



PRESS RELEASE

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TOURISM & CULTURE MINISTER LEADS SALES MISSION TO EXPOTRAVEL FAIR IN RUSSIA

YEKATERINBURG, 8 OCTOBER 2015: The Minister of Tourism and Culture Malaysia Dato' Seri Mohamed Nazri Abdul Aziz, is currently leading a weeklong sales mission to Moscow and Yekaterinburg, Russia, in conjunction with the country's participation in the EXPOTRAVEL Fair 2015, a premium travel and tourism trade exhibition.

As part of the sales mission, Malaysia is also the partner country for the Expotravel Fair, which allows the country's fascinating tourism offerings and world-class hospitality services to be promoted extensively. Besides highlighting our latest tourist attractions, Tourism Malaysia will be taking full advantage of this opportunity to reach out to industry players and members of the media in the region.

Dato' Seri Mohamed Nazri gave a speech at the opening ceremony earlier today, before proceeding to address the media at a press conference to update them on the latest tourist attractions and tourism developments in Malaysia.

Later in the evening, Tourism Malaysia hosted a 'Malaysia Evening' to show its appreciation to the tourism fraternity, and also members of the media. During the dinner, the audience was entertained with a cultural performance by dancers from Istana Budaya.

On 9 October, the Tourism and Culture Minister will be interviewed on 'Russia 24', a state-owned Russian-language news channel which covers major national and international events, to promote Malaysia's tourism. After the interview, he will be visiting Sobolev Andrey, the regional Minister of International and Foreign Economics Relations of the Sverdlosk Region, Yekaterinburg, to discuss matters related to the tourism industry.

Last year, Malaysia welcomed a total of 61,845 tourists from Russia, which was an increase of 16.2% compared to arrivals in 2013. This sales mission is part of Tourism Malaysia's efforts to continue to boost tourist arrivals from Russia and the surrounding regions, as well as promote the country as a top-of-mind holiday destination.

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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.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 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme "Endless Celebrations" emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).

Through the Tourism NKEA, 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. 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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