



PRESS RELEASE

FOR IMMEDIATE RELEASE

TOURISM MALAYSIA TRAVEL MART IN LAHORE TO BOOST PAKISTAN TOURIST ARRIVALS

LAHORE, 3 March 2016: Tourism Malaysia is organising a travel mart in Lahore from 5 to 8 March to attract more tourists from Pakistan to visit Malaysia.

Led by the Director General of Tourism Malaysia Datuk Seri Mirza Mohammad Taiyab, a total of 12 sellers from nine organisations in Malaysia are participating in the travel mart, comprising a good mix of hotels and resorts, and travel agents.

During the travel mart, he will meet key travel agents and travel trade in Lahore to discuss and explore all areas for collaboration to attract more Pakistani tourists to Malaysia. Tourism Malaysia will also hold a joint seminar with Sabah Tourism Board on 7 March at Kohinoor Hall PC Hotel to update the Pakistani tourism trade members on Malaysia's new tourism developments and attractions.

The promotional effort in Pakistan is organised to leverage on Malindo Air's new Lahore-Kuala Lumpur route, which commences on 3 March 2016.

In 2015, Malaysia recorded a total of 66,400 tourists from Pakistan.

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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.

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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