



PRESS RELEASE

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## TOURISM MALAYSIA ORGANISES EAST COAST TRAIL PROGRAMME TO BOOST ARRIVALS FROM ASEAN

**KUALA LUMPUR, 19 May 2014:** Tourism Malaysia has brought in 60 travel agents and media from ASEAN countries to experience the ASEAN East Coast Trail. A welcome dinner hosted by its Deputy Director General (Planning) Chong Yoke Har was held today at The Everly Hotel in Putrajaya to officially kick off the week-long programme.

Organised to promote Visit Malaysia Year 2014, the ASEAN East Coast Trail is a Tourism Malaysia initiative to bring attention to Malaysia's tourism products in the east coast state of Terengganu.

"The organising of this programme is in line with our efforts to boost tourist arrivals from the ASEAN region. It is no doubt that ASEAN countries remain the most important tourist generating markets to Malaysia. It encompassed 74.3 percent of our total arrivals last year, with 19.1 million visitors," explained Chong in her welcome speech.

Throughout the programme, the participants will get to see and experience Malaysia's diverse culture, heritage, nature, and luxury tourism offerings. In Terengganu, they will get to explore Lake Kenyir's many natural attractions, admire the beauty of the Islamic Civilization Park, and enjoy a city tour of Kuala Terengganu.

The Terengganu Tengah Development Authority (KETENGAH) and the Terengganu State Government will brief participants on its latest tourism offerings and future tourism developments.

At a travel mart on 22 May, the travel agents from ASEAN countries will have a chance to meet and network with the local tour agents and product owners for tourism package development.

The group will continue their journey to Kuala Lumpur for a city tour and a shopping spree at Pavilion KL, Suria KLCC and the Craft Complex, as well as a visit and dinner at KL Tower.



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“I hope all these tours will bring to the development of more attractive holiday packages to Malaysia by tour agents. As for members of the media, please share your stories about Malaysia with the rest of the world through your articles and social media, and generate more publicity for this beautiful country,” said Chong during the welcome dinner.

“With good land connectivity, an established network of low-cost regional airlines, and the growing trend of impulse travel among the urban working adults and families, I believe ASEAN will continue to be the top source-market for Malaysia’s tourist arrivals,” the Deputy Director General (Planning) of Tourism Malaysia continued.

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**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 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme “Celebrating 1Malaysia Truly Asia”. The VMY 2014 promotional campaign has started in 2013 with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government’s target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.

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