



PRESS RELEASE

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TOURISM MALAYSIA CHAIRMAN PROMOTES MYFEST IN VIETNAM & LAOS

HO CHI MINH CITY, 31 March 2015 – The Chairman of Tourism Malaysia Tan Sri Dato' Sri Dr. Ng Yen Yen is paying a working visit to Vietnam and Laos from 31 March to 5 April, to publicise the Malaysia Year of Festivals (MyFest) 2015 and promote Malaysia as a top-of-mind travel destination.

Tan Sri Dato' Sri Dr. Ng will be meeting Ho Chi Minh City's travel agents on 1 April and Danang's travel agents on 2 April before travelling to Laos to meet the travel agents in Vientiane on 4 April.

The working visit aims to strengthen the presence of Malaysia in Vietnam and Laos, and to keep its counterparts in both countries abreast of its latest tourism developments, including its new tourism marketing direction.

Tourism Malaysia also wants to build a stronger relationship with travel agents from Ho Chi Minh City, Danang, and Vientiane, as well as to promote the Malaysia Year of Festivals (MyFest) 2015. Besides that, the visit also aims to encourage local travel agents to work closer with their Malaysian counterparts to develop creative and innovative holiday packages to Malaysia.

During the visit, Tan Sri Dato' Sri Dr. Ng will also visit Tourism Malaysia offices in Ho Chi Minh City and Vientiane.

Tourism Performance

In 2014, tourist arrivals from Vietnam to Malaysia recorded a growth of 21.2% with 285,716 tourists, generating RM560 million in tourist receipts.

Malaysia received a total of 26,627 tourists from Laos in 2014.

For more information, please contact Tourism Malaysia's Deputy Director of International Promotion Division (Southeast Asia) Tan Mei Leng (Ms) at +603-8891 8392 or via email at meileng@tourism.gov.my.

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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 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.

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