

MEDIA RELEASE

TOURISM MINISTER PROMOTES MALAYSIA IN KOREA



The Honourable Dato' Sri Dr. Ng Yen Yen, Minister of Tourism, Malaysia, is in Korea from 11 to 14 October to attend the T20 Tourism Ministers' Meeting and to lead Tourism Malaysia's sales mission.

The Minister's visit to Korea is expected to bring more attention to Malaysia as a preferred holiday destination among Koreans. During her visit, the Minister will meet with members of the media and local trade players to give a presentation on several new tourism products/themes that would be of particular interest to the Korean market, i.e. the Malaysia My Second Home (MM2H) long stay programme, and host a networking lunch. The Minister is also there to launch the winter charters between Incheon and Johor and golf tourism packages.

Afterwards, the Minister will attend T20 Tourism Ministers' Meeting that will continue until Wednesday, 13 October. The Minister was specially invited to the T20 Tourism Ministers' Meeting to talk about the development of the tourism industry in Malaysia and the policies and measures taken by the Ministry in the area.

The T20 Tourism Ministers' Meeting is a venue for tourism ministers from G20 countries to gather and discuss the roles and future direction of the industry. Held in Buyeo, Chungnam of Korea from 11 to 13 October, the meeting will also be attended by delegations from 18 countries and 6 international organizations including UN World Tourism Organization (UNWTO), European Commission (EC), and International Labor Organization (ILO).

On 14 October, she will be at Hana Bank's headquarters in Eulgiro to provide information on the MM2H long stay programme in Malaysia to the general public.

The Ministry of Tourism's on-going efforts to promote Malaysia in Korea includes the development of tour products using expressions familiar to the Koreans such as SA-Lang (Secret Addiction, Langkawi) launched in 2009 and ACHIM (Amusement, Comfort, Happiness In Malaysia) in 2010 so as to minimize mental distance to Malaysia among Korean tourists. The Ministry also works closely with various airlines to increase accessibility to Malaysia. Joint promotions with a variety of brands are also conducted to promote Malaysia to different market segments.

For more information, please contact:

Tourism Malaysia Seoul

Email: mtpb@users.unitel.co.kr

Tel: +82-2-779-4422 Fax: +82-2-779-4254

Website: www.tourism.gov.my or www.mtpb.co.kr

Issued by: Communications & Publicity Division, Tourism Malaysia

Date: 11 October 2010

Tel: +603 2615 8188; Fax: +603 2615 8299

Website: www.tourismmalaysia.gov.my