



PRESS RELEASE

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TOURISM MALAYSIA PARTICIPATES IN PATA TRAVEL MART 2015

PUTRAJAYA, 4 SEPTEMBER 2015: Tourism Malaysia is participating in the PATA Travel Mart once again this year at the Bangalore International Exhibition Center (BIEC) in Bangalore, Karnataka, India, from 6 to 8 September.

The Malaysian delegation is led by Tourism Malaysia's Deputy Director-General (International Promotion) Dato' Haji Azizan Noordin, who is also scheduled to attend the PATA Executive Board Meeting today and PATA Board Meeting on 6 September, as one of its board members and Chairman of PATA Malaysia Chapter.

Dato' Haji Azizan is accompanied by Malaysian sellers who will help promote the country to the global tourism market. Among the sellers include big names in the local tourism industry, such as Tourism Johor, Iskandar Regional Development Authority (IRDA), Lexis Hotel, Tourland Travel, Borneo Nature Tours, Asian Overland, World Express, Planet Borneo Tours, Legoland Malaysia, Theme Attractions & Resorts, and Flexiroam.

Leisure, shopping and luxury holidays are among the products that will be promoted by the Malaysian sellers during the business sessions.

The decoration of Tourism Malaysia's booth this year highlights the Malaysia Year of Festivals (MyFest) 2015 in an effort to step up promotion of the tourism campaign. It is also in line with the Government's efforts to promote Malaysia as a culturally rich travel destination. As part of its promotional activity, Tourism Malaysia's booth will feature *teh tarik* and batik drawing demonstrations.

Today, Dato' Haji Azizan also shared his views on 'How to Promote a Destination' at the PATA Youth Symposium, which was held at the Christ University in Bangalore.

On 5 September, Dato' Haji Azizan will be hosting a dinner for the top outbound Indian tour agents and Tourism Malaysia's partners to update them of new tourism developments and products in Malaysia, as well as to provide an opportunity for the Malaysian sellers to network and liaise with them.



MALAYSIA TOURISM PROMOTION BOARD
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On 8 September, there will be a briefing to the media on the Malaysia Motor GP 2015, followed by a briefing by Dato' Haji Azizan on Malaysia's shopping sector, with a special highlight on the upcoming 1Malaysia Year-End Sale (1MYES), which will be held from 14 November 2015 to 3 January 2016. During the Media Briefing session, he will also launch the 1MYES 2015 packages, where holiday packages have been specially created to boost arrivals to Malaysia during the shopping event.

On the same day, Dato' Haji Azizan is scheduled to attend the 2015 PATA Gold Awards Lunch and Award Presentation hosted by Macau Government Tourist Office at BIEC's Hall of Jacaranda and Gulmohar.

Organised by the Pacific Asia Travel Association (PATA) and hosted by the Department of Tourism, Government of Karnataka, the 38th PATA Travel Mart promises to be a huge event, attracting more than 1,000 delegates from over 60 countries and facilitating over 10,000 pre-matched appointments, as well as bringing together qualified international buyers and sellers for face-to face meetings, educational forums and networking functions.

This year, Malaysia welcomed a total of 6.5 million tourists for the first three months, signifying a drop of 8.6% compared to 7.1 million arrivals for the same period last year. Tourist arrivals from India totalled 177,196, which was an increase of 2.5% compared to 172,899 tourists.

Last year, Malaysia received 27.4 million tourists, which was an increase of 6.7%. Arrivals from India reached 770,108, signifying an increase of 18.3%.

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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 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.



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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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