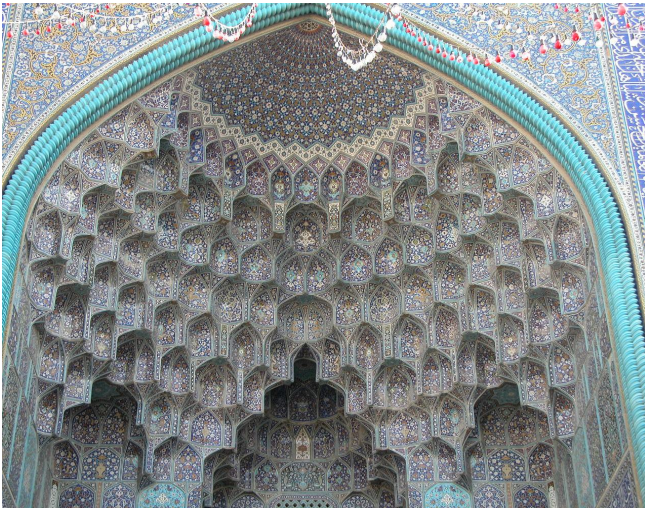


MEDIA RELEASE

TOURISM MISSION 2005 TO IRAN

Datuk Ahmad Zahid Hamidi, the Hon. Deputy Minister of Tourism, recently headed the tourism sales mission 2005 to the Islamic Republic of Iran to create more awareness in the Iranian market that Malaysia is an ideal and value-added-travel destination.



During the road show, the Deputy Minister met and held discussions with Iranian tourism authorities, travel agents, local airline operators, Tourism Malaysia officials and embassy officials.

The 30-member delegation comprised senior officials from Tourism Malaysia; the Middle East regional manager of Malaysia Airlines; representatives of leading travel agencies, hotels, resorts and tourist attractions and a troupe of *ghazal* musicians from Johor.

The sales mission from 17 to 23 September 2005 covered marketing, promotion, media and cultural presentations to the local Iranian travel trade and media. Publicity events and travel marts were successfully held in the cities of Tehran, Esfahan and Shiraz.

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