

PRESS RELEASE

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MALAYSIA A CONVENIENT AND AFFORDABLE HOLIDAY OPTION FOR AUSTRALIANS



Caption: Sr. Director of Tourism Malaysia, Datin Normasila Musa, addresses the Australian tourism trade and media at an event celebrating the inaugural Malinda Air Perth-Kuala Lumpur route

Perth, Australia, 19 November 2015: Australians can now look forward to visiting Malaysia more frequently and affordably with the introduction of hybrid carrier Malindo Air's Perth-Kuala Lumpur route beginning today.

At a Tourism Malaysia cocktail reception today to announce this aviation development, its Senior Director, Datin Normasila Musa, said that the launch of the new route "marks a very important initiative to boost travel between Malaysia and Australia."

She said, "Australia is an important market to Malaysia, and among the top ten tourist source markets for us. Last year we welcomed 571,328 Australian tourists to Malaysia, an 8.5% growth over 2013."



Addressing an audience of about 100 people from the Australian travel trade members and media, she said, "With this exciting route by Malindo Air, we look forward to continue attracting Australians to Malaysia this year and the years ahead."

Noting the currency exchange rate favouring Australians, she said, "It's a great time to visit Malaysia. Australians can now jump on the plane and experience Malaysia's rich culture, amazing wildlife and nature, and enjoy a highly affordable lifestyle of music, golf, art, spa, dining and shopping, in a matter of hours."

She encouraged the Australian tourism trade members to "partner with us in developing attractive packages for Australians to enjoy the many wonderful experiences in Malaysia, affordably and conveniently."

The new Malindo Air route flies 11 times a week, making Malaysia a convenient and exciting holiday choice just less than six hour away.

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

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme "Endless Celebrations" emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).

Through the Tourism NKEA, 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. 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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