

## TOURISM MALAYSIA PARTICIPATES IN CHINA INTERNATIONAL TRAVEL MART (CITM) TO BOOST CHINA ARRIVALS



*Group Photo: (From left to right) Director of Sales & Marketing of Putrajaya Corporation & Marina Putrajaya, Zety Norishah Abd Razak; General Manager of Tourism Selangor, Noorul Ashikin Mohd Din; Director of Tourism Malaysia Guangzhou, Sharon Ho; Chairman of Tourism Malaysia, Dato' Dr. Siew Ka Wei; Vice Consul of Consulate General of Malaysia in Kunming, Nazri Rahman; Labuan Corporation represented by Emma Glorious Tours & Travel Sdn Bhd, Tango Chan; Deputy Director of Tourism Malaysia Guangzhou, Azwan Alwi.*

**Putrajaya, 23 November 2017:** Tourism Malaysia led a total of 17 Malaysian organisations comprising hotels, airlines, tourism product operators, travel agents and government agencies to participate in China International Travel Mart (CITM) in Kunming, China from 17 to 19 November 2017. Its Chairman, Dato' Dr. Siew Ka Wei believes that CITM provides a global platform for Malaysian tourism industry players to grab a bigger market share in China.

CITM is one of the top travel trade events in China. During the event, the Malaysian industry players met up directly with their clients to provide first-hand information on Malaysia and its exciting travel packages, especially on niche tourism such as island holidays and luxury tourism. Maps, brochures and souvenirs were also distributed while the renowned Malaysian white coffee was served to visitors.

Dato' Dr. Siew highlighted that the Malaysian government has eased visa requirements as well as launched the e-visa facility to provide ease and convenience to Chinese travellers.

“We have partnered with airlines as well as big corporations to promote Malaysia, such as China Southern Airlines and Alibaba. Greater promotion efforts will be undertaken in the second and third tier cities in China, by inviting more airline operators to expand their flights to Malaysia,” he said.

### **MALAYSIA TOURISM PROMOTION BOARD**

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Dato' Dr. Siew encouraged the industry players to provide "customised" tourism packages to suit the needs and interests of Chinese travellers. Such packages include golf tourism and "durian tour packages" which have received overwhelming response from Chinese travellers. He added that the government is also looking into the edutourism and ecotourism sectors to attract this market.

China is the third largest tourist generating market for Malaysia after Singapore and Indonesia, with tourist arrivals from China registering an increase of 26.7% in 2016. Dato' Dr. Siew foresees that the number of Chinese travellers to Malaysia will grow following the increased number of flights to and from Malaysia, as well as greater promotion efforts undertaken by the government and industry players.

Malaysia's cultural diversity and natural attractions such as islands and beaches are expected to be the main draw for this market.

Tourism Malaysia was also awarded the "Excellent Organisation Award" and "Excellent Booth Award" at CITM in recognition of its achievements and contribution.

**ENDS**

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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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