



PRESS RELEASE

FOR IMMEDIATE RELEASE

MAKE IT MALAYSIA SETS TO BOOST ARRIVALS FROM WEST ASIA

KOTA KINABALU, 21 November 2013: A total of 32 travel agents from Bahrain, Oman, Kuwait, Qatar and UAE arrived in Kota Kinabalu on 19 November for a four-day visit to personally experience the fascinating tourism products here. They were brought in by Tourism Malaysia, with the cooperation of Etihad Airways, under the *Make It Malaysia* 2013 programme.

It is a part of Tourism Malaysia's effort to promote Malaysia and the celebration of Visit Malaysia Year (VMY) 2014, as well as to showcase the country's tourism attractions, particularly those in Sabah, to enable the travel agents to sell Malaysia better and create more tour packages to the country.

Combining product updates on tourist attractions, formal briefings and presentations on Malaysia's tourism industry, as well as a travel mart session, *Make It Malaysia* is an intensive programme to position Malaysia as a top-of-mind tourist destination for the West Asian market.

The participants attended a destination presentation and travel mart session today at the Magellan Sutera Harbour. It was also attended by 20 local agents, hoteliers and product owners to create sell-out packages to Sabah.

Tourist arrivals from the West Asia market has increased by 30% from 358,994 in 2011 to 370,535 in 2012. It has also recorded the highest per capita spending of RM7,443.00, with an average length of stay of 8.1 nights. This year, Tourism Malaysia has set a target of 26.8 million tourist arrivals with a revenue of RM65 billion.

In 2014, the Visit Malaysia Year will take place where the country will be filled with many exciting events and festivals throughout the year such as the F1 Petronas Malaysia Grand Prix, Colours of 1Malaysia, the 1Malaysia Mega Sale Carnival, the Malaysia International Tourism Night Floral Parade and many more.

Various exciting events will also take place in Sabah next year, which include the Mt. Kinabalu Climbathon, Kudat Sunset Music Festival, Sabah Fest, and Paragliding Accuracy World Cup.



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If you have any inquiries regarding this Make It Malaysia 2013 programme in Sabah, kindly contact Malvin Marcus / Georgina M.Abas at 088-211732 / 248698.

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 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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