

MEDIA RELEASE

TOURISM MALAYSIA WINS BEST BOOTH DISPLAY AWARD IN 12TH TITF



The Director of Tourism Malaysia Thailand Iskandar Mirza Mohd Yusof (centre), with his team at Tourism Malaysia's booth at the 12th Thai International Travel Fair 2013

BANGKOK, 20 FEBRUARY 2013: Tourism Malaysia won the *Best Booth Display Award for National Tourism Organisation (NTO)* at the 12th Thai International Travel Fair (TITF) 2013, which took place at Queen Sirikit National Convention Center (QSNCC), from 14 to 17 February 2013.

The award was presented to the Director of Tourism Malaysia Thailand Mr. Iskandar Mirza Mohd Yusof on 16 February by the Vice President for Activity of Thai Travel Agents Association (TTAA) Mr. Kriangphon Piyaekchai.

The design of Tourism Malaysia's booth at this year's TITF was inspired by the beautiful Islamic architecture of the mosque and the *bunga raya* or hibiscus, Malaysia's national flower. The roof was in the shape of the *songkok* with photos highlighting various tourism

destinations in the country such as the states of Melaka, Penang, and Sabah, as well as tourism products like shopping, theme parks, and Malaysian food.

To attract more visitors to Tourism Malaysia's booth and to give them a glimpse of Malaysian culture, Tourism Malaysia invited ASWARA percussion ensemble to perform at the main stage daily.

Besides that, lots of visitors were also attracted to Tourism Malaysia's booth by the *teh tarik* performer who charmed them with his fascinating tea-pulling style and dance moves.

Among the new tourism products that Tourism Malaysia promoted at this year's TITF were the new theme parks in Nusajaya, Johor Bahru, namely Legoland Malaysia and Puteri Harbour Family Theme Park. It also promoted some upcoming major events such as the F1 Petronas Malaysia Grand Prix 2013.

The 12th Thai International Travel Fair was participated by over 1,000 tourism industry players including national tourism organisations, airlines, travel agents, hotels, and resorts.

It was organised by Thai Travel Agents Association (TTAA) and sponsored by KTC, THAI-Amadeus Southeast Asia Co. Ltd., and Thaivivat Insurance Public Co. Ltd. The next TITF will be held at the same venue in August 2013.

The 12th TITF 2013 offered Tourism Malaysia a platform to market and create awareness of the celebration of Visit Malaysia Year (VMY) in 2014. The VMY 2014 promotional campaign was launched on 19 Jan by the Prime Minister the Hon. Dato' Sri Najib Tun Abdul Razak, which officially kicked off a series of year-long special events and activities leading to VMY 2014, with the theme "Celebrating 1Malaysia Truly Asia".

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