



## **MEDIA RELEASE**

### **TOURISM MALAYSIA ORGANISES 'MAKE IT MALAYSIA 2011 FOR IRAN MARKET'**

In line with its effort to boost tourist arrivals from Iran to Malaysia, Tourism Malaysia is organising the Make It Malaysia 2011 programme for the Iran market. A total of 60 travel agents from Iran are participating in the programme which aims to make Malaysia a top-of-mind holiday destination among Iranian travellers.

The participants are divided into six groups, each travelling to different destinations in the country, namely Melaka (20-26 Nov), Sabah/Cameron Highlands (20-26 Nov), Terengganu (17-24 Nov), Langkawi/Negeri Sembilan (20-28 Nov), Penang/Negeri Sembilan (20-28 Nov), and Sarawak (20-26 Nov). Tours to Kuala Lumpur and Putrajaya are also in the itineraries of all the groups.

On 23 November, all the participants will attend a business session and travel mart at 3:45pm at the Royale Chulan Hotel in Kuala Lumpur. During the business session they will receive information on the Malaysia My Second Home Programme, education tourism and KL Tower.

A total of 30 Malaysia organisations are attending the travel mart as sellers. It offers a platform for all Iranian tour operators to establish business networking with Malaysian tour operators, travel agents, hoteliers, and tourism product operators.

In the evening, the participants will attend a dinner hosted by the Acting Director General of Tourism Malaysia, YBhg. Dato' Hj. Azizan Noordin. During the dinner, the six groups of participants will perform a presentation each based on their knowledge of Malaysia. The guests will also be entertained by Malaysian cultural performance. Each of the participants will be presented with a certificate, in appreciation of their participation. In addition, a trophy will also be presented to the best group presentation.

The 'Make It Malaysia 2011 for Iran Market' is being held for the first time. It provides an opportunity for the travel industry frontliners from Iran to get to know Malaysia better. The programme aims to give an exposure and hands-on experience to all tour operators on tourism in Malaysia and the country's various amazing attractions and warm hospitality services. They will also receive the latest update on the tourism developments in the country. All the activities during their trip here aim to provide

the relevant information to help them to package and sell Malaysia with more confidence.

A total of 116,252 Iranian tourists visited Malaysia in 2010, which was an increase of 14.3 percent, compared to 2009 (101,664). For the first half of this year, tourist arrivals from Iran has already reached 64,448, signifying a growth of 16.5 percent compared to the same period last year.

This is indeed a very positive indicator that Malaysia has emerged as a favourite destination for Iranian holidaymakers.

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