



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **TOURISM MALAYSIA PARTICIPATES IN WORLD TRAVEL MARKET AFRICA**

**CAPE TOWN, 6 April 2016:** Tourism Malaysia's efforts to promote Malaysia as a premier tourist destination continues in South Africa, as it participates in the World Travel Market (WTM) Africa 2016 from 6 – 8 April. Datuk Musa Yusof, director of Tourism Malaysia's Asia/Africa promotional division, is leading the delegation this year.

Tourism Malaysia's participation in this year's WTM Africa is a continuation of the promotional efforts from last year's 'Malaysia Year of Festival' (MyFest) campaign, and is expected to boost tourist arrivals from the African continent, especially South Africa.

The event, which takes place at the Cape Town International Convention Centre (CTICC), also provides an excellent platform for Tourism Malaysia to update the tourism trade fraternity on the latest tourism products and offerings, as well as provide an opportunity to meet and network with local tour agents, airlines, and media.

Later today, Tourism Malaysia will also be hosting a Networking Dinner for the South African tour agents at the Bo-Kaap Kombius restaurant, where there will be video and slide presentations on Malaysia's latest tourism attractions and products.

Last year, a total of 570 participants attended WTM Africa, which translated to 7600 prescheduled appointments. From that figure, Tourism Malaysia obtained 110 business meetings.

**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.tourismmalaysia.gov.my/>*

**MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA** is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2015, Malaysia registered 25.7 million tourist arrivals and RM69.1 billion in receipts, making tourism its second largest foreign exchange earner.

*Through the Tourism NKEA (National Key Economic Area), collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as*

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*a leading tourist destination and achieve the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020.*

*The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.*

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