

MALAYSIA WELCOMES 380 JAPANESE STUDENTS ON STUDENT EXCHANGE PROGRAMME TO MALAYSIA



PUTRAJAYA, 4 March 2014: Irashai! As part of the efforts to increase awareness of the Visit Malaysia Year (VMY) 2014 campaign, Tourism Malaysia, in collaboration with the Hokuryo Secondary School in Kyoto and the Kyoto Prefectural Education Department, have organised a student exchange programme that saw the arrival 380 Japanese students to Malaysia last month.

This is their tenth consecutive trip to Malaysia since 2004, and this year the Japanese students visited some of Malaysia's most popular tourist and cultural attractions, such as the administrative capital Putrajaya, the Petronas Twin Towers, Banghuris Homestay, and schools in Malaysia during their 5 day-4 night stay from 19-23 February.

The student market is one of the growing market segments in Japan, with a total of 19,773 students from 131 Japanese secondary schools visiting Malaysia in 2012. The Japanese students are exposed to Malaysia's various tourist and cultural attractions, such as Malaysia's multi-racial society, religion, customs, food, and tourism products.



This programme is an opportunity to promote Malaysia to the Japanese student and youth communities, inspiring return trips to Malaysia with their friends and families.

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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 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts, placing the country firmly as the 10th most popular tourism destination in the world.

This year, Malaysia celebrates its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign started last year with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government's target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.

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