

## TOURISM MALAYSIA PROMOTES GOLF TOURISM AT DANISH TRAVEL SHOW - "FERIE FOR ALLE"



Saidi (middle) and Manibalan (right) in deep discussion with the Vice President of Green Time (Sport and Management Company & Denmark Golf Tournament Organiser) Kai Christoffersen.

**PUTRAJAYA, 7 March 2016** – Malaysia was promoted as the top notch golf destination at the Danish Travel Show "Ferie for Alle", which was held in Herning, Denmark, from 26 to 28 February 2016.

Tourism Malaysia participated in the three-day exhibition to raise awareness among the European golfers especially from Denmark of the fantastic variety that Malaysia had to offer to golfers.

Tourism Malaysia was represented by the Director of Package Development Saidi Bundan and accompanied by Honorary Treasurer of the Malaysia Golf Tourism Association (MGTA) Manibalan Kuty.

"Malaysia is a long-haul market for tourists from Denmark, therefore, we must offer them a golfing experience with a difference," said Saidi.



“Our packages combine golf with other tourism activities like shopping and nature adventure,” he said, adding that Malaysia has over 200 golf courses, some of which are located on exotic islands, inside lush rainforests, and over scenic mountains, with different levels of difficulty.

General Manager of Check Point Travel (Denmark) Mr. Henrik Saermark-Thomsen (left) showing

interest in Malaysia’s golf sector

“Having white monkeys and giant lizards while playing golf will be a highlight for the Danish golfers as it is something they will not see in Europe,” added Manibalan.

Tourism Malaysia had also organised a golf theme dinner for journalists and tour operators in Copenhagen on February 29th.

According to Saidi, the Danish journalists and tour operators had expressed great curiosity for Malaysia and its potential to the Danish market.

“Danish tourists have both the financial resources and interests to travel to Malaysia,” he continued.

Up until November 2015, Malaysia recorded a total of 22,496 tourists from Denmark.

To promote golf tourism, Tourism Malaysia organises events that attract the world’s top golfers. Among the events that had the most publicity was World Amateur Inter-Team Golf Championship (WAITGC) in 2015 with over 500 participating golfers. Several rounds of World Amateur Inter-Team Golf Championships (WAITGC) will be held from March until November this year, with the finals in Kuala Lumpur.

Golfing events lined up for 2016 include Vascory Classic 2016, in August 2016; Sime Darby LPGA Malaysia 2016 in October 2016; CIMB Classic 2016 in October/November 2016; and Malaysian Open 2016 in the last quarter of 2016.



Malaysia was crowned Asia's Best Golf Destination for two consecutive years in 2014 and 2015 by World Golf Association (WGA). Asia's New Best Golf Course is situated in Langkawi (The Els Club Teluk Datai).

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

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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