



## **MEDIA RELEASE**

# **ASIA INTERNATIONAL TOURISM EXPO 2008 (AITE 2008)**

The **Asia International Tourism Expo 2008 (AITE 2008)** will be held for the first time in Malaysia from **22 until 25 May at Hall 4, Putra World Trade Centre in Kuala Lumpur.**

It is jointly organised by the Malaysian Association of Tour and Travel Agents (MATTA), Malaysian Chinese Tourism Association, Bumitra Malaysia and Malaysian Indian Tourism Association. The trade show will comprise two days of business-to-business sessions and will open for the public on its last day.

The objective of the expo is to showcase Malaysia and International tourism products to attract local and international buyers and sellers. It will help to increase tourist arrivals and tourism-related businesses and activities in the region.

The expo also aims to support and enhance the MICE sector in Malaysia. It will provide a great platform for the local private sectors to explore new marketing trends and learn more about foreign tourism products.

Some 200 buyers and sellers will be taking part in the expo. They include:-

- Airlines
- Car Rental Companies
- Cruise Lines
- Health Resorts & Spas
- Hotel & Accommodation Providers
- MICE Organizers and Venue Owners
- Operators of Tourist Spots
- Tourism Boards
- Tour Operators / Travel Agents
- NTOs
- Ground Transportation Providers

By participating in or attending AITE 2008, travel trade companies will efficiently, effectively and productively gain a competitive edge for their businesses.

It is also a golden opportunity to network, negotiate, hatch business plans, compare notes and keep abreast of the latest developments in the region's travel industry. For the public, it is a good opportunity to discover new travel opportunities.

For more information, please contact:-

Malaysia Association of Tour and Travel Agents (MATTA)

No. 11, Jalan 1/76,

Desa Pandan,

55100 Kuala Lumpur

Tel : 603-9287 6881

Fax : 603-9287 3881

Email : [admin@matta.org.my](mailto:admin@matta.org.my)

Website : <http://www.matta.org.my>

---

Issued by: Advertising & Publicity Division, Tourism Malaysia

Date: 7 February 2008

Tel: +603 2615 8188; Fax: +603 2692 4563

Website: [www.tourismmalaysia.gov.my](http://www.tourismmalaysia.gov.my)

---