



CASE STUDY

MIHAS

The 15th Malaysia International Halal Showcase

MIHAS Case Study for Tripfez Travel
Official Event Partner for Travel & Logistics

**The world's largest
halal trade show**

4 - 7 April 2018

Malaysia International Trade & Exhibition Centre
10.00 am - 7.00 pm

info@tripfez.com

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The MIHAS

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PROJECT DETAILS

Tripfez Travel was the exclusively appointed travel & logistics partner for the MIHAS event 2018

MIHAS is an annual 4 day halal industry trade show organized by MATRADE in Kuala Lumpur. MIHAS is the world's leading halal trade show.

Venue: Malaysia International Trade & Exhibition Centre (MITEC)

Number of exhibitors: **1,200**

Number of visitors: **30,00**

Show Dates: **04 - 07 April 2018**

Delegates, Exhibitors, Visitors and Buyers from 80 countries around the world:



FOREIGN VISITORS BREAKDOWN



TOP 10 INTERNATIONAL VISITORS



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A free shuttle service was provided from certain fixed locations in Kuala Lumpur to MITEC. The shuttle service was organized by Tripfez Travel for MIHAS.

There are a few pick-up/drop-off points and specific bus route for our Lines for you to use our Hotel Shuttle service.

LINE 1 – PWTC (Sunway Putra Hotel*, Seri Pacific & Tune Hotel)

LINE 2 – KLCC (Impiana & Premiera)

LINE 3 – KL Sentral (Aloft & Le Meridien)

LINE 4 – Bukit Bintang (Park Royal & Royale Chulan)

* Sunway Putra Hotel guests, kindly walk over to / from the pick up / drop off point at **Seri Pacific Hotel**.

Timing:

Morning 8am – 10:45am, Intervals of 15min; Evening 5pm-7:45pm, Intervals of 15min

Objective:

Allow Exhibitors, Trade Visitors, Buyers and B2C Visitors to reach MITEC seamlessly from neuralgic points of the city and return. The shuttle service shall increase visitors and the comfort of exhibitors to create loyalty for future events.

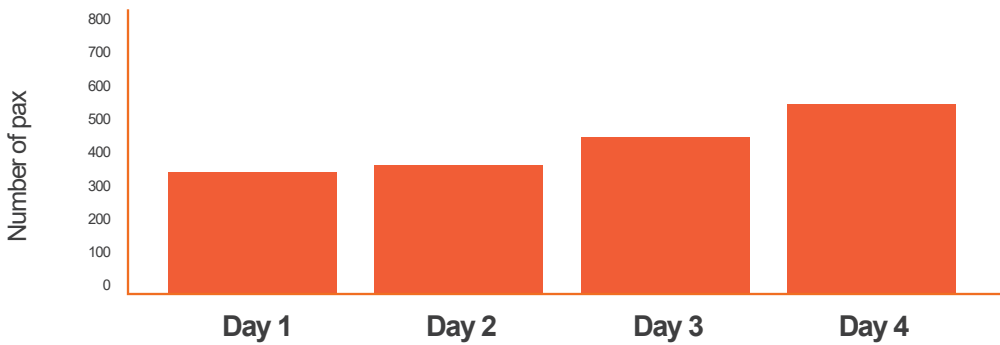
STATISTICS



Shuttle Usage (Morning – Hotels to MITEC)

	Day 1	Day 2	Day 3	Day 4
Number of pax	2336	2334	2432	2544

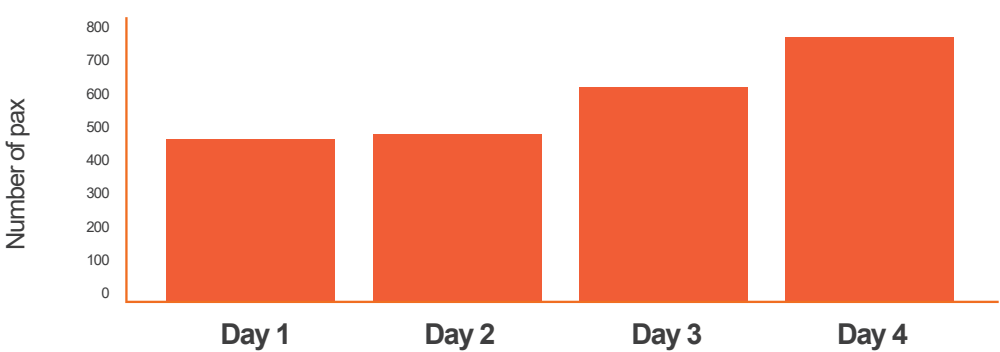
Total pax: 1656



Shuttle Usage (Evening – MITEC to Hotels)

