



PRESS RELEASE

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CORPORATE TRAVEL BAZAAR (CTB) GOES TO PENANG

PENANG, 3 Oct 2013: The fourth edition of Corporate Travel Bazaar (CTB) organised by Tourism Malaysia will take place at the Eastin Hotel in Penang from 8 to 9 October, which also marks the first time the event is being held outside the Klang Valley.

The travel bazaar aims to promote corporate travel packages to the domestic business market. Among the packages offered are incentive travel packages, corporate family day programmes, team building programmes and business travel packages.

A total of 73 sellers from all over Malaysia will be taking part in the travel bazaar. They include tour operators, hotel and resort operators, transportation providers, training consultants and product owners.

The two-day event will involve business to business (B2B) meetings between tourism operators (sellers) and public and private sectors (buyers) from Kedah and Penang.

According to the Deputy Chairman of Tourism Malaysia, YB Senator Dato' Maznah bt Mazlan, the Corporate Travel Bazaar is in line with Tourism Malaysia's effort to stimulate the growth of domestic tourism and create awareness on the importance of the MICE (meetings, incentives, conventions and exhibitions) sector.

"We hope that this travel bazaar will help encourage our local business community to organise their meetings, seminars, conventions, retreats and travel incentives in their own country," said Dato' Maznah in a press conference for the pre-launching of the event at the Eastin Hotel today.

"The MICE packages developed by the participants offer modern facilities, high quality services and strategic locations," she added.

The Corporate Travel Bazaar was previously held at Grand Bluewave in Shah Alam in 2012, Empire Hotel in Subang (2011) and Hilton Hotel in Petaling Jaya (2009).

For more information, kindly contact Mr. Mohd Badrul Amin Mohd Bisharuddin, Assistant Director, Domestic Marketing Division, Tourism Malaysia at 03-8891 8453 or via email at mohdbadrulamin@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 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts, placing the country firmly as the 10th most popular tourism destination in the world.

In 2014, Malaysia will celebrate its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started this year 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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