



PRESS RELEASE

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TOURISM MALAYSIA LEADS DELEGATION TO BOOST LAO ARRIVALS

VIENTIANE, 16 Sept 2015: Tourism Malaysia's Deputy Director General (International Promotion) Dato' Haji Azizan Noordin is leading a Malaysian delegation to Laos to promote the country's tourism attractions and the Malaysia Year of Festivals' (MyFest) events, in conjunction with Malaysia Day.

The visit marks Tourism Malaysia's effort to boost tourist arrivals from Laos and update members of the travel trade on new attractions in Malaysia and the events that can be promoted to Lao travellers for the remaining months of MyFest 2015.

Dato' Azizan is accompanied by four industry players from Malaysia who participated in a travel mart at Don Chan Palace Hotel today. They will also participate in the Malaysia Travel Fair: Food & Cultural Festival, which will be held at the National Cultural Hall and Don Chan Palace Hotel from 17 to 20 September 2015. A total of 15 travel agents from Laos, who are selling Malaysia packages, are also expected to join the travel fair.

Dato' Azizan will officially open the travel fair at the National Cultural Hall on 17 September. Among the dignitaries who are expected to grace the event are the Ambassador of Malaysia to the Lao PDR Dato' Than Tai Hing and the Vice Ministers of Information, Culture and Tourism of Laos Savankhone Razmouny and Chaleune Warintharasak, along with senior government officials, media, and travel agents.

According to Dato' Azizan, this event provides an excellent platform for Malaysia's tourism industry players to meet, network, and strengthen ties with their Lao counterparts. Besides that, it is also a good opportunity for Tourism Malaysia officials and members of the Malaysian travel industry to understand the current market trend and new developments in the Laos outbound travel market.

It is hope that this event will not only promote Malaysia's tourism potentials to Lao people but also inspire more travel agents from Laos to create more exciting and attractive packages for Lao tourists to visit Malaysia.

Tourism Malaysia is partnering with AirAsia in this promotional effort as it is the only airline that provides flights to Vientiane from Kuala Lumpur three times per week.



MALAYSIA TOURISM PROMOTION BOARD

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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 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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