



PRESS RELEASE

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TOURISM MALAYSIA DG IS “MAN OF THE YEAR TOURISM ICON 2017”

PUTRAJAYA, 21 November 2017 – Datuk Seri Mirza Mohammad Taiyab, Director General of Tourism Malaysia, was named “Man of the Year Tourism Icon 2017” by the Malaysia Tourism Council at its Gold Awards 2017 presentation.

He was among the 39 award recipients recognized by the council at Putra World Trade Centre, Kuala Lumpur, last night, for excellence and support in the development of Malaysia’s tourism industry.

Datuk Seri Mirza joined the Tourist Development Corporation Malaysia (TDC), as the organisation was known then, in 1982 after having graduated with a diploma in tourism administration and a bachelor degree in business administration. While in service, he continued his studies in business administration and received a master’s degree from Ohio University in 1993.

His steadfast commitment and dedication in promoting the industry for over three decades while overcoming various challenges along the way have made Datuk Seri Mirza one of the country’s foremost marketing personalities and tourism luminaries.

Datuk Seri Mirza’s leadership and passion towards the industry have contributed significantly to the continuous growth of the country’s tourist arrivals and receipts, where both had grown by over 50% in the last decade.

While promoting the country globally, Datuk Seri Mirza also placed strong emphasis on domestic tourism, resulting in continuous growth of domestic tourists and receipts as well.

During his tenure with Tourism Malaysia, Datuk Seri Mirza served in various capacities. He was directly in charge of various key portfolios including advertising, international promotions, conventions, marketing support services, communications and domestic promotions. He headed the Tourism Malaysia office in Frankfurt, overseeing tourism promotion efforts in Germany, Austria, Italy and Switzerland in 1989, followed by his appointment as the director of Tourism Malaysia Tokyo office from 1995 to 2000. He was appointed as Director General of Tourism Malaysia on 1 September 2006.

He has led many tourism delegations and international promotion missions, and represented Tourism Malaysia and the Ministry of Tourism and Culture at various seminars, conventions, and tourism expos, both locally and internationally, such as the annual ASEAN Tourism Forum (ATF);

MALAYSIA TOURISM PROMOTION BOARD

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International Tourism Bourse (ITB) Berlin; Arabian Travel Market (ATM) Dubai; World Travel Fair Shanghai; and World Travel Market (WTM) London.

Tourism Malaysia's success in tourism promotion can be testified by the various international recognitions and awards that Malaysia received over the years. The country represented the only Asian country in Lonely Planet's Best in Travel 2014. It has also been crowned Asia's Best Golf Destination, Lonely Planet's Best Family Destination, world's top Muslim-Friendly Destination, and the fourth Best Shopping City in the world for 2012 and 2013 (Kuala Lumpur).

For his outstanding marketing efforts internationally, he was awarded the title of "Tourism Marketing Man of the Year" by the Pacific Area Travel Writers Association (PATWA) in 2004 during ITB Berlin.

Born in Bagan Serai, Perak in 1958, he spent his childhood as an active boy scout who enjoyed adventure, nature and wildlife during his school days. He is married to Zarina Banu Mumtaz Ahmad and they have three children.

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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 2016, Malaysia registered 26.8 million tourist arrivals and RM82.1 billion in receipts, placing it among the major tourism destinations of the world.

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