



PRESS RELEASE

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TOURISM MALAYSIA MOVES TO NEW OFFICE AT BKC, MUMBAI

MUMBAI, 20 Feb 2017: Malaysia Tourism Promotion Board, or popularly known as Tourism Malaysia, is pleased to announce the official opening of its new Mumbai office at Bandra Kurla Complex (BKC) in the Western suburbs of Mumbai. The Director General, Tourism Malaysia, Datuk Seri Mirza Mohammad Taiyab, inaugurated the new office today.

Speaking at the launch, Datuk Seri Mirza said, "Moving to BKC was a logical choice for us. The new office is centrally located making it convenient for our partners and stakeholders to get in touch with us. Proximity to the Malaysian Consulate and other Malaysian trade offices is an added advantage."

The Tourism Malaysia office serves as a one-stop centre for all information regarding travel to Malaysia. Maharashtra and the Western region of India fall under the purview of Tourism Malaysia Mumbai office. With this region making up more than 30% of the Indian outbound market, the Mumbai office has chalked up some innovative marketing strategies for the market.

Mohd Hafiz Hashim, Director, Tourism Malaysia, Mumbai said, "Malaysia is a lush country blessed with natural assets such as rainforests, beaches, flora and fauna. As such, this year the tourism board is laying focus on ecotourism with special emphasis on 'lung washing' tourism. This concept is aimed at promoting Malaysia as a free-from-pollution destination and targeting tourists yearning for a better natural environment where they can spend their holidays."

"Keeping in line with the UNWTO's declaration of 2017 as the international year of sustainable tourism, there are plans to customise special packages to promote the two UNESCO Heritage sites - Gunung Mulu National Park in Sarawak and Mount Kinabalu Park in Sabah," he added.

India is a significant contributor to the Malaysian tourism economy and features among the top 10 revenue generating markets.

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MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; Official: malaysia.travel; Corporate: tourism.gov.my
Facebook: [friendofmalaysia](https://www.facebook.com/friendofmalaysia); Twitter: [tourismmalaysia](https://twitter.com/tourismmalaysia); Blog: blog.tourism.gov.my



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 2015, Malaysia registered 25.7 million tourist arrivals and RM69.1 billion in receipts, placing it among the major tourism destinations of the world.

Press contact:

Media Relations Unit:

Mohd Libra Lee Haniff, Deputy Director, Corporate Communication Division

Tel: +603-8891 8752

Email: mohdlibra@tourism.gov.my

Editorial Unit:

Anis Rozalina Ramli (Ms), Senior Editor, Corporate Communication Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my

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(MINISTRY OF TOURISM & CULTURE, MALAYSIA)

No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia

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