



PRESS RELEASE

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MALAYSIA HAS A SUCCESSFUL PARTICIPATION IN ATM

Dubai, 26 April 2017: The third day of the Arabian Travel Market (ATM) saw Malaysia carrying out several more promotional efforts to boost tourist arrivals from the West Asian region to the country.

The official delegation of the Ministry of Tourism and Culture Malaysia met the Group Chief Executive of Qatar Airways Akbar Al Baker to discuss future collaboration to enhance the tourism sector in Malaysia and the services provided by Qatar Airways. Tourism Malaysia and Qatar Airways will work together to attract more travellers from Europe, the Middle East, and Africa, to Malaysia.

Besides that, delegates from Tourism Malaysia had a meeting with Sharjah Commerce and Tourism Development Authority (SCTDA), where they discussed the potential of enhancing the tourism sector between Malaysia and Sharjah, particularly in halal tourism and eco-adventure tours.

Besides meetings, delegates from Tourism Malaysia and the Islamic Tourism Centre (ITC) also took part in the ATM Global Halal Tourism Summit and were among the key speakers. They spoke on the fast-growing tourism sector and the vast potential of the Muslim travel sector, as well as the role of halal tourism in Malaysia.

Tourism Malaysia returns to ATM for the 24th year with the country's tourism trade players to promote some of the country's latest attractions and destinations for shopping, family fun, eco adventure, honeymoon, and luxury holidays.

The Arabian Travel Market is the leading global event for the Middle East inbound and outbound travel industry. The annual business-to-business (B2B) exhibition showcases over 2,800 products and destinations from around the world to over 26,000 buyers and travel trade visitors across 4 days at the Dubai International Convention and Exhibition Centre.

ENDS

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)

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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & 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. In 2016, Malaysia registered 26.8 million tourist arrivals and RM82.1 billion in receipts, placing it among the major tourism destinations of the world.

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