



PRESS RELEASE

FOR IMMEDIATE RELEASE

## TOURISM MALAYSIA IS LA LIGA'S DESTINATION PARTNER FOR ASIA

**PUTRAJAYA, 9 MAY 2016:** Tourism Malaysia has sealed a deal to become La Liga's Tourism Destination Partner in Asia, following a contract signed between Tourism Malaysia and Mediapro, the Malaysian representative for the top-rated football league.

The title is expected to drive interest for Malaysia as a tourist destination, leveraging on the football league's presence in Asia. Football is a well-loved sport in the region and La Liga has a strong fan-base in China, Taiwan, Hong Kong, South Korea, Japan, Macau, Singapore, Malaysia, Indonesia, Thailand, Philippines, Vietnam, Myanmar, Cambodia, Laos, Brunei, India, Sri Lanka, Pakistan and Maldives, where the branding will be visible.

As Tourism Destination Partner for Asia, Tourism Malaysia will have brand exposure in over 40 countries with approximately 186 million total viewership.

Director General of Tourism Malaysia, Dato' Seri Mirza Mohammad Taiyab says, "La Liga is the top football league in Europe and they have a huge fan-base in Asia. This partnership title will be an impactful exposure for Malaysia and we are excited to be associated with the brand."

The year-long branding is part of Tourism Malaysia's marketing and promotion plan to further build demand for travel to Malaysia from its key international markets in Asia.

"This branding exercise is a step to draw the interest of sports fans in Asia, especially La Liga supporters, to consider Malaysia as their next holiday destination and experience all that we have to offer," says Dato' Mirza.

He adds, "Malaysia is a multi-cultural and diverse destination that offers the perfect combination of business and leisure experience to all visitors. Malaysia's vibrant culture and heritage, delicious food, beaches, unique architecture and UNESCO World Heritage sites will showcase the Malaysia Truly Asia brand perfectly through this La Liga platform."

-ENDS-

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**

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)

No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia  
Tel: +603 8891 8000; Official: [malaysia.travel](http://malaysia.travel); Corporate: [tourism.gov.my](http://tourism.gov.my)  
Facebook: [friendofmalaysia](https://www.facebook.com/friendofmalaysia); Twitter: [tourismmalaysia](https://twitter.com/tourismmalaysia); Blog: [blog.tourism.gov.my](http://blog.tourism.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.

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.

**Press contact:**

**Media Relations Unit:**

Shukri Hanafiah, Senior Deputy Director, Corporate Communication Division

Tel: +603-8891 8767

Email: shukrihanafiah@tourism.gov.my

**Editorial Unit:**

Anis Rozalina Ramli (Ms), Senior Editor, Corporate Communication Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my

**MALAYSIA TOURISM PROMOTION BOARD**

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)

No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia

Tel: +603 8891 8000; Official: malaysia.travel; Corporate: tourism.gov.my

Facebook: friendofmalaysia; Twitter: tourismmalaysia; Blog: blog.tourism.gov.my