	Day 1	Day 2	Day 3	Day 4
Number of pax	2470	2482	2605	2762

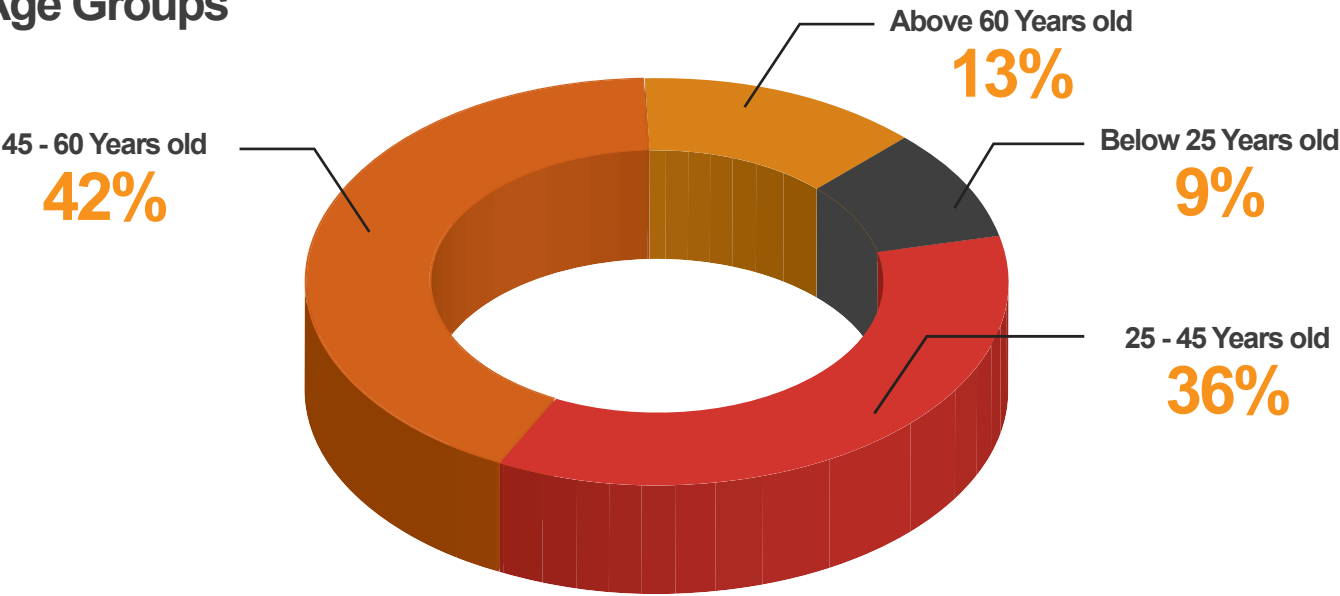
Total pax: 1656



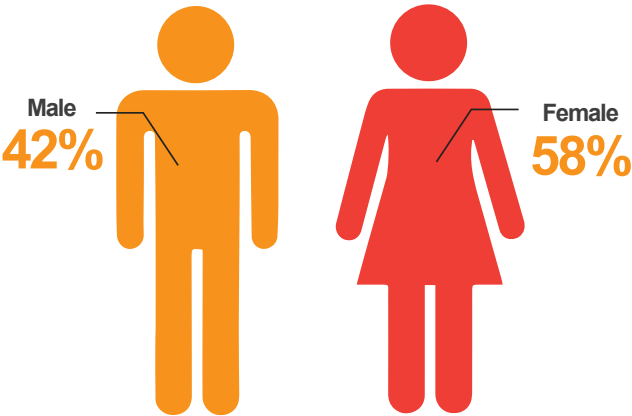
DEMOGRAPHICS



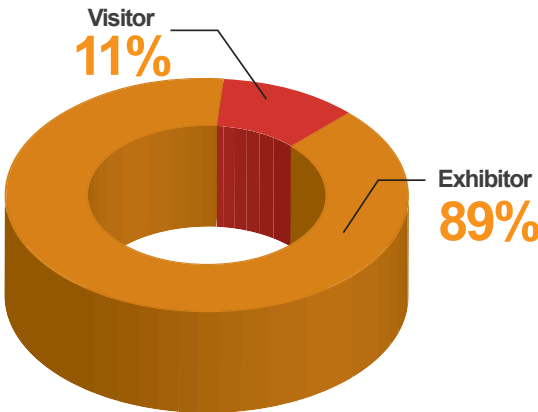
Age Groups



Male / Female



Exhibitor / Visitor Ratio



SHUTTLE SATISFACTION RATING



Service Attributes	Satisfaction ratings	Satisfied (%)
Waiting Time	7.9	89.9
Reliability	8.3	92.8
Service Information	7.8	88.3
Comfort	8.5	94.2
Travel Time	7.6	85.5
Customer Service	8.9	97.2
Safety and Security	8.8	95.8
Service Attributes	8.9	96.7

Users of the Shuttle Bus very generally very satisfied with the service (with an overall satisfaction of 96.7%). Waiting time and Travel time varied due to traffic jams and weather conditions.



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