



PRESS RELEASE

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MALAYSIA TAKES HOME TWO TRAVVY AWARDS IN NEW YORK

PUTRAJAYA, 20 May 2016 – Malaysia added another feather in its cap when it took home two Travvy Awards for the Best City Destination – Asia and the Best Culinary Destination – Asia. Presented by travAlliancemedi, the award ceremony was held on 6 January at New York City’s Gotham Hall.

The annual Travvy Awards, known as the Academy Awards of the travel industry, recognise the highest standards of excellence in the travel industry and honour travel companies, travel products, travel agencies, and destinations for their outstanding achievement.

Travel suppliers, destinations and individuals from all over the world are eligible to submit their nominations to be considered for the honour of being recognised as an innovator in the industry.

This year, nearly 40,000 travel professionals voted on their favourites which determined the 2016 Travvy Awards winners. These winners were honoured during an awards dinner and presentation attended by the finalists, industry leaders and travel professionals.

For more information, a breakdown of categories and to view the full list of winners, please visit www.TravvyAwards.com

ABOUT THE TRAVVY AWARDS

The annual Travvy Awards, presented by travAlliancemedi, recognise the highest standards of excellence in the travel industry and honour travel companies, travel products, travel agencies and destinations for their outstanding achievement – consider it the Academy Awards of the travel industry. Over 39,000 agents — who sell the vast majority of these trips to tens of millions of consumers yearly — vote and award the very best in the travel industry. This represents the largest database of the nation’s foremost leisure-selling, independent travel agents in the country. The selections by agents reflect suppliers and destinations they believe provide the best overall service to their clients. For more information, please visit www.TravvyAwards.com

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
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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 2015, Malaysia registered 25.7 million tourist arrivals and RM69.1 billion in receipts.

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 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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