



## **MEDIA RELEASE**

# **MALAYSIA WINS THREE AWARDS AT 2009 PATA GOLD AWARDS**

Malaysia has once again made headlines by winning the much-coveted Pacific Asia Travel Association (PATA) Grand Award in the heritage category and two prestigious PATA Gold Awards in the marketing media and education & training categories.

The Grand Award winner in the heritage category, the Temple Tree, Langkawi, is a concept hotel that promotes a truly Malaysian holiday experience. It houses several restored and unique antique homes that represent various cultural elements in Malaysia comprising the Malay, Chinese, Indian, Eurasian and Arab. Profits from the resort also help to fund LASSie (Langkawi Animal Shelter and Sanctuary Foundation). The Temple Tree is a worthy winner as it conserves important heritage elements whilst assisting the foundation to carry out its ideals of receiving, rehabilitating and caring for neglected and abused cats and dogs.

The 'Malaysia: Truly Asia - Truly More With Every Visit. It Must Be Malaysia.' campaign clinched the Gold Award in the Marketing Media - Travel Advertisement Print Media category. The winning campaign is an evolution from the original Malaysia Truly Asia concept, targeted especially to attract repeat visitors to Malaysia and offering more experiences and more value with every visit.

In the Environmental Education Programme category, the Frangipani Langkawi Resort & Spa, Malaysia, won a Gold Award for their on-site Environmental Education programme.

This year's PATA Gold Awards programme has attracted a total of 236 entries from 120 organisations worldwide. Although the winners have been selected, the presentation of the PATA Gold Awards 2009 will only be held

during the PATA Travel Mart 2009 in Hangzhou, China, on 25 September 2009.

## **BACKGROUNDER**

Pacific Asia Travel Association (PATA) is the region's leading travel trade association, based in Bangkok. Its goal is to help members develop and increase business opportunities through a wide array of products, such as events, market intelligence, communications, networking and industry-wide recognition and exposure through the PATA brand.

The Pacific Asia Travel Association (PATA) Gold Awards recognise exceptional achievement in a variety of endeavours, bringing acclaim to the best that the Asia Pacific's travel industry has to offer. This year, the awards recognise the achievements of 24 separate organisations and individuals. Entries were judged by travel industry experts.

For more information, visit the website : [www.pata.org](http://www.pata.org)

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