

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**MALAYSIA LAUNCHES SOUTHERN THAI PACKAGES TO MALAYSIA  
IN SOUTHERN THAILAND**



**HATYAI, 14 October 2017:** Minister of Tourism & Culture Malaysia, YB Dato Sri Mohamed Nazri Bin Abdul Aziz presides over the sending off ceremony for Malaysia Rail Packages at Hatyai Junction Railway Station, Songkhla, on 14<sup>th</sup> October 2017. The ceremony at Hat Yai Railway Junction today is to mark the collaboration between Tourism Malaysia and the Malayan Railways Limited or Keretapi Tanah Melayu Berhad (KTMB) and to commemorate the 60th anniversary of the Thai-Malaysian diplomatic relations.

This ceremony aims to promote KTMB packages by travel agents in Southern Thailand and foster closer tourism ties between Thailand and Malaysia. The Malaysia Rail Tourism packages enable tourists to enjoy the scenic landscape of Southern Thailand and Malaysia. The packages cover train experience, accommodation, meals, and a full range of enjoyable activities and attractions.

The interesting rail packages, which start at THB 4,451 are offered by Southern Thailand’s travel agents. The packages combine several attractions and activities, including theme parks and city and night tours, which will help promote rail tourism.

Hatyai and Padang Besar Railway Stations were selected as the spots to link the friendly borders. But for today sending off ceremony, Keretapi Tanah Melayu Berhad (KTMB) had specially arranged coaches for buyers, participating agents and members of media straight from Hat Yai Railway Junction to Kuala Lumpur Central.

Malaysia is very honoured by the presence and steadfast support of the delegates from Thai and Malaysian public and private sectors at this sending off ceremony comprising package buyers, travel agents, and members of the media, for joining this rail package trip.

Thailand market is still remain an important market for Malaysia’s tourism industry. Arrival of tourists from Thailand continue to grow. In 2016, total of 1.78 million Thai tourists came to Malaysia’s shores, which was an increase of 32.7 percent compared to the previous year, contributing RM3.5 billion in

receipts. Thailand was ranked 4th in the top ten tourist generating markets. Meanwhile, for 2017 from January to May, Malaysia received about 813,000 Thai tourists – an increase of 9.8 percent.

Various market segments such as family travel, leisure-seekers, religious travel and shopping lovers, are all potential areas. Malaysia has all these attributes to meet the demands of the Thais tourists.

Meanwhile, Tourism Malaysia is also promoting the upcoming exciting event, which is the Kuala Lumpur International Craft Festival 2017 or KLICF 2017. It will be held at Putrajaya Square from 23-26 November 2017.

This is the third edition of KLICF, organised by the Malaysian Handicraft Development Corporation (MHDC). It features 442 craft artisans and entrepreneurs from 104 countries, including Argentina, China, Egypt, India, Indonesia, Japan, Malaysia, Mauritius, Morocco, Nepal, Sri Lanka, Taiwan, Thailand, Turkey, USA, and Uzbekistan.

The event presents a market of handmade items from around the world, under the theme “Crafts Unite People”. KLICF 2017 will feature cultural performances, craft demonstrations, and craft exhibitions, where Malaysian and foreign artists, as well as online entrepreneurs, will be showcasing their crafts from all over the world.

The main objective of the festival is to attract foreigners and trade buyers to spend on Malaysian craft products and contribute towards the development of crafters. KLICF 2017 creates a great platform for art practitioners to introduce their products to the world market, as well as to unite art practitioners from around the world at one place for one main reason, unity through art.

## ENDS

*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.*

*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.*

### **Press contact:**

**Natthineethiti Phinyapincha (Nikki)**

*Public Relations Representative*

*Tourism Malaysia (Thailand)*

*Unit 1, 3rd Floor, Zuellig House*

*1-7 Silom Road, Bangrak*

*Bangkok 10500 THAILAND*

*Tel: +662 636 3380-3, Fax: +662 636 3384 E-mail: [nikki@asialife.co.th](mailto:nikki@asialife.co.th)*