



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **TOURISM MALAYSIA COLLABORATES WITH MIDDLE EASTERN AIRLINES**

**Dubai, 25 April 2017:** Malaysia's participation in the Arabian Travel Market continued with several promotional efforts today to boost arrivals from West Asian countries.

The Minister of Tourism and Culture Malaysia Dato' Seri Mohamed Nazri Abdul Aziz met up with the representatives of several Middle Eastern airlines to discuss on collaborations to bring more tourists to Malaysia.

Dato' Seri Mohamed Nazri had a discussion with the Chairman and Chief Executive of Emirates Airline & Group H.H. Sheikh Ahmad bin Saeed Al Maktoum on future collaborations to promote Malaysia and the role of Emirates Airlines in increasing the number of tourists to the country.

A meeting was also held between the Tourism and Culture Minister with the Vice President – Marketing Partnerships of Etihad Airways Patrick Pierce. Dato' Seri Mohamed Nazri thanked Etihad Airways for enhancing Malaysia's tourism sector through its direct flights from Abu Dhabi to Kuala Lumpur. Both sides have also agreed to strengthen their collaboration.

Besides that, Dato' Seri Mohamed Nazri also met the Chief Operating Officer of Oman Air Abdulrahman Al-Busaidy. He thanked Oman Air for increasing the number of direct flights from Muscat to Kuala Lumpur from 10 to 14 flights weekly.

Besides meetings, Dato' Seri Mohamed Nazri was interviewed by the media, where he took the opportunity to highlight some of the country's tourist destinations for tourists from West Asia and GCC countries.

In addition, he also launched the Malaysia Destination Brochure by Explore the Wonders, and met Al Rais Travel & Shipping Agencies where they discussed ways to strengthen the Malaysia's tourism sector.

Tourism Malaysia returns to ATM for the 24<sup>th</sup> year with the country's tourism trade players to promote some of the country's latest attractions and destinations for shopping, family fun, eco adventure, honeymoon, and luxury holidays.

### **MALAYSIA TOURISM PROMOTION BOARD**

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)

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At the press conference held on 24 April, Dato' Seri Mohamed Nazri said, "We are proud to unveil some of our latest attractions and we will continue to promote our flagship tourism products that West Asian travellers love, such as luxury escapades, shopping, fun-filled holidays with the whole family, honeymoon, and eco-adventure tours."

The Arabian Travel Market is the leading global event for the Middle East inbound and outbound travel industry. The annual business-to-business (B2B) exhibition showcases over 2,800 products and destinations from around the world to over 26,000 buyers and travel trade visitors across 4 days at the Dubai International Convention and Exhibition Centre.

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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 2016, Malaysia registered 26.8 million tourist arrivals and RM82.1 billion in receipts, placing it among the major tourism destinations of the world.

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