



PRESS RELEASE

FOR IMMEDIATE RELEASE

## MALAYSIA IS OFFICIALLY ELECTED AS THE VICE PRESIDENT OF THE 21<sup>ST</sup> UNWTO GENERAL ASSEMBLY

**MEDELLÍN, COLOMBIA, 16 September 2015:** Malaysia was officially elected as the Vice President of the 21<sup>st</sup> United Nations World Tourism Organization (UNWTO) General Assembly, which took place in Medellín, Colombia. The last time Malaysia held the position was 20 years ago at the 11<sup>th</sup> General Assembly in Cairo, Egypt, in 1995.

The Minister of Tourism and Culture Malaysia Dato' Seri Mohamed Nazri Abdul Aziz became the second Malaysian to receive this honour. Dato' Seri Mohamed Nazri was given the honour to chair a plenary session of the 21<sup>st</sup> Session of the UNWTO General Assembly in Medellín, Colombia, on 16 September 2015.

This is indeed a great honour for Malaysia and another recognition for the country.

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO's membership includes 156 countries, 6 Associate Members and over 450 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

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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**  
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)  
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia  
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>  
[www.facebook.com/friendofmalaysia](https://www.facebook.com/friendofmalaysia); [twitter.com/tourismmalaysia](https://twitter.com/tourismmalaysia); [blog.tourism.gov.my](http://blog.tourism.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 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Malaysia celebrated 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.

**Press contact:**

**Media Relations Unit:**

Chresentia F.B. Sadatal (Ms), Assistant Director, Corporate Communication Division

Tel: +603-8891 8776

Email: [chresentia@tourism.gov.my](mailto:chresentia@tourism.gov.my)

**Editorial Unit:**

Anis Rozalina Ramli (Ms), Senior Editor, Corporate Communication Division

Tel: +603-8891 8759

Email: [anisramli@tourism.gov.my](mailto:anisramli@tourism.gov.my)



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(MINISTRY OF TOURISM & CULTURE, MALAYSIA)  
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