



# MEDIA RELEASE

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## TOURISM MALAYSIA SIGNS MOC WITH EMIRATES TO INCREASE AIR CONNECTIVITY

**DUBAI, 10 May 2022** – Tourism Malaysia has signed a Memorandum of Collaboration (MOC) with Emirates today at the Arabian Travel Market (ATM) 2022 that is held at Dubai World Trade Centre from 9<sup>th</sup> to 12<sup>th</sup> May.

Working as strategic partners to boost the tourism recovery, Tourism Malaysia will work together with Emirates, one of the world's leading airlines, to increase air connectivity through a number of flights and flight capacity to Malaysia, from major destinations beyond Dubai and across the globe.

Nancy Shukri, Minister of Tourism, Arts and Culture said: "This collaboration will give a further boost to the tourism industry and strengthen economic ties between Malaysia and the United Arab Emirates. We hope Emirates will continue to work together with Tourism Malaysia to promote Malaysia as a unique travel destination focusing solely on Malaysia by highlighting different cities such as Kota Kinabalu and Penang. This collaboration also aims to attract potential tourists from other markets such as Europe, America, and Africa via Emirates' network and services".

This collaboration will explore mutually beneficial initiatives that will drive inbound tourism to Malaysia, and also offers Emirates more opportunities to serve the market. More joint activities are mapped out to drive the tourism recovery through familiarisation trips, workshops, seminars, digital campaigns, in-flight marketing campaigns, and other marketing programmes.

Following the reopening of Malaysia's international borders on 1st April 2022, through this collaboration, Emirates is expected to expand its wings to other cities in Malaysia as well as promote some of the country's latest attractions and destinations for shopping, family fun, eco-adventure, honeymoon, and luxury holidays.

**END**

## **About Tourism Malaysia**

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts & 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. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), and [TikTok](#).

**For enquiries, please contact:**

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