



PRESS RELEASE

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MALAYSIA WINS BIG AT THE WORLD TRAVEL AWARDS ASIA & AUSTRALASIA GALA CEREMONY

PUTRAJAYA, 30 October 2015: Malaysia was among the big winners at last night's World Travel Awards Asia & Australasia Gala Ceremony 2015 in Hong Kong.

During the red carpet event at Intercontinental Grand Stanford, Tourism Malaysia was recognised as **Asia's Leading Tourist Board**, while Malaysia itself took the title of **Asia's Leading Destination**.

In aviation, Malaysian budget carrier AirAsia won **Asia's Leading Cabin Crew**. It was the first time a low-cost carrier has won the award, beating the full service carriers.

Other awards won by Malaysia at the prestigious event were **Asia's Leading Meetings & Conference Hotel** (One World Hotel) and **Asia's Leading Themed Resort** (Resorts World Genting). Besides that, Pangkor Laut Resort took home the **Asia's Leading Wedding Venue** award.

World Travel Awards President Graham Cooke said "It is an honour to recognise the leaders in Asian and Australasian hospitality here in Hong Kong this evening.

"Congratulations to all our winners tonight and I look forward to greeting many of them in December when we celebrate our Grand Final 2015 in Morocco."

World Travel Awards Gala Ceremonies are widely regarded as the best networking opportunities within the travel and tourism industry, attended by government and industry leaders, luminaries, and international print and broadcast media.

ABOUT WORLD TRAVEL AWARDS:

World Travel Awards™ was established in 1993 to acknowledge, reward and celebrate excellence across all sectors of the tourism industry. Today, the World Travel Awards™ brand is recognised globally as the ultimate hallmark of quality, with winners setting the benchmark to which all others aspire.

In 2015, World Travel Awards™ will celebrate its historic 22nd anniversary year.



MALAYSIA TOURISM PROMOTION BOARD
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The annual programme is renowned as the most prestigious and comprehensive in the travel and tourism industry. In 2014, over 650,000 individual votes were cast by travel professionals and high-end tourism consumers.

Each year, World Travel Awards™ covers the globe with a series of regional gala ceremonies staged to recognise and celebrate individual and collective successes within each key geographical region.

The Grand Tour of World Travel Awards™ gala ceremonies are regarded as milestone events in the industry calendar, attended by the industry's key decision makers, chief figure heads and the leading trade and consumer media.

In 2015, the Grand Tour sees World Travel Awards™ stage regional gala ceremonies in the Middle East, Africa & the Indian Ocean, South & Central America, North America & the Caribbean, Asia & Australasia and Europe.

All regional winners then compete head to head in a final round of voting to decide who will triumph in the World Travel Awards™ world awards – the ultimate accolade in the travel and tourism industry. The winners are announced on the night of the World Travel Awards™ Grand Final at the end of the year.

World Travel Awards has a television audience of 300 million spread across 200 countries, while also reaching hundreds of thousands of print and digital readers each month through an extensive network of global media partners.

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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).



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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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