



**MEDIA RELEASE**

**FOR IMMEDIATE RELEASE**

## **MALAYSIA RECEIVES TWO MORE PATA AWARDS 2016**

**JAKARTA, 10 SEPT 2016** – PATA Malaysia Chapter received the Spirit of PATA Award 2016 today in recognition of its active participation in organising programmes to support the tourism industry in Malaysia. Meanwhile, the Taylor's Student Chapter of PATA Malaysia scored the PATA Award of Excellence Award (Student Chapter).

Receiving the award, the Minister of Tourism and Culture YB Dato' Sri Mohamed Nazri Abdul Aziz said, "This award is an acknowledgement of the hard work put in by members of PATA Malaysia Chapter. They have given their full support in ensuring Malaysia's tourism industry continues to grow and that the industry players continue to innovate."

PATA Malaysia Chapter has been active in conducting various educational and industry-related programmes. In 2015, it organised the PMC Fellowship Dinner held in conjunction with the PMC 35th AGM, the Travel Trade Exchange (TRAVEX) programme in Kota Kinabalu and the second Tourism Career Fair.

2016 has also been a busy year for the Chapter which started off with a Fellowship Dinner followed by a Crisis Communication Management Workshop in Kuala Lumpur, and a PATA Inter-Chapter networking session with Singapore and Thailand in Port Dickson. Forthcoming are a business networking session in Sarawak and a third Tourism Career Fair later this year.

Past PMC events of special mention are:

- The PATA Hub City Forum held in Kuala Lumpur in October 2014 on the topic of ASEAN Economic Community (AEC) 2015 and its potential, opportunities and challenges.
- The Tourism Career Fairs held in June 2014 and September 2015 which served as an excellent platform for the student participants to explore their capabilities and job opportunities in the tourism and hospitality industry. At the same time, it also provided a good avenue for the exhibitors from the tourism and hospitality industry to showcase their organisations and career opportunities available, as well as to attract the best talent/human capital that have the right qualifications, right competencies and the passion to be part of the tourism and hospitality industry.

### **MALAYSIA TOURISM PROMOTION BOARD**

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## **Background info:**

PATA Malaysia Chapter (PMC) was set up in 1975 as an extension of the Pacific Asia Travel Association (PATA) to assist in translating the global objectives of PATA into local action within Malaysia, through operating programmes and activities relevant to local communities and also avail the facilities of PATA to all chapter members. PMC has a vision to be Malaysia's leading voice on travel and tourism within Asia-Pacific and its mission is to create value for tourism stakeholders through private and public sector collaboration and also to promote the sustainable growth of travel & tourism to, from and within Malaysia.

Since its revamp in 2012 under the leadership of Tourism Malaysia, PMC has been recognised as more relevant and effective within the tourism and hospitality sector in Malaysia. It is currently led by Dato' Haji Azizan Noordin, who is also the Deputy Director General of Tourism Malaysia.

PMC currently has a total membership of 83, comprising government sectors, airlines, educational institutions, hotels, tour operators and travel agents, as well as other organisations/associations associated with the tourism and hospitality industry.

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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 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.*

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