

MEDIA RELEASE

TOURISM MINISTER EMBARKS ON A ROADSHOW TO THE MIDDLE EAST



Dato' Paduka Abdul Kadir Haji Sheikh Fadzir (centre) poses with West Asia airlines representatives in Kuala Lumpur.

Dato' Paduka Abdul Kadir Haji Sheikh Fadzir, the Honourable Minister of Culture, Arts and Tourism Malaysia has embarked on a visit to the Middle East countries, namely; Turkey, Jordan, Syria and Lebanon in an attempt to woo Arab tourists and create awareness among the Arab market that **Malaysia is a value-added-travel destination for the Summer Holidays that falls between July and September.**

During the "Middle East Roadshow", the Honourable Minister will also attend regional meetings with local travel agents, airline operators,

Tourism Malaysia officials and embassy officials to deliver the message that **it is business as usual in Malaysia** and that **Malaysia was never categorized by World Health Organization (WHO) as a Severe Acute Respiratory Syndrome (SARS) affected country.**

*“Airline operators from the **Middle East** will put their **flights back to normal, beginning 15 June,**”* Dato’ Paduka Abdul Kadir Haji Sheikh Fadzir announced.

Gulf Air and **Qatar Airways** are among the airlines expected to increase their flight frequency. Meanwhile, **Saudi Arabian Airlines** will introduce **124 flights between Kuala Lumpur and the Arabian Peninsula** during the **3-month period beginning mid – June.**

Dato’ Paduka Abdul Kadir Haji Sheikh Kadir began his Middle East Roadshow Campaign on May 28 and will conclude by 9th June 2003. Among the countries lined up in the honourable Minister’s visit are; Turkey (Istanbul- 30 May, Izmir -31st May & Ankara – 1 & 2 June), Jordan (Amman -3 & 4 June), Syria (Damascus -5, 6 & 7 June) and Beirut (8 & 9 June). The Minister will return to Kuala Lumpur from Beirut on 10th June.

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