



PRESS RELEASE

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TOURISM & CULTURE MINISTER LEADS DELEGATION TO PROMOTE MALAYSIA IN LONDON

LONDON, 2 November 2015: The Minister of Tourism and Culture Malaysia Dato' Seri Mohamed Nazri Abdul Aziz is leading a delegation to promote the country's tourism offerings and tour packages at the 36th World Travel Market (WTM) London. The four-day business-to-business exhibition for the global travel and tourism industry begins today at ExCel, Docklands.

The Malaysian delegation is comprised of 84 members from 44 organisations, including travel agents, hotels, and airlines, as well as state tourism agencies, namely Tourism Promotional Division Melaka, Tourism Perak, Pesona Terengganu, Penang Global Tourism, Sabah Tourism Board, Sarawak Tourism Board, Langkawi Development Authority (LADA) and Putrajaya Cooperation. The Malaysian delegation will take advantage of this excellent platform to reach out to industry players, media, and travellers here.

WTM 2015 marks the 32nd year of Tourism Malaysia's participation in the prestigious event since it began in 1983, which reflects the country's commitment in attracting more travellers from London and Europe to its shores. The event, deemed the most important travel fair in the European market, is the main platform for Malaysia to promote its tourism offerings and introduce its new and upcoming tourist attractions to British and European travellers.

Through its participation in the event, Tourism Malaysia aims to raise and maintain Malaysia's image as a top tourism destination in the region, besides strengthening its promotional efforts in UK, particularly London. It will also meet and forge closer relationship with industry players from UK and Europe to get their support to sell packages to Malaysia.

Earlier today, Dato' Seri Mohamed Nazri launched a Taxi Wrap Campaign as part of Tourism Malaysia's promotional efforts in conjunction with WTM 2015. Throughout November, a total of 80 taxis in London are wrapped with visuals of the country's attractions, such as culture, nature, and beach.

Besides that, the Tourism & Culture Minister is scheduled to attend the "UNWTO & WTM Minister's Summit 2015" on 3 November to share Malaysia's tourism experience through a panel discussion on "Destination Branding: New Challenges in a Changing Market".



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In the evening, Tourism Malaysia will be hosting a cocktail reception at Malaysia Pavilion to thank the industry players in UK and Europe for their support, as well as to network and forge a closer relationship with them.

To ensure the continuous growth of arrivals from UK and Europe, the participation of Tourism Malaysia in this event will strengthen the relationship and increase cooperation with British and European industry players and media to ensure a high awareness and market presence of Malaysia.

A total of 445,789 British tourists visited Malaysia in 2014 compared to 413,472 tourists in 2013, signifying a 7.8% increase.

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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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