



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **TUI GROUP TO OPEN FIRST SOUTHEAST ASIA OFFICE IN MALAYSIA**

**KUALA LUMPUR, 8 OCTOBER 2018:** TUI Group, one of the world's leading tour operators, will soon begin operations here in Malaysia, their first Southeast Asian office.

YB Datuk Mohamaddin bin Ketapi, Minister of Tourism, Arts & Culture Malaysia, represented by Dato' Sri Abdul Khani Daud, Deputy Director General (Promotion), Tourism Malaysia presented the tour operating license to TUI Group at the Malaysia Tourism Centre (MaTiC) today.

TUI Group was represented by its Member of the Group Executive Committee and Group Director Corporate & External Affairs, Mr. Thomas Ellerbeck and also Head of Public Policy at TUI Group Corporate & External Affairs, Mr. Frank Puttmann. Also present was Dato' Sri Abdul Khani Daud, Deputy Director General (Promotion), Tourism Malaysia.

On behalf of the Minister, Dato' Sri Abdul Khani Daud said, "The Malaysian tourism sector is delighted to work closely with TUI Group. The Ministry of Tourism, Arts and Culture is confident that TUI Group will succeed with their operations and will contribute to the increase of tourist arrivals to Malaysia and vice-versa."

The license allows TUI Group to operate inbound, outbound and ticketing activities in Malaysia as TUI International Holiday (Malaysia) Sdn. Bhd. (BRN No.: 1275784-T) at B-26-6, SOHO Suites@KLCC, No. 20, Jalan Perak, Kuala Lumpur.

One of its upcoming initiatives is the Fly & Cruise package to Malaysia which will be implemented this winter. More than 7,000 tourists are expected to fly in to Langkawi from London, Birmingham and Manchester for a 7 days-6 nights cruise in ASEAN waters. Langkawi will be the homeport for the two ships Marella and MeinSchiff over this campaign period. This initiative is expected to put Langkawi in the spotlight as a cruise hub, and Malaysia as an ideal holiday and cruise destination for the Europe market.

The Europe market is expected to be further invigorated with Tourism Malaysia signed up as Preferred Destination Partner of the European Travel Agents' and Tour Operators' Association in 2018 and as Official Partner Country for ITB 2019.

TUI Group, operating mostly in Europe, has nearly 20 million customers with 300 hotels, 16 cruise ships and more than 150 aircrafts under its belt.

### **MALAYSIA TOURISM PROMOTION BOARD**

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Malaysia's relationship with TUI Group goes back over 45 years with the presence of Tourism Malaysia offices in Frankfurt, Germany, and other parts of Europe. In fact, in 2016 and 2017, TUI was awarded as The Best Tour Operator in Europe by the Ministry of Tourism, Arts and Culture Malaysia.

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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.tourism.gov.my/>*

*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 2017, Malaysia registered 25.9 million tourist arrivals, placing it among the major tourism destinations of the world.*

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