



PRESS RELEASE

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TOURISM CONFERENCE 2016 TO BE HELD IN GEORGETOWN, PENANG

PUTRAJAYA, 14 JULY 2016 – The Ministry of Tourism and Culture Malaysia (MOTAC) is delighted to once again host the World Tourism Conference (WTC). This year’s edition will be held in George Town, Penang, from 17 to 19 October 2016, in collaboration with the United Nations World Tourism Organisation (UNWTO). MOTAC has previously hosted the WTC in 2007 (Kuala Lumpur), 2010 (Kota Kinabalu) and 2013 (Melaka).

The event is expected to bring together world leaders in tourism, high-level policy makers, specialists and experts from the public and private sectors, academicians and media representatives to exchange ideas and knowledge as well as share experiences to enhance tourism development further.

Minister of Tourism and Culture Malaysia, YB Dato’ Seri Mohamed Nazri Abdul Aziz said, “WTC 2016 promises to be an exciting and engaging tourism forum to learn of success stories, current issues, solutions and best practice case studies.”

He added, “This is the fourth time that Malaysia is organising the conference and this year, we are bringing participants to beautiful Georgetown, Penang. It will provide the perfect backdrop for participants to learn from and network with each other in a vibrant and culturally as well as historically rich atmosphere.”

Aptly themed “Tourism Delights: Delivering the Unexpected,” the conference will focus on ideas and strategies which are geared towards delighting the tourists. It is the first conference of its kind, which is dedicated to the “Tourists First” mantra.

“The theme and topics are specially designed to provide insights that are practical and to share experiences on how to capture the hearts and minds of tourists in this challenging and competitive landscape,” Dato’ Seri Mohamed Nazri added.



He said, “We look forward to welcoming participants from all over the world to learn from the conference and also to enjoy the experience of being in diverse and multi-cultural Malaysia and UNESCO World Heritage City of Penang.”

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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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