

## TOURISM MALAYSIA CONTINUES TO ATTRACT FRENCH TRAVELLERS TO MALAYSIA



*Minister of Tourism and Culture, YB Dato' Seri Mohamed Nazri Aziz (centre), presented the book entitled "Penang- through the Guided Doors" to Franklin Auber (right) and Brice Schoubrenner of Singapore Airlines. Singapore Airlines is one of Tourism Malaysia' strategic airlines partners to promote Malaysia in the French market.*

**PARIS, FRANCE, 29 September 2017** - Tourism Malaysia made a comeback at IFTM-Top Resa 2017, one of Europe's most important international travel trade fairs targeted specifically to France and all French speaking tourism industry markets globally. The travel fair was held at Porte de Versailles in Paris from 26 to 29 September 2017.

Malaysia's Minister of Tourism and Culture, YB Dato' Seri Mohamed Nazri Aziz, visited the French travel exhibition and met with some French tourism industry players, opinion leaders, main tour operators, airlines and tourism agencies, and held a press conference attended by travel trade media.

During the press conference, Dato' Seri Mohamed Nazri briefed the French media on the importance of the French market. The French arrivals to Malaysia increased by 11.2% in June 2017 compared to June 2016, while the average length of stay for French travellers increased to 9.1 nights in 2016 compared to 7.9 nights in 2015.

The Minister stressed the importance of tourism in the Malaysian economy, and said that globally, Malaysia targets to achieve 31.8 million arrivals and tourism receipts of RM118 billion.

Dato' Seri Mohamed Nazri also shared on Malaysia's tourism sustainability efforts in line with UNWTO's goals to promote sustainable tourism. New hotel developments, the newly-introduced tourism tax and how Malaysia's MICE and business tourism via Malaysia Convention & Exhibition Bureau (MyCEB) is contributing significantly to the country's overall tourism economy were also key issues addressed.

### **MALAYSIA TOURISM PROMOTION BOARD**

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Mr Guillaume Linton, the President of PATA France Travel Mart 2018, was briefed on the PATA event that will take place from 12-14 September, 2018 in the geopark island of Langkawi. Mr Linton assured Dato' Seri Mohamed Nazri that he will encourage members of the French chapter to join the PATA Travel Mart 2018, an event hosted jointly by Tourism Malaysia and Langkawi Development Authority (LADA).

The Tourism Malaysia pavilion was well located at the main entrance of the travel fair. Joined by Malaysian participants Synergy Tours, Asian Trails and Oman Air, the activities at the Malaysia stand drew significant number of business meetings and queries in regards to leisure and incentive travel to Malaysia.

*The Fabulous Malaysia Quiz* contest for travel agents was won by Ms. Alexia Beaubernard and Ms. Laury Clech-Duvernoy from Travel Connection based in Fontainebleau, France. They received a return air ticket to Kuala Lumpur courtesy of Oman Air.

**ENDS**

*For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourism.gov.my/>*

**MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA** is an agency under the Ministry of Tourism & 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 2016, Malaysia registered 26.8 million tourist arrivals and RM82.1 billion in receipts, placing it among the major tourism destinations of the world.

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