

## REBOUND IN CHINESE ARRIVALS TO MALAYSIA



Caption: YB Dato' Seri Mohamed Nazri Abdul Aziz, Minister of Tourism and Culture, says, "I am pleased with this development however more effort is needed to actively speed up the growth of this market. We will be seeking more resources to embark on a massive campaign covering China, India and our neighbour, Singapore."

**PUTRAJAYA, 20 APRIL 2016:** Chinese tourist arrivals to Malaysia has recorded an upward trend with a growth of 4% for the year 2015. Meanwhile, tourism receipts from the market went up to RM5,734.7 million, an increase of 16.1% compared to the previous year. According to feedback received from industry players such as airlines, tour operators and hoteliers, the first quarter of 2016 is also showing a continued rising trend of arrivals from this market.

The trend obviously confirms the positive effect of the recent review on our visa arrangements and its announcement in early March. In fact, preliminary figures indicate that the number of visa applications received at the centre in China has doubled in this first quarter.

Similarly, new services by the airlines have been mounted and are showing excellent load factor. These airlines are China Southern Airlines offering services between Guangzhou and Kota Kinabalu with three flights a week beginning December 2015, and Air Asia which provides four weekly flights between Guangzhou and Langkawi beginning January 2015.



In addition, a total of 17 charter flights have been mounted between China (Chengdu and Kunming) to Kota Kinabalu so far this year.

YB Dato' Seri Mohamed Nazri Abdul Aziz, Minister of Tourism and Culture says, "I am pleased with this development however more effort is needed to actively speed up the growth of this market. We will be seeking more resources to embark on a massive campaign covering China, India and our neighbour, Singapore."

The Ministry of Tourism and Culture is constantly monitoring the growth of tourists from this market and would like to record our appreciation to the Ministry of Home Affairs for their support and commitment towards the aim of boosting tourist arrivals to the country.

Other major headways made into bringing back Chinese tourists to Malaysia include:

- The reinstatement of Air China's Beijing-Kuala Lumpur route in October 2015, providing 1,016 additional seats per week
- The appointment of singer Shila Amzah who has a large following in China as Malaysia's Tourism Ambassador to China from March 2016 to February 2018
- A 12-month joint promotion campaign (Oct 2015 – Nov 2016) between Tourism Malaysia and major agents in China to promote tour packages to Malaysia by using Air China. The campaign involves frontliners training, tourism seminars, tour packages advertisement, agents and media inspection tours and social media promotion.

ENDS

*For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>*

**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.*

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*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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