

PRESS RELEASE

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MALAYSIA WINS ASIA'S BEST GOLF DESTINATION FOR THE 2ND CONSECUTIVE YEAR



Tourism Malaysia Director of the Frankfurt office Mohamed Amin Yahya (centre) receiving the 'Asia's Best Golf Destination 2015' award from the Managing Director of World Golf Awards Chris Frost

PUTRAJAYA, 12 November 2015 – Malaysia's golf tourism industry added another feather to its cap when the country took home the 'Asia's Best Golf Destination 2015' award at the 2nd Annual World Golf Awards in Portugal on 7 November. The Els Club Teluk Datai in Langkawi, which received the 'World's Best New Golf Course' award last year, was conferred 'Asia's Best Golf Course 2015'.

Tourism Malaysia Director Mohamed Amin Yahya, who accepted the award at the Conrad Algarve, said that Malaysia is proud to receive the award for the second consecutive year.

"Our golf courses offer challenging fairways amidst spectacular sights, world-class facilities and amenities. We strongly encourage golfers from around the world to visit Malaysia not only to play golf but also to enjoy a wide range of fascinating tourist attractions," Mohamed Amin said.



Malaysia's popularity as a golf destination has grown over the years. There are over 200 golf courses located around the country, with each offering avid golfers a unique experience. They can play in the cool climates of highlands; by the crashing waves of the sea; in busy towns and cities; or in the quiet greens near jungles.

About World Golf Awards

World Golf Awards serves to celebrate and reward excellence in golf tourism, world class courses and golf destinations. Golf tourism constitutes a vital segment in the global travel and tourism marketplace. An estimated 60 million golfer visits will take place in 2015 to the 32,000 golf courses and resorts worldwide.

The 2015 World Golf Awards focuses on the leading 130 nations who are shaping the future of this dynamic industry. While celebrating and rewarding excellence across golf resorts, courses and the golfing destinations throughout the world, World Golf Awards strives to ultimately raise the golf tourist customer experience and stimulate both the domestic and international golf tourism market.

Votes were made by professionals working within the golf travel and tourism industry – senior executives, travel buyers, tour operators, agents and media professionals. Votes were also cast by the public (golf tourism consumers). The voting works on a first-past-the-post system to ensure impartiality and independence. Votes were submitted online via the World Golf Awards website.

The winners of each national category went head-to-head with the winners of the other countries before the unveiling of the World Winners.

For the full list of winners, please visit: <http://worldgolfawards.com/winners/2015>

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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.



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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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