

## MEDIA RELEASE

### TOURISM MINISTER LEADS VMY 2007 MISSION TO THAILAND



YB Datuk Seri Tengku Adnan Tengku Mansor

The minister of tourism, Malaysia, the honourable **Datuk Seri Tengku Adnan Tengku Mansor** will leading a Malaysian delegation to Bangkok, Thailand as part of the **Visit Malaysia Year 2007 Road Show from 22 to 23 June 2006**.

During the two-day road show, the honourable minister will make a courtesy call to the ministry of tourism and sports, Thailand.

A **press conference** to announce the **Visit Malaysia year 2007 campaign** and celebrations will be held followed by a **gala dinner** hosted by the minister of tourism, Malaysia at the Royal Orchid Sheraton, Bangkok.

The coming year 2007 is meaningful to Malaysia as it **marks the 50th anniversary of Malaysia's independence**. What a better way for Malaysians to celebrate this golden jubilee than to share the moment with the rest of the world!

## **BACKGROUND**

Malaysia registered a total of **528,691 visitors** from Thailand for the months from **January to March 2006**, compared to only 439,701 visitors for the same period in 2005. This is an increase of **20.2 %**.

**Table 1**

<b>COUNTRY</b>	<b>Tourist arrivals January 2006</b>	<b>Tourist arrivals February 2006</b>	<b>Tourist arrivals March 2006</b>	<b>Total</b>	<b>Growth in % 2006/2005</b>
<b>Thailand</b>	<b>167,981</b>	<b>178,173</b>	<b>182,537</b>	<b>528,691</b>	<b>20.2 %</b>

*(Source: Research Division, Tourism Malaysia).*

The tourism promotion in Thailand is based on travel packages coupled with the high standard quality services and products. Key segments promoted for the Thailand market include; leisure holidays such as beaches and islands, shopping, dining, eco-tourism, MICE packages, while the special interest promotions showcase; education, honeymoon, spa, golfing, diving and angling.

The tourism industry will continue to work hard to improve tourism performance and all indicators are positive in favour for a better performance this year.

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