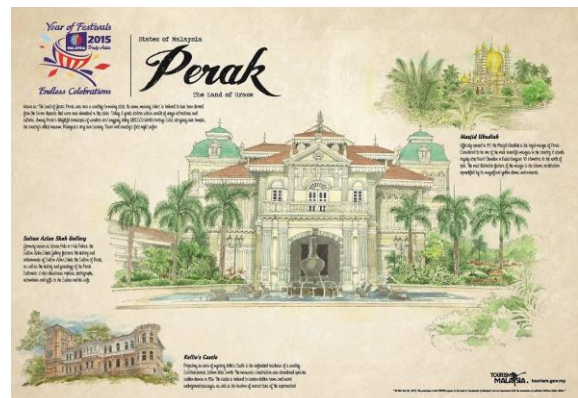
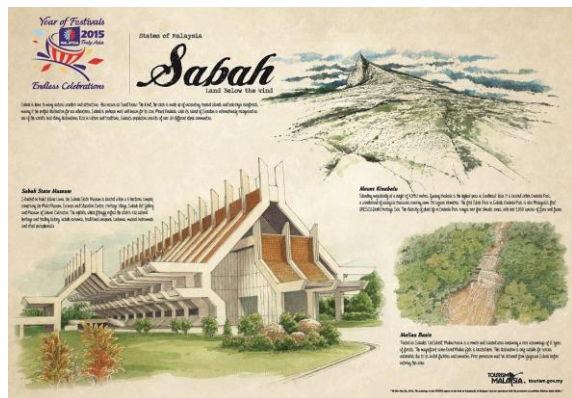
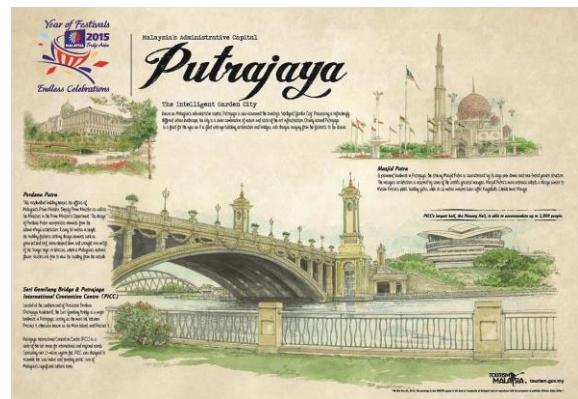


## MALAYSIA RECEIVES PATA GOLD AWARD FOR “LANDMARKS OF MALAYSIA” TRAVEL POSTERS



**JAKARTA, 9 SEPT 2016** – Tourism Malaysia received a PATA Gold Award for its Landmarks of Malaysia 2015 posters in the category of Marketing Media Awards – Travel Posters during the presentation ceremony earlier today.

Minister of Tourism and Culture Dato’ Seri Mohamed Nazri Tan Sri Abdul Aziz received the award, saying, “We are honoured to be recognised by PATA for our international marketing and promotional efforts during the Malaysia Year of Festivals 2015 campaign. The posters were produced with great care to showcase Malaysia’s unique architecture, design heritage and attractions.”

**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



The award-winning entry, developed for the Malaysia Year of Festivals 2015, is a series of 16 posters featuring interesting landmarks in the 13 states and three federal territories, rendered in delicate pencil sketches and water colours by Malaysian artist Chin Kon Yit.

The posters were part of the marketing and promotional materials developed for 2015, for which Malaysia recorded a total of 25.7 million tourist arrivals and RM69.1 billion in receipts.

#### **About PATA Travel Mart:**

Tourism Malaysia participated in the PATA Travel Mart together with Malaysia's state tourism boards (Tourism Selangor and Tourism Johor) and 12 industry players comprising hotel and resort operators, tour operators and tourism product owners to promote the destination's theme parks, international sports events, shopping, golf and medical tourism, among others.

-END-

*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.*

#### **Press contact:**

##### **Media Relations Unit:**

*Shukri Hanafiah, Senior Deputy Director, Corporate Communication Division*

*Tel: +603-8891 8767*

*Email: [shukrihanafiah@tourism.gov.my](mailto:shukrihanafiah@tourism.gov.my)*

##### **Editorial Unit:**

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

*Tel: +603-8891 8759*

*Email: [anisramli@tourism.gov.my](mailto: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](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)