

PRESS RELEASE

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MALAYSIA WON BEST ASEAN MARKETING AND PROMOTIONAL CAMPAIGN AT ATF 2015



ONE FOR THE ALBUM: YBhg. Datuk Ong Hong Peng (left) received the award from H.E. U Htay Aung

Nay Pyi Taw, 29 January 2015 – Malaysia was awarded the Best ASEAN Marketing and Promotional Campaign at the 34th ASEAN Tourism Forum (ATF) which was held from 22 to 29 January **2015** in Nay Pyi Taw, Myanmar.

It was presented during the opening ceremony of the ATF held at the Myanmar International Convention Center, here, on 26 January **2015**.

The Secretary General of the Ministry of Tourism and Culture Malaysia, YBhg. Datuk Dr. Ong Hong Peng received the award from the Minister of Hotels and Tourism, Republic of the Union of Myanmar, His Excellency U Htay Aung.

BACKGROUNDER

ATF comprises the ASEAN Tourism Ministers' Meeting, ASEAN Tourism Ministers and Dialogue Partners Meetings, TRAVEX (Travel Exchange) and ASEAN Tourism Conference. The ASEAN Tourism



Ministers' Meeting is preceded by the official level meetings of the ASEAN National Tourism Organizations.

Each year, the hosting of ATF is rotated among the member states: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam. This year, ATF was held in Myanmar for the first time since its inauguration in 1981. The theme 'ASEAN – Tourism towards Peace, Prosperity and Partnership' is in line with the theme of Myanmar's ASEAN Chairmanship in 2014, based on the three pillars of building the ASEAN Community – peace, prosperity and unity.

ATF is a cooperative regional effort to promote the Association of Southeast Asian Nations (ASEAN) region as a single tourism destination where Asian hospitality and cultural diversity are at its best.

ENDS

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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 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.

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