



PRESS RELEASE

FOR IMMEDIATE RELEASE

**KEY PROGRAMMES OF PATA TRAVEL MART 2018
LANGKAWI, MALAYSIA
12 - 14 SEPTEMBER 2018**

KUALA LUMPUR, 4 SEPT 2018: PATA Travel Mart 2018 (PTM 2018), scheduled from 12 to 14 September 2018 in Langkawi, Malaysia, is just weeks away. As the day draws near, here are a few things on the schedule not to be missed:

Main highlights:

1. Business to Business Session

All-day

13 to 14 September at Mahsuri International Exhibition Centre (MIEC)

PTM 2018's Business to Business session is a one-stop platform for tourism networking and contracting opportunities. This year, PTM gathers sellers from 198 organisations from 35 destinations including China, Germany, India, Kazakhstan, Korea, Nepal and others taking part. A total of 260 buyers from 53 source markets have also registered interest in the event. Among the buyers are from Canada, China, France, Germany, India, Korea, Netherlands, the Philippines, Russia, etc. There are 67 sellers from Malaysia taking part, including state government tourism bodies from Sabah, Sarawak, Selangor, Penang, Labuan, Kedah and Johor. Each of the participants will have at least 30 appointment sessions to discuss and negotiate for tourism business.

2. PATA Gold Awards 2018

1240 - 1410 hours

14 September at Mahsuri International Exhibition Centre (MIEC)

The PATA Gold Awards is a recognition of excellence, innovation, and the best tourism standards in Asia Pacific's travel and tourism industry. The ceremony will present a total of 34 awards to deserving recipients (organisations and destinations) for their efforts in tourism marketing and promotion.

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)

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Other highlights:

1. PATA Youth Symposium 2018

0900 - 1230 hours

12 September at Mahsuri International Exhibition Centre (MIEC)

Themed “Inspiring Tourism Leaders of Tomorrow”, the event is hosted by Langkawi Development Authority, Tourism Malaysia, Alumni Association of UiTM, Student’s Representative Council and PATA Malaysia Chapter. Participants include 170 local and 30 international students, faculty members, alumni and industry professionals. The symposium is a platform to inspire and groom youths into effective and visionary leaders. One of the local speakers to deliver their keynote address is Ms. Elfira Loy, popular Malaysian actress, public figure and entrepreneur.

2. Complimentary Half-Day City Tours

0900 - 1500 hours

12 September, all over Langkawi

As Langkawi has been chosen to host PTM 2018, it is the perfect opportunity to showcase the Isle of Legends as a top-of-mind destination to delegates and introduce the island as a nature paradise, agro-tourism destination, birdwatching destination, shopping haven, and island and beach destination.

Delegates can sign up for either the Langkawi Discovery Package or Langkawi Agro Package tours. The Langkawi Discovery Package takes delegates to explore the beautiful and diverse natural landscapes of the island, with visits to mangroves, as well as to learn about the legends of Langkawi.

Meanwhile, the Langkawi Agro Package Tour makes visits to the Buffalo Park, the Mardi Agro Technology Park to see fruit orchards, as well as Laman Padi to learn about rice cultivation.

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3. Travolution Asia Forum 2018

0930 - 1230 hours

12 September at Mahsuri International Exhibition Centre (MIEC)

The forum looks at key trends in the industry and how emerging technology, customised travel options and value-added services can all add up to super-charge tourism businesses. Sign up to listen to talks by industry experts over three key sessions and get the latest information on tourism trends and emerging news. This is the first time the forum is included as part of the PTM programme.

4. Start-Up Innovation Camp 2018

1330 - 1800 hours

12 September at Mahsuri International Exhibition Centre (MIEC)

If you are an investor looking for an interesting investment in tourism, travel and hospitality, join the World Tourism Forum Lucerne (WTFL) Start-Up Innovation Camp 2018 to meet the most innovative start-ups from around the world. It's a chance to get insights into the best ideas of the future. This is the first time the camp is included as part of the PTM programme.

5. PTM Talks

1055-1125 hours, 1520 - 1550 hours

13 September at Mahsuri International Exhibition Centre (MIEC)

1055-1125 hours, 1525 - 1555 hours

14 September at Mahsuri International Exhibition Centre (MIEC)

Several 30-minute talks will be held throughout the two days with presenters from Langkawi Development Authority (LADA), the winner of the World Tourism Forum Lucerne Start-Up Innovation Camp 2018, Shenzhen uCloudlink Network Technology, and tourism marketing company Sojern.

6. Twin Cities World Tourism Forum

1000 - 1115 hours

14 September at Mahsuri International Exhibition Centre (MIEC)

The Twin Cities World Tourism Association aims to support and increase tourism and travel between twin cities, support and increase the exchange of ideas and concepts related to

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tourism and travel between sister cities, and enhance and strengthen relations through tourism and travel. The founding president, Mr. Thomas Binder, Mayor of Gossau-Zurich in Switzerland, will formally announce the foundation of the Twin Cities World Tourism Association (TCWTA) at this forum.

7. PATA Executive Board and PATA Board Meeting

All-day

14 to 16 September at Langkawi International Convention Centre (LICC).

The forthcoming PATA Executive Board and PATA Board Meeting will be held right after the PATA Travel Mart (PTM 2018). There are about 100 PATA Board, Committee and Life members who will be attending to these meetings. The meeting is a platform to exchange experiences, share ideas, and discuss issues on tourism as well as PATA affairs. The meeting is held twice a year in conjunction with PATA Annual Summit and PATA Travel Mart.

Backgrounder:

PATA Travel Mart is Asia-Pacific's worldwide travel trade exhibition featuring unparalleled networking and contracting opportunities to help travel and tourism organisations access decision makers, meet new clients, expand their networks, establish new relationships and consolidate existing business partnerships.

Hosted by Malaysia this year, PATA Travel Mart is set at the beautiful island of Langkawi – a tropical paradise known for its unsurpassed natural beauty, friendly people, excellent food, duty-free shopping and luxurious hotels and resorts. Visit <https://www.pata.org/ptm/> for more info.

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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.tourism.gov.my/>

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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. In 2017, Malaysia registered 25.9 million tourist arrivals, placing it among the major tourism destinations of the world.

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