing business tourism sector in Malaysia.

"Sabah is a paradise, not only known in Malaysia but worldwide. The basic philosophy of Sabah is similar to Herbalife's company philosophy. Our company's products are herbal and it's about life. We always promote an active lifestyle; our mission is to make the world to be healthier and happier. And that is also the environment, like Sabah, the blue skies, oceans and friendly people...Sabah can provide the experience to our people, it is very unique." – David Chen, Vice President, Sales & Marketing of Herbalife (Shanghai) Management Co.Ltd.

"Sabah is one of the top destinations, it's recommended by most of the travel platforms such as Trip Advisors. Now it's much more famous as before. For us as a MICE team, we just want to have the best place for clients. It is not just a city, but it touches your heart. For me, the most impressive place is Kellybays. It is my favourite because it's a separated place, it's big and home to sea shores. So many activities to do, it meets the demands of groups. We can charter there, and people have a great time!" – Mike Li, Senior Manager, MICE of Herbalife.

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The journey continues for business events in Malaysia

Despite witnessing a small slowdown in overall of the country's tourism, Malaysia's business visitors are not showing any chance of decrease when it comes to arrivals. Much of these incoming arrivals are attributed to several factors including the support received from the Malaysian authorities especially the Ministry of Tourism, Arts and Culture Malaysia (MOTAC) and Tourism Malaysia.

Known to spearhead the industry is MyCEB, an agency under MOTAC that was established nine years ago to build and grow the business tourism sector. For 2018, more than 150 of delegates have visited Malaysia bringing in an economic impact of RM 1.58 billion.

MyCEB is actively aiding MOTAC in the development of new tourism products that is set to continue the momentum for the industry.

