



PRESS RELEASE

FOR IMMEDIATE RELEASE

ALITRIP MALAYSIA TOURISM PAVILION SETS TO BOOST TOURIST ARRIVALS FROM CHINA

BEIJING, 4 November 2016 – Chinese travellers can now access Malaysia’s travel and tourism products and services through an e-marketplace in China. This is made possible by the introduction of the Malaysia Tourism Pavilion (MTP) on Alitrip by Chinese e-commerce giant Alibaba Group. Alitrip MTP will be managed and operated by Beijing Xinlian Mobile Technology, appointed by Alibaba and endorsed by Tourism Malaysia.

The Prime Minister of Malaysia Dato’ Sri Mohd Najib Tun Abdul Razak officially launched Alitrip MTP today at China World Hotel, Beijing. The event was graced by the Minister of Tourism and Culture Malaysia Dato’ Seri Mohamed Nazri Abdul Aziz, Alibaba Group Executive Chairman Jack Ma, Ambassador of Malaysia to China Dato’ Zainuddin Yahya, Secretary General of the Ministry of Tourism and Culture Malaysia Tan Sri Dr. Ong Hong Peng, Tourism Malaysia Chairman Dato’ Dr. Siew Ka Wei, Tourism Malaysia Director General Datuk Seri Mirza Mohammad Taiyab, Prime Minister’s Special Envoy to the People’s Republic of China Tan Sri Ong Ka Ting, and Alitrip President and Alibaba Group Vice President Li Shaohua.

Alitrip MTP provides an excellent platform for Malaysian travel trade players to engage directly with Alibaba’s 100 million active online travel products customers. The travel products and services that Malaysian tourism merchants promote and offer directly to Chinese travellers via MTP include local tour and hotel packages (with or without flight tickets), shopping and dining mobile vouchers, local attraction and event tickets, and local transportation and communication services.

Last year, tourist arrivals from China to Malaysia increased by 4%, reaching 1.68 million against 1.61 million in 2014. The first eight months of 2016 already recorded a 26.3% growth in arrivals from the Chinese market, with a total of 1.4 million tourists.

Malaysia is now gearing up to achieve 2 million Chinese arrivals by the end of this year, and 8 million by 2020. Therefore, the Alitrip Malaysia Tourism Pavilion couldn’t have come at a better time for the country to achieve this ambitious target.

The Prime Minister of Malaysia encouraged Chinese tourists to visit Malaysia as it is now easier for them to travel to the country due to the relaxed visa requirements.

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 continues to be an affordable destination for Chinese tourists, providing greater value for money. Many tourism developments are now happening in Malaysia and these are more reasons for you to visit Malaysia again and again.

“Chinese arrivals have grown phenomenally this year, in large part due to the relaxed visa requirements for Chinese tourists travelling to Malaysia. Since this arrangement is proving to be a great benefit to both China and Malaysia, I am pleased to announce that this relaxation which was supposed to expire by year-end, will be extended until 31 December 2017. I hope that this will encourage a greater influx of Chinese tourists to Malaysia.

“With the launching of the Alitrip Malaysia Tourism Pavilion, Malaysia is now only a click away, and we welcome you to our shores with open arms,” said Dato’ Sri Mohd Najib in his speech.

The Prime Minister of Malaysia also took the opportunity to acknowledge President Xi Jinping’s One Belt One Road (OBOR) initiative, a monumental undertaking that will stimulate economic cooperation and peace and prosperity between China and countries in Europe and Asia.

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.

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.

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

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