



MEDIA RELEASE

PROMOTION IN GULF COUNTRIES

The Deputy Director General of Tourism Malaysia, YBhg. Datin Dalilah Ahmad, heads a sales mission to the Gulf countries from 27 April until 11 May 2006. The delegation will visit Yemen, United Arab Emirates, Oman and Bahrain to promote Malaysia as a tourist destination, as well as to launch the Visit Malaysia Year 2007 campaign in the region.

In Dubai, UAE, the delegation will participate in the Arabian Travel Market (ATM) 2006 from 2 until 5 May. Tourism Minister, YBM Datuk Seri Tengku Adnan Tengku Mansor, and Tourism Malaysia's Director General, YBhg. Datuk Kamaruddin Siaraf, will join the delegation for the ATM 2006.

The delegation comprises senior officers from Tourism Malaysia and state tourism boards, travel agents, hotel operators, and representatives from the Malaysian travel industry. As many as 46 hotels, 25 travel agencies and 10 tourism-related bodies/agencies will participate in the ATM 2006.

The Malaysian delegation will travel through the Gulf countries before and after the ATM 2006 to make courtesy visits to representatives at various tourism boards, airlines, tour agencies, and the media.

The participants of the delegation will also take part in a travel mart in each country to promote Malaysia's tourism products. Tourism presentations and media conferences will be held for the tourism and media community in each major city to be visited. The scheduled events will culminate in a dinner and cultural performance to showcase the diversity of Malaysia Truly Asia.

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