

TOURISM MALAYSIA LAUNCHES THE MALAYSIA PAVILION AT THE ARABIAN TRAVEL MARKET 2016 DUBAI



Tourism Malaysia's Deputy Director General (International Promotion) Dato' Hj. Azizan Noordin (3rd from left) was flanked by (from left) the Deputy State Secretary of Perak Dato' Abu Bakar Hj. Said, the Ambassador of Malaysia to the UAE Dato' Ahmad Anwar Adnan, the Consul General of Malaysia to Dubai H.E. Yubazlan Yusof, Tourism Malaysia's Senior Director of International Promotion Division (Asia & Africa) Datuk Musa Yusuf, and the Director of Tourism Malaysia Dubai Mohamed Taib Ibrahim, at the launching of the Malaysia Pavilion at ATM 2016.

DUBAI, 25 April 2016 –Tourism Malaysia's Deputy Director General (International Promotion) Dato' Hj. Azizan Noordin officially launched the Malaysia Pavilion today at the Arabian Travel Market (ATM) Dubai.

The occasion was also graced by the Ambassador of Malaysia to the UAE Dato' Ahmad Anwar Adnan, the Consul General of Malaysia to Dubai H.E. Yubazlan Yusof, Tourism Malaysia's Senior Director of International Promotion Division (Asia & Africa) Datuk Musa Yusuf, the Director of Tourism Malaysia Dubai Mohamed Taib Ibrahim, and the Deputy State Secretary of Perak Dato' Abu Bakar Hj. Said.

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
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The biggest travel and tourism fair in the Middle East started today at Dubai International Convention and Exhibition Centre (DICEC). It offers Malaysia an excellent platform to market and boost awareness of Malaysia's tourism offerings in the Middle East.

This year, a total of 124 Malaysian sellers from 77 organisations joined Tourism Malaysia to participate in ATM, which is held from 25 to 28 April.

During the launching ceremony, guests were shown a 30-second TVC on West Asian market. After that, the Melaka Art Brigade from the Melaka Tourism Promotion Division, Melaka Chief Minister's Department, presented a glittering spectrum of dances from the various ethnic groups to reflect the unique heritage of Malaysia.

This year marks the 23rd year of Tourism Malaysia's participation in the prestigious ATM. During the exhibition, Tourism Malaysia helped to promote tourism products and campaigns of other participating states, such as Visit Perak Year 2017, Visit Pahang Year 2017 and Visit Terengganu Year 2017, and assisted during the launching of "Experience Penang a Muslim Travel Guide 2016/2017" brochure by the Penang State Tourism, and "Malaysia Travel Guide" by a local wholesaler agency Explore The Wonders. Besides that, a local PR agency Media Hub also launched its "Malaysia Tourist Guide" Arabic brochure.

A press conference was also held today where Dato' Hj. Azizan briefed the media on Malaysia's tourism activities and events for 2016 and 2017. He also took the opportunity to inform the media and guests about the Nancy Ajram concert, which will be held on 30 and 31 July 2016 at the Putra World Trade Centre (PWTC).

On 26 April 2016, Tourism Malaysia will be hosting a Networking Dinner at Grand Hyatt Dubai. It will give the guests a glimpse of what awaits them in Malaysia, especially in 2016. Besides that, the special dinner also aims to show Tourism Malaysia's appreciation to buyers, media and invited guests, for their support and assistance in promoting Malaysia.

During ATM 2016, Dato' Hj. Azizan is scheduled to be interviewed by several media, including satellite television nationwide MBC, Dubai TV, Abu Dhabi TV, CNBC, and Al Jazeera TV, as well as The Gulf Today and Alroeya. During the interviews, Dato' Hj. Azizan will also share with the media Tourism Malaysia's marketing strategy to attract more Arab tourists for the year 2016/2017.

ATM 2016 is set to provide an excellent opportunity for Malaysia to establish a wider network of contacts and to forge smart partnerships and cooperation with international airlines and the local tour operators. ATM is one of the most important events to enhance the knowledge of the participants on the latest industry trends in the Middle East.

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It has also been listed by Tourism Malaysia as one of its annual international business events for excellent networking among the Malaysian tour operators to reinforce the Malaysian brand as a luxury tourism destination.

If you have any further queries on Malaysia's participation in ATM 2016, please contact:

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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 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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