

PRESS RELEASE

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TOURISM MALAYSIA GEARS UP FOR VISIT MALAYSIA 2020 AT 41st EDITION OF IFTM-TOP RESA 2019



Tourism Malaysia Pavilion at IFTM Top Resa

PARIS, 2 OCTOBER 2019 – At this year’s International French Travel Market (IFTM) Top Resa, Tourism Malaysia and five Malaysian sellers welcome French agents and trade professionals to discover Malaysia. The Malaysian sellers comprised of Asian Trails, Bamboo Adventure, Pro Eco Adventure, Malai Adventure and The Datai.

Held from 1 to 4 October at the Paris Expo, Porte de Versailles in Paris, the IFTM Top Resa was among the tourism industry’s leading event for networking, doing business, innovating and keeping abreast of market developments across the leisure, business and events sectors.

“Our participation at IFTM-Top Resa will boost our efforts to aggressively promote Malaysia in the French market leveraging on the national campaign of Visit Malaysia 2020,” said Libra Haniff, the Director of Tourism Malaysia Paris.

MALAYSIA TOURISM PROMOTION BOARD

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The buyers meet sellers' session at Tourism Malaysia Pavilion.

He added that a marketing partnership programmes were underway with airlines, main tour operators and distributors namely Singapore Airlines, Omar Air, Etihad and Asia Voyages to jointly promote Visit Malaysia 2020.

Meanwhile, a special presentation on Visit Malaysia 2020 was held onboard Yacht de Paris on 30 September, with more than 60 agents attending the lunch seminar hosted by Tourism Malaysia. At the seminar, the award-winning naturalist, Mr Irshad Mubarak gave

his presentation on Malaysia as an ecotourism destination in line with the objective of the VM2020 campaign, which focused on ecotourism and the sustainability of tourism.

Partner airline, Oman Air sponsored one return ticket to Malaysia for two persons. Sarawak Tourism Board, Sabah Tourism Board and Penang Global Tourism also supported prizes to Kuching, Kota Kinabalu and Penang respectively with travel packages for winners to experience adventure, eco, nature and culture.

The year 2020 has been designated as Visit Malaysia 2020 with targets of achieving 30 million international tourist arrivals and RM100 billion (21.2 billion euros). The focus of the campaign is on ecotourism, arts and culture.

France is an important source market for inbound tourists to Malaysia. At the half year mark this year, Malaysia received a total of 67,717 arrivals from France, an increase of 0.2% compared to the same period in 2018.

Informations:

Website: www.tourism.gov.my

Facebook: <https://www.facebook.com/malaysia.travel.fr/>

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Mr. Libra (middle) and Mr. Irshad (far left) are being interviewed by the French journalist, Myriam Abergel (right) from Quotidien du Tourisme magazine.

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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism, Arts & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. In 2018, Malaysia registered 25.8 million tourist arrivals and RM84.1 billion tourist receipts, placing it among the major tourism destinations of the world.

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