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TOURISM MALAYSIA KICKS OFF ITS 2023 SALES MISSION TO HONG KONG

HONG KONG, 10 January 2023 – Tourism Malaysia has conducted its first sales mission this year to Hong Kong from 6-10 January 2023 to reconnect and further develop more partnerships to boost inbound tourism.

Headed by YB Khairul Firdaus Akbar Khan, Deputy Minister of Tourism, Arts and Culture Malaysia, the delegation comprises 27 organisations, including Sabah Tourism Board, Malaysia Health Tourism Council (MHTC), Malaysia My Second Home (MM2H) agency as well as other industry players and product owners.

The Malaysian sellers and Hong Kong buyers attended the business matching session and gala dinner, apart from two seminars conducted at the Island Shangri-La Hong Kong, focusing on leisure and niche tourism markets such as medical tourism, homestay and the MM2H programme.

“As Malaysia is targeting 15.6 million tourist arrivals with RM47.6billion in tourism receipts for 2023, Tourism Malaysia is ramping up its marketing efforts globally, including raising Malaysia’s profile in the Hong Kong market.

“We will continue to work closely with airlines and travel trade partners to encourage tourists to explore and enjoy what Malaysia has to offer, especially in positioning Malaysia as a preferred tourism destination in this region,” said YB Khairul Firdaus.

Hong Kong remains a key market for Malaysia. In terms of connectivity, there are currently 22 flights per week from Hong Kong to Malaysia via Malaysia Airlines, AirAsia and Cathay Pacific.

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About Tourism Malaysia

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts & 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. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), and [TikTok](#).

For enquiries, please contact:

Ahmad Kamarudin Yusoff
Deputy Director
International Promotion Division
(Asia & Africa)
akamarudin@tourism.gov.my
Tel: +603 8891 8204

Muadz Samat
Assistant Director
Corporate Communications Division
muadz@tourism.gov.my
Tel: +603 8891 8755