



PRESS RELEASE

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TOURISM MALAYSIA LEADS DELEGATION TO PROMOTE MALAYSIA IN CENTRAL ASIA

ALMATY, 18 APRIL 2018: The Director General of Tourism Malaysia, Datuk Seri Mirza Mohammad Taiyab is leading a Malaysian delegation to participate in the three-day Kazakhstan International Travel Fair (KITF), which is a leading travel and tourism trade exhibition in Central Asia.

The participation in KITF is to network and explore new areas of cooperation with industry players here, from both government and private sectors. Besides that, it also aims to promote the diversities of the tourist attractions and services in Malaysia as well as to update the local industry players on the latest tourism developments in Malaysia.

The participants of this year's 18th edition of KITF, which will be held from 18 to 20 April 2018, comprises 10 industry players from 9 organisations. They include WSF Travel & Tours, Parlo Tours, Asia Premium Holidays, Sunflower Holidays, Fun and Sun Holidays, GM Travel House, Embassy Alliance Travel, SN-RUS Travels, Sunway Resort Hotel & Spa.

Datuk Seri Mirza highlighted that Tourism Malaysia will be focusing on classic tourism products for this year which have always been a favourite with the Central Asia and CIS countries - theme parks, beautiful islands and beaches, and shopping. Langkawi Island, Desaru Coast, Redang Island, Legoland, Sunway Lagoon Theme Park, Movie Animation Park Studios, Twentieth Century Fox Studios and Malaysia outlet's malls were promoted.

"With Air Astana providing a total of three flights to Malaysia with a capacity of 612 passengers per week, it is the perfect gateway for travelers to explore Malaysia and the rest of this beautiful and exotic region," he added.

Datuk Seri Mirza also highlighted the Visit Malaysia 2020 campaign, saying, "The objective is to promote Malaysia as a top-of-mind destination and we will be adopting the "Travel, Enjoy and Respect" tagline in affiliation with the World Tourism Organisation's movement to raise awareness on how tourists can become catalysts for sustainable development and responsible tourism."

Last year, Malaysia received a total of 25.9 million tourists from all over the world. Of this figure, 12,577 tourist arrivals were from Kazakhstan, a growth of 17.4% compared to 2016. For 2018, Malaysia targets a total of 33.1 million tourists worldwide and RM134 billion tourism receipts.

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)

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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. In 2017, Malaysia registered 25.9 million tourist arrivals, placing it among the major tourism destinations of the world.

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