



PRESS RELEASE

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MALAYSIAN DELEGATES SHOWCASE THE COUNTRY'S BEST TOURISM OFFERINGS AT THE 36th ATF

SINGAPORE, 16 January 2017: The annual ASEAN Tourism Forum (ATF), which began here today until 20 January, will provide an excellent platform for Malaysia to showcase its diverse range of tourism offerings.

A strong Malaysian delegation comprising 45 hoteliers, travel agents, theme park operators, and state tourism boards (Sabah Tourism Board, Sarawak Tourism Board, Tourism Johor, and Tourism Selangor), is set to attract over 300 international buyers at the TRAVEX (Travel Exchange), which is an important component of the forum.

The three-day TRAVEX is scheduled to take place at Marina Bay Sands on 18 January. The event is expected to see buyers converging at Tourism Malaysia's booth to engage with representatives of Malaysian tourism players and organisations.

Leading the Malaysian delegation to ATF 2017 is the Secretary General of the Ministry of Tourism and Culture Malaysia Datuk Hj. Ab Ghaffar A. Tambi, who will be representing the Minister of Tourism and Culture Malaysia at the 20th Meeting of ASEAN Tourism Ministers, the 16th Meeting of ASEAN, China, Japan and Korea Tourism Ministers, and the ASEAN Tourism Ministers Press Conference for ASEAN and Dialogue Partners Ministers. All the meetings will take place at the Pan Pacific Singapore.

The National Tourism Organisation (NTO) Media Briefing by Malaysia will take place on 19 January, 9:30am, at Begonia, Level 3, Marina Bay Sands. The Deputy Director General (Advertising & Digital) of Tourism Malaysia Dato' Sri Abdul Khani Daud is expected to update members of the international media on the country's tourism performance, promotional initiatives and major events in 2017, new and upcoming tourism products, and also Malaysia's support to Visit ASEAN@50 Campaign.

From January to October 2016, Malaysia recorded a total of 22.1 million tourists. It was an increase of 4.4% compared to 21.1 million tourists in the same period of 2015. The ASEAN and East Asia markets recorded growth of 6.3% and 14.6% respectively. Malaysia expects to receive 26.75 million tourists and RM82.13 billion in receipts for the year 2016, which signified an increase of 4.0% and 18.8% respectively compared to 2015.

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
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The top 10 tourist generating markets to Malaysia from January to October 2016 were Singapore (11 million), Indonesia (2.5 million), China (1.8 million), Thailand (1.5 million), Brunei (1.1 million), India (540,530), South Korea (368,159), Philippines (348,271), UK (341,075), and Japan (339,422). Brunei, China, and Thailand recorded double digit growth with 20%, 27%, and 34.4% respectively.

As a part of ASEAN, Malaysia will play an active role to ensure the success of Visit ASEAN Year 2017 and Visit ASEAN@50 Campaign. Among the country's efforts include to cooperate with hotel chains and local travel agents to promote the Visit ASEAN Year logo and travel packages. It has also helped promote ASEAN Tourism Packages via ASEAN website and Tourism Malaysia website.

Besides that, Tourism Malaysia has also shared information on the logo of VA@50 with all its offices in Malaysia and overseas, as well as tourism associations in the country, to help promote Visit ASEAN Year 2017. Tourism Malaysia overseas offices will also help promote the ASEAN region.

In 2017, Malaysia is scheduled to organise and host several events to promote ASEAN, such as ASEAN Celebrity Explore Quest 2017, 29th SEA Games Kuala Lumpur, ASEAN Para Games 2017, and ASEAN Fashion Show.

Malaysia has also produced the ASEAN Adventure Travel brochure to promote adventure travel products within ASEAN and international markets. The effort is supported by all ASEAN Member States. The adventure products promoted in the brochure were recommended by ASEAN NTOs. It is available in e-brochures on www.aseantourism.travel and also Tourism Malaysia website <http://www.malaysia.travel>.

Tourism Malaysia has collaborated with Singapore Airlines in a tactical campaign to promote five cities in Malaysia, namely Kuala Lumpur, Penang, Langkawi, Kota Kinabalu, and Kuching, to 14 selected markets – United Kingdom, Germany, France, Switzerland, Spain, Italy, Scandinavia (Denmark), Russia, USA, Australia, New Zealand, South Africa, India, and China. This marketing collaboration, which is from January 2017 to 31 March 2018, will not only bring tourists to Malaysia, but also to other ASEAN countries.

The Malaysian delegation to ATF 2017 also includes the Deputy Secretary General (Tourism) of the Ministry of Tourism & Culture Malaysia Nor Yahati Awang, the Director of International Promotion Division (Southeast Asia) Syed Yahya Syed Othman, and the Director of Tourism Malaysia Singapore Ishak Ismail.

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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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