



PRESS RELEASE

FOR IMMEDIATE RELEASE

GOOD FOOD, CLEAN RESTAURANTS TO ATTRACT MORE TOURISTS

PETALING JAYA, 13 June 2016: A total of 30 tourism industry players were feted for a *buka puasa* dinner at Unique Seafood PJ23 tonight, as part of an industry networking session. It was an opportunity for Unique Seafood PJ23, a growing franchise of restaurants offering fresh seafood dining, to showcase itself to tourism promoters in Malaysia.

The guests were hosted by YBhg. Tan Sri Dato' Seri Mohamad Noor Abdul Rahim, the advisor to Unique Seafood PJ23, while YBhg Datuk Seri Mirza Mohammad Taiyab, Director General of Tourism Malaysia, was the guest of honour.

In his speech, Datuk Seri Mirza thanked Unique Seafood PJ23 for the opportunity to sample fresh seafood dining at the restaurant.

He emphasized the importance of restaurant operators to maintain a high standard of service, adding, "Reasonable prices, cleanliness of the restaurant and quality of food -- these are the important aspects that tourists look for."

"Good food is the way for Malaysia to encourage tourists to spend more in Malaysia, thus contributing to our economy. Currently, the top three areas that tourists spend on in Malaysia are shopping (31.3%), accommodation (25.4%) and food and beverages (13.4%). Last year, tourists spent RM9.3 billion on food and beverages out of total expenditure of RM69.1 billion."

He said, "Tourism Malaysia is always on the lookout to promote new and interesting restaurants to tourists and I believe that Unique Seafood PJ23 fits the bill. The dining experience here will be a memorable experience for tourists."

He added, "I am pleased that our industry partners and media friends are able to join us tonight so that they, too, can experience what Unique Seafood PJ23 has to offer. We look forward to working together with Unique Seafood PJ23 to promote Malaysia as a holiday and dining destination for tourists."

ENDS

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MALAYSIA TOURISM PROMOTION BOARD

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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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