



PRESS RELEASE

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MAKE IT MALAYSIA PROGRAMME TO BOOST ARRIVALS FROM SOUTH ASIA, WEST ASIA AND AFRICA

KUALA LUMPUR, 8 November 2014 – A total of 96 travel agents from various countries from South Asia, West Asia and Africa have arrived in the country for the Make It Malaysia 2014 programme organised by Tourism Malaysia.

The 8-day programme, which begins today, is an effort to promote Malaysia in the South Asian, West Asian and African markets, in line with the celebration of the Malaysia Year of Festivals (MyFEST) next year.

The programme showcases new tourism products and encourages travel agents to diversify Malaysia's tourism products by combining the new and existing tour packages to Malaysia. It aims to position Malaysia as a top-of-mind tourist destination for the African, West and South Asian countries.

The Make It Malaysia programme is comprised of tours and product updates, product presentations, and travel marts.

The participants, who come from Bahrain, Bangladesh, India, Jordan, Madagascar, Mauritius, Nepal, Oman, Qatar, Reunion, Saudi Arabia, South Africa, Sri Lanka, UAE, and Yemen are scheduled to visit various tourist spots in Putrajaya, Kuala Lumpur and Langkawi, such as the Putrajaya Lake, Cenang Beach, Tanjung Rhu Beach, Teluk Daun, and Kuah Town.

They will also attend a Malay wedding-theme welcome dinner hosted by the Director General of Tourism Malaysia Dato' Mirza Mohammad Taiyab on 9 November.

The participants will then attend a travel mart and product presentation by Fox Studio Genting and Themed Attractions and Resorts on 10 November at the Royale Chulan Hotel Kuala Lumpur, and another one in Langkawi on 12 November at the Langkawi Lagoon Resort with a presentation by the Langkawi Development Authority (LADA). They will also get to network with the local travel trade members at both functions.

Make It Malaysia 2014 programme for South Asia, West Asia and Africa is supported by Malaysia Airlines, Malindo Air, Air Mauritius, and Qatar Airways.



MALAYSIA TOURISM PROMOTION BOARD
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From January to August this year, South Asia, West Asia, and Africa have shown significant increase in tourist arrivals compared to the same period last year. There were a total of 835,912 tourist arrivals from South Asia, 251,877 arrivals from West Asia, and 92,596 from Africa, registering a 19.2% increase for both Asian markets and 17.3% increase for the African market.

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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 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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