



PRESS RELEASE

FOR IMMEDIATE RELEASE

MALAYSIA PARTICIPATES IN THE 13th NOVOAIR DHAKA TRAVEL MART

DHAKA, 7 April 2016 – As part of its efforts to boost tourist arrivals from the South Asia region, Tourism Malaysia is currently participating in 13th Novoair Dhaka Travel Mart, considered the largest travel fair in Bangladesh. Its participation in the four day event is expected to promote niche products from Malaysia, and establish Malaysia as a premier tourist destination for the Bangladesh market.

Dato' Daljit Singh, a member of the Tourism Malaysia Board of Directors is leading the Malaysian delegation which consists of Tourism Melaka, Malindo Air, Apollo Holidays Malaysia, as well as representatives from the Malaysia My Second Home (MM2H) and The Tun Hussein Onn National Eye Hospital (THONEH).

Earlier today he launched the Tourism Malaysia booth, which showcases the rich diversity and culture of the country and the many events happening throughout the year in the country. Throughout the trip, he is also scheduled to sit in for media interviews as well as network with tour operators and product owners.

Last year, Malaysia received 147,152 tourist arrivals from Bangladesh, which is a drop from the arrival figures in 2014. However, Bangladesh is in the top three highest market source for the MM2H programme from 2002 to 2015, after China and Japan.

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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, making tourism its second largest foreign exchange earner.

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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