



PRESS RELEASE

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TOURISM MALAYSIA RECEIVES TWO AWARDS AT CITM 2015

PUTRAJAYA, 20 November 2015: Tourism Malaysia received the Best Stand Award and Excellent Organization Award at the China International Travel Mart (CITM) on 15 November. This annual travel mart, which is the largest in China, was held at the Kunming Dianchi International Convention & Exhibition Center in Yunnan, from 13 to 15 November.

Tourism Malaysia received the awards from the organising committee at the General Award Meeting, which is a part of the closing ceremony.

The design of the Malaysia Pavilion at this year's CITM focused on shopping, food, beach and island, as well as Malaysia's multi-cultural elements. A total of 14 state tourism boards and tourism industry players showcased their unique tourist attractions and products and services at the Malaysia Pavilion.

The Malaysian delegation was led by the Chairman of Tourism Malaysia Wee Choo Keong and Tourism Malaysia's Senior Director of International Promotion Division (Asia & Africa) Datuk Musa Haji Yusof.

The Malaysia Pavilion garnered a lot of attention at the travel mart through the performances of a Malaysian cultural troupe. Those who followed the official accounts of Tourism Malaysia at either Sina Weibo or WeChat by scanning the related QR codes were also rewarded with various souvenirs.

On 13 November, Tourism Malaysia's Chairman hosted a Malaysia Evening, which was attended by representatives from Yunnan Tourism Bureau, travel agents and tour operators from Malaysia and China, and also local media. At the gala dinner, he also launched a Malaysia tourism supplement, which was jointly developed by Tourism Malaysia and MOOK Holiday Magazine. It aims to introduce Malaysian food, shopping, islands and various famous tourist destinations in the country.



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On 14 November, along with the Consul General of the Consulate General of Malaysia in Kunming Mohamad Nasri Abdul Rahman and Datuk Musa, Wee Choo Keong had a meeting with the Head of Yunnan's Communist Party Internal Discipline Department to discuss on the possibility of enhancing future communication, exchange and cooperation for the benefits of both Yunnan and Malaysia's tourism industry.

Through its participation in CITM, Tourism Malaysia hopes to promote its latest tourism offerings and boost tourist arrivals from China. It also aims to create better communication and more cooperation opportunities for industry players from both countries for mutual benefits.

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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 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme "Endless Celebrations" emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).

Through the Tourism NKEA, 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 a leading tourist destination. 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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