



PRESS RELEASE

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TOURISM MALAYSIA CONTINUES AS PATA MALAYSIA CHAPTER'S CHAIRMAN

PUTRAJAYA, 12 June 2015: Tourism Malaysia's Deputy Director General (Promotion) Dato' Haji Azizan Noordin has been reelected as the Chairman of PATA Malaysia Chapter (PMC) for the 2015-2017 term. The new office bearers to the Executive Committee were elected and announced during the PMC 35th Annual General Meeting (AGM) on 27 March.

Besides Tourism Malaysia, the Executive Committee for the 2015-2017 term includes Malaysia Airports Holdings Berhad (represented by its General Manager of Marketing Mohamed Sallauddin,) as the Vice-Chairman; Dhesu Travel & Tours (represented by Datuk M. Ali) as the Honorary Secretary, and Tourland Travel (represented by Aruldas Arulandu) as the Honorary Treasurer.

The Committee Members are comprised of Malaysia Airlines (MAS), UiTM, Taylor's University, Lexis Hotels & Resorts, The Royale Bintang KL, Destination Resorts & Hotels, Flexiroam, and Kuala Lumpur Tourism Association.

The PMC 35th Annual General Meeting (AGM) was attended by 29 members. Besides electing new office bearers to the Executive Committee, the AGM also reviewed the activities and events undertaken in 2014, approved the accounts for financial year 2014, and also approved the proposed budget for 2015.

After the AGM, a Press Conference was held to provide a brief update on the purpose and outcome of the AGM. Besides that, PMC also organised a Fellowship Dinner after the AGM to provide an opportunity for all PMC members, industry players and relevant stakeholders from the tourism and hospitality industry, to network and interact in a more relaxed and informal environment.

The Fellowship Dinner was the first amongst a series of programmes/events lined up for 2015. It was graced by the Minister of Tourism and Culture Malaysia Dato' Seri Mohamed Nazri Abdul Aziz, and attracted around 170 attendees, comprising guests and key officials from the Ministry of Tourism and Culture Malaysia, Tourism Malaysia, industry/trade associations and other relevant stakeholders from the tourism and hospitality industry.



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Last year, PMC successfully organised two events, namely the PMC Tourism Career Fair 2014 on 7 June (in collaboration with the Faculty of Hotel & Tourism Management of UiTM) and the PATA Hub City Forum: Kuala Lumpur on 15 October (in collaboration with PATA Headquarters). Both events received support from the Ministry of Tourism and Culture Malaysia and Tourism Malaysia.

PMC's upcoming events for 2015 include PMC Travel Trade Exchange Session (Kota Kinabalu) in August, PMC Tourism Career Fair in September, PMC Industry Seminar and PATA International Youth Forum (in collaboration with Taylor's University) both in October, PMC Out-of-Country Industry Trip (Mauritius), and also PMC Family Outing in November. Besides that, PMC will also be participating in PATA Travel Mart in Bangalore in September.

Besides being the Chairman of PATA Malaysia Chapter (PMC), Dato' Haji Azizan has also been elected as the Chairman of the Government/Destination sector during its meeting on 26 April, in conjunction with the PATA Annual Summit 2015 at Leshan in Sichuan, China.

BACKGROUND:

PATA:

The Pacific Asia Travel Association or PATA, is an international membership association and is the world's leader of and authority on Pacific Asia travel and tourism. Founded in Hawaii in 1951 and now headquartered in Bangkok/Thailand, PATA is an Association with a membership of nearly 2000 organisations including governments and destinations, airlines and cruise lines, hotels, tour operators, travel agencies and other tourism-related corporations and companies, educational institutions, financial and consultancy services and media. PATA's mission is to enhance the growth, value and quality of Pacific Asia travel and tourism for the benefit of the membership of PATA.

PMC:

The PATA Malaysia Chapter (PMC), established in 1975, is an extension of the Association (PATA) to assist in translating the global objectives of PATA into local action within Malaysia, through operating programs and activities relevant to local communities and also avail the facilities of PATA to all Chapter members. PMC's mission is to create value for tourism stakeholders through private and public sector collaboration and also to provide the sustainable growth of travel & tourism to, from and within Malaysia.

Its current membership of 86 comprise government sectors, airlines, educational institutions, hotels, tour & travel agents and other organizations/associations connected with the tourism & hospitality industry.



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Tourism Malaysia took over the helm of PMC since 2012, considering the historical benefits contributed by PATA in the evolution of Tourism Malaysia and development of tourism industry in Malaysia including growth in tourist arrivals, through key events, such as PATA Conferences, Travel Marts and Annual Meetings hosted in Malaysia.

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 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.

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