



MEDIA RELEASE

MALAYSIA SHARES TOURISM SUCCESS IN CRISIS HANDLING WITH ASEAN COUNTERPARTS

KUALA LUMPUR, 25 FEBRUARY 2013: The global tourism industry has been affected by several crises over the past couple of years, and Malaysia was no exception. Despite the various external uncertainties in the world and region, Malaysia's tourism performance continued to shine, emerging with 25.03 million in tourist arrivals last year, with a total of RM60.6 billion in tourist receipts.

To share its exemplary tourism success, especially in handling crisis situations, Malaysia was chosen by ASEAN National Tourism Organisation (NTO) to conduct the ASEAN Tourism Crisis Management and Communication Workshop in Kuala Lumpur from 25 to 26 February .

"Our selection is viewed as an acknowledgement of Malaysia's various tourism contributions to the region. Malaysia is proud to undertake the workshop and do its part as an ASEAN member in an effort to build the quality and professionalism of the ASEAN tourism manpower," said Dato' Dr. Ong Hong Peng, Secretary-General of the Ministry of Tourism in his opening address here today.

"The largest growth will be seen in Asia and the Pacific, where arrivals are forecasted to increase by 331 million to reach 535 million in 2030. Asia and the Pacific countries will have an increased share of the global tourist market from 22% in 2010 to 30% in 2030.

With this outlook, it is ever important for ASEAN countries to realise their strengths as one, and work together as one to ensure the region continues to be a safe and welcoming destination for tourists," he added.

Dato' Dr. Ong said that it takes great leadership and strong cooperation from all parties to ensure that ASEAN continues to have a bright future in tourism.

"As such , I can say that Tourism Crisis Management and Communication is pertinent to the ASEAN agenda if we are to ride this wave of growth," he continued.

Over 40 participants from government agencies and tourism trade members of ASEAN countries including Brunei, Cambodia, Indonesia, Myanmar, Philippines, Singapore, Thailand and Malaysia are attending the workshop. Running over a period of two days, the workshop, organised by the Ministry of Tourism and Tourism Malaysia, covers Malaysia's experiences and perspectives on handling crisis situations. Leaders from various Malaysian agencies with experience in dealing with crisis situations that have impacted the tourism industry will share their knowledge with participants during the workshop.

Participants will learn what first steps to take during a crisis, how to come up with a communication plan in an event of a crisis and how to set up an effective Crisis Operations and Management Room.

Dato' Mirza Mohammad Taiyab, Director General, Tourism Malaysia, will host participants to a welcome dinner today. Workshop participants will also be taken on a tour of Kuala Lumpur city tomorrow.

ENDS

For more information on the ASEAN Tourism Crisis Management and Communication Workshop, please contact Mr. Razaidi Abdul Rahim of Tourism Malaysia on 603 8891 8768 or email razaidi@tourism.gov.my.

BACKGROUND ON MALAYSIAN TOURISM

Malaysia's tourism industry has grown by leaps and bounds in recent years. In 2012, Malaysia received 25.03 million tourists and registered tourist receipts of RM60.6 billion, a huge increase compared to the 7.9 million tourists and RM12.3 billion tourist receipts recorded in 1999.

The industry has been identified as a national key economic area (NKEA) with potential to generate high revenue for the country. A total of 12 entry point projects have been identified under the Tourism NKEA to develop the industry further until 2020 and create half a million job opportunities for Malaysians.

By 2020, Malaysia's tourism industry is expected to attract 36 million tourists and record RM168 billion tourist receipts. To achieve this goal, a Visit Malaysia Year 2014 campaign has been designated for next year during which over 200 tourism events have been scheduled throughout the year as part of the tourism calendar of events.

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Tel: 03-8891 8000; Email: anisramlitourism.gov.my
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