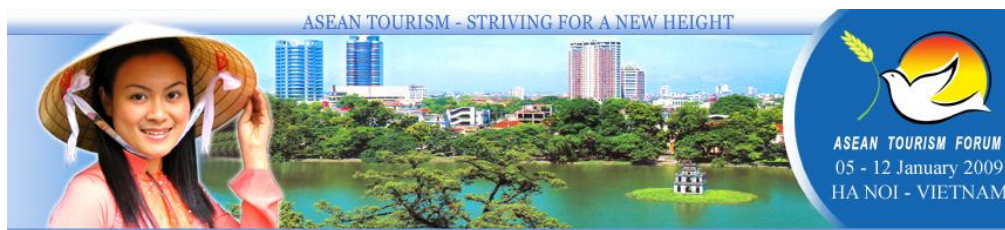


MEDIA RELEASE

MALAYSIA AT THE 28th ATF IN HANOI, VIETNAM



The Malaysian delegation participating at the **28th ASEAN Tourism Forum (ATF) 2009** in **Hanoi, Vietnam** will be headed by the **Hon. Dato`Sri Azalina Dato`Othman Said, Minister of Tourism, Malaysia.**

Other members of the delegation include; Datuk Abdul Ghafar A. Thambi (Deputy Secretary-General for Tourism, Ministry of Tourism, Malaysia), Mr. Amirrudin Abu (Acting Director-General, Tourism Malaysia) senior government officials and state tourism bodies.

Besides providing Buyers with the prospect to meet up with Malaysian business organizations for business opportunities, the **Malaysian Pavilion** (booth numbers from 63-135) at the **Vietnam Exhibition Fair Center**, Hanoi will also give visitors insights into the exciting Malaysian destinations and attractions.

During the week-long Forum, Malaysia is scheduled to hold a **press conference** and **media briefing** on the **9 Jan 2009** and **11 January 2009** respectively. A **Malaysia luncheon** hosted by the Hon. Minister of Tourism, Malaysia will also be held on **10 January 2009 (Saturday)** at the **Vietnam Exhibition Center**. Details as follow:

DATE	EVENT	TIME	VENUE
9 Jan	The Hon. Minister of Tourism with the Media, Press Conference	1100 hrs	Iris Function Room, Hanoi Daewoo Hotel
10 Jan	Malaysia luncheon for hosted buyers	1200hrs	Vietnam Exhibition Fair Center
11 Jan	Malaysia NTO-Media Briefing	1000hrs	Vietnam Exhibition Fair Center

FAST FACTS

- Tourist arrivals from ASEAN **increased** by **5.9 per cent** from January to November 2008.
- The tourist arrivals from ASEAN constituted to **75.1 per cent of the overall share** of tourist arrivals for the **first 11 months of 2008**.

	JAN-NOV 2007	JAN-NOV 2008	08 / 07 CHANGE%
ASEAN	14,164,265	15,006,972	5.9

ASEAN arrivals for first 11 months of 2008 compared to same period in 2007

(Source; Immigration Dept, Malaysia)

TOTAL ARRIVALS JAN-NOV `08	ASEAN ARRIVALS JAN-NOV `08	2008 SHARE (%)
19,993,804	15,006,972	75.1

ASEAN % share for the first 11 months of 2008

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