



PRESS RELEASE

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1MALAYSIA YEAR END SALE SHOPPING PACKAGES UNVEILED AT PATA TRAVEL MART 2015

BANGALORE, 6 SEPTEMBER 2015: As part of its continuing efforts to promote awareness on the celebration of Malaysia Year of Festivals (MyFest) 2015 in India, Tourism Malaysia announced special packages on the “1Malaysia Year End Sale (1MYES)” at the PATA Travel Mart 2015 in Bangalore.

The packages were unveiled at a special dinner hosted for the travel trade by Tourism Malaysia’s Deputy Director-General (International Promotion) Dato’ Azizan Noordin. Dato Azizan is also the Chairman of PATA Malaysia Chapter and also for Government / Destination Committee.

“India is a significant contributor to tourism in Malaysia. In fact, India is the sixth top tourist markets for us. Last year we had 770,108 Indian visitors which is an 18% growth from 2013 (650,989). We are hopeful that MyFest 2015 will keep Malaysia as a top-of-mind tourist destination, encouraging Indian tourists to stay