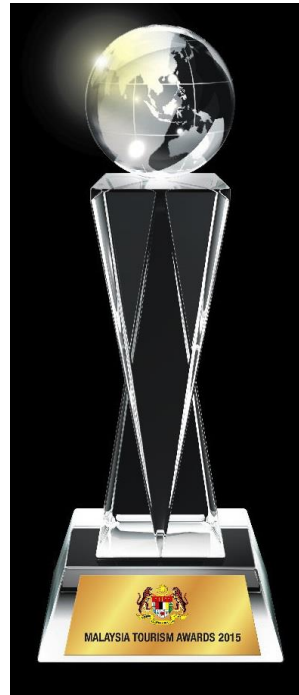


PRESS RELEASE

FOR IMMEDIATE RELEASE

**MALAYSIA TOURISM AWARDS 2014/2015  
NOW OPEN FOR NOMINATIONS  
CLOSING DATE 30 JUNE 2015**



**KUALA LUMPUR, MALAYSIA, 31 March 2015** – The Ministry of Tourism and Culture and Tourism Malaysia are pleased to announce the call for nominations for the Malaysia Tourism Awards 2014/2015.

The prestigious Malaysia Tourism Awards, which recognises and honours local and international tourism industry players for outstanding and innovative products and services, is held once every two years; this will be the 19th edition of the esteemed awards.

Members of the Malaysia travel trade fraternity are invited to submit their nominations for fourteen award categories, as listed below:

- Best Local Tour Operator
- Best Foreign Tour Operator

- Best Tourism Article
- Best Tourism Publication
- Best Hotel Services
- Best Tourist Attraction
- Best Tour Package
- Best Tourist Guide
- Innovative Shopping Centre
- Best Homestay
- Best Spa
- Innovative Restaurant
- Best Travel Documentary on Malaysia
- Best Online Promotion of Malaysia

The Malaysia Tourism Awards 2014/2015 introduces several changes to better reflect the landscape of the global tourism industry today. It now has 14 categories and 50 subcategories for nominations.

Two new categories have been introduced, namely:

- a. Best Travel Documentary on Malaysia
  - This award recognises the best travel documentary on Malaysia produced in either electronic or online channels.
  
- b. Best Online Promotion of Malaysia
  - This award is for the best online tourism promotion on Malaysia.

In addition, the Best Foreign Tour Operator category has been expanded from 10 to 18 subcategories, while the Best Tourism Publication category is no longer restricted to tourism magazines. Now, it also considers the contributions made by other local and international publications, such as coffee table books and guidebooks that have given good coverage on Malaysia.

Nomination forms can be downloaded at [www.motac.gov.my](http://www.motac.gov.my) or [www.tourismmalaysia.gov.my](http://www.tourismmalaysia.gov.my). Completed forms and any enquiries are to be submitted to:

The Judging Committee  
 Malaysia Tourism Awards 2014/2015 Secretariat  
 Malaysia Tourism Promotion Board  
 2nd Floor, No.2, Tower 1  
 Jalan P5/6, Precinct 5  
 62200 Putrajaya, Malaysia  
 Email: [apm2015@tourism.gov.my](mailto:apm2015@tourism.gov.my)



**MALAYSIA TOURISM PROMOTION BOARD**  
 (MINISTRY OF TOURISM & CULTURE, MALAYSIA)  
 No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia  
 Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>  
[www.facebook.com/friendofmalaysia](https://www.facebook.com/friendofmalaysia); [twitter.com/tourismmalaysia](https://twitter.com/tourismmalaysia); [blog.tourism.gov.my](http://blog.tourism.gov.my)



Members of the international tourism trade are also invited to send in their nominations for the relevant categories. They are asked to contact the nearest Tourism Malaysia overseas office for submission details. (See [www.tourismmalaysia.gov.my](http://www.tourismmalaysia.gov.my) for a list of TM overseas offices)

Closing date is 30 June 2015.

## **MALAYSIA TOURISM AWARDS**

First introduced in 1987 by the Ministry of Culture, Arts and Tourism, it was originally called the "Malaysia Tourism Gold Awards" but was renamed "Malaysia Tourism Awards" in 1993 to better reflect the distinction of the awards and the corporate image of Tourism Malaysia.

This prestigious awards is a tribute to those who have excelled and supported the development of tourism in Malaysia. It also acts as an incentive for participants to strive for the highest level of professionalism and quality in both products and services.

The Malaysia Tourism Awards is the highest accolade for individuals and organizations, whose outstanding contributions play a significant role in the success of Malaysia's tourism industry. It has expanded from a tourist-and-travel centric recognition programme into one that encompasses all service industries and where local patronage is equally relevant. It also honours industry players who break new boundaries to take risks in creating distinctive products and services that offer unique and memorable experiences of Malaysia.

ENDS

For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

**MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA** is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme "Endless Celebrations" emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).

Through the Tourism NKEA, collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination. The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.



**MALAYSIA TOURISM PROMOTION BOARD**  
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