



MEDIA RELEASE

ADVANTAGE TRAVEL CONFERENCE 2004

Malaysia will host the Advantage Travel Centres annual conference from 22 to 25 April 2004 at the Shangri-La Hotel Kuala Lumpur.

Some 650 delegates representing the British travel industry are expected to attend the conference. During the four-day conference, there will be a travel expo with some 30 booths showcasing both British and Malaysian tourism products. The expo provides a platform for British and Malaysian travel trade representatives to network and establish potential business ventures.

Advantage Travel Centres is the UK's largest travel consortium with almost 900 members consisting of travel agencies, tour operators and travel writers.

Last year, its annual conference was successfully held in Cyprus from 1-4 May 2003.

The 2004 conference marks another international event organised and held in Malaysia. Among the main sponsors are Tourism Malaysia, Malaysia Airlines, Kuala Lumpur City Hall and the Hyatt Saujana Regency Hotel.

Malaysia has hosted various regional and international conferences including the 13th Non-Aligned Movement Summit in February and the 10th OIC Summit in October last year which were attended by 114 countries and 57 countries respectively. In March this year, Malaysia hosted the inaugural Commonwealth Tourism Ministers' Conference and the Petronas Malaysian Formula One Grand Prix.

The hosting of this conference will generate much publicity for Malaysia as a tourist destination and a premier venue for MICE events in the region.

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