



PRESS RELEASE

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### MALAYSIA'S 2014 TOURIST ARRIVALS GROW 6.7%

**PUTRAJAYA, 31 March 2015:** The promotion of the year 2014 as Visit Malaysia Year and the investments made in publicity and promotions had certainly paid off. Despite the series of incidents last year, which had negative impact on travel and tourism, the increase of promotion of Malaysia ensured the continued growth of the country's tourist arrivals and receipts.

Tourist arrivals to Malaysia for 2014 continued to soar, registering a hike of 6.7%. The country received 27.4 million (27,437,315) tourists from January to December compared to 25.7 million (25,715,460) tourists in 2013.

Correspondingly, tourist receipts rose by 10.0%, contributing RM72 billion to the country's revenue against RM65.4 billion in 2013.

The top 10 tourist generating markets to Malaysia in 2014 were Singapore (13,932,967), Indonesia (2,827,533), China (1,613,355), Thailand (1,299,298), Brunei (1,213,110), India (770,108), the Philippines (618,538), Australia (571,328), Japan (553,106) and the United Kingdom (445,789).

The ASEAN region continued to be the largest contributor of tourist arrivals with 74.3% share (20.4 million) of the total arrivals.

Vietnam registered the highest growth of 21.2%, followed by Cambodia (+14.2%), Thailand (+12.4%), Indonesia (+11.0%), the Philippines (+11.0%), Singapore (+5.7%) and Myanmar (+5.1%).

Participation in various tourism events in ASEAN countries, such as Vietnam International Travel 2014 and Thailand Travel Mart Plus 2014, contributed to the increase of tourists arrivals from ASEAN. Apart from this, better connectivity and increased of flight frequencies among ASEAN countries also contributed to the growth of tourist arrivals from these markets.

The medium-haul markets contributed 18.7% or 5.1 million tourists to Malaysia's total arrivals.

Markets that registered double-digit growth include South Korea (+40.5%), Oman (+29.8), Saudi Arabia (+19.9) and India (+18.3%). Australia, Japan, and New Zealand rose by 8.5%, 7.8%, and 6.8% respectively. China and Taiwan registered a decline of 9.9% and 4.1% respectively in tourist arrivals for 2014 due to the impact of the MH370 aviation incident. Nevertheless, despite a decline, China is still the largest contributor to Malaysia from the medium-haul markets, with 1,613,355 arrivals.



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Tourist arrivals from the long-haul markets reached 1.9 million in 2014, constituting 7% of the total arrivals to Malaysia.

Countries that recorded growth include Spain (+35.3%), Turkey (+29.1%), Egypt (+24.6%), Italy (+22.0%), France (+17.1%), the Netherlands (+16.7%), Russia (+16.2%), Germany (+15.9%), Belgium (15.2%), the United Kingdom (+7.8%), USA (+6.1%) and Canada (+4.3%).

Better accessibility, promotions offered by airlines the wide coverage on Visit Malaysia Year 2014 contributed to the increase of tourist arrivals from these markets.

Besides that, collaborations with airlines to organise familiarisation trips, effective advertising and promotional campaigns, and trade seminars, also contributed to the increase of tourist arrivals from the long-haul markets in 2014.

**ENDS**

For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

**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 27.4 million tourist arrivals and RM72 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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