



PRESS RELEASE

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## MALAYSIA TO PROMOTE MYFEST 2015 AT ITB BERLIN 2015

**PUTRAJAYA, 2 March 2015** – The Secretary General of Ministry of Tourism and Culture Malaysia Datuk Dr. Ong Hong Peng is leading the Malaysian delegation to participate in Europe’s largest and most prominent tourism fair, International Tourismus Borse (ITB) Berlin 2015, as part of Malaysia’s continuing efforts to publicise the country’s Malaysia Year of Festivals (MyFest) 2015 and its comprehensive promotional activities.

ITB 2015, which will be held from 4 to 9 March, marks the 41<sup>st</sup> anniversary of Malaysia’s participation in this prestigious event, which is a strong testimony to the country’s continued interest in the European market and its commitment to attract more tourists from this market.

A total of 100 participants from 56 organisations in Malaysia are participating in this year’s ITB, comprising a good mix of hotels and resorts, travel agents, tourism products owners, airlines, and local tourism boards.

Datuk Dr. Ong will officially declare open the Malaysia Pavilion at ITB Berlin on 4 March, which will showcase the rich diversity and culture of the country and its innumerable tourism attractions, crafts and cuisine. He is also scheduled to launch the MyFest 2015 taxi wrap advertising campaign, as well as host the MyFest 2015 reception for the European media, tour operators and guests, on the same day.

During the ITB, the Secretary General will meet with representatives of top airlines and key travel agencies in Europe, as well as attend media interviews.

“ITB Berlin is a perfect platform for us to promote MyFest 2015 as the whole world is literally attending this event,” said Datuk Dr. Ong.

More than 10,000 exhibitors from over 180 countries will display their products at the 49th edition of this leading trade show.

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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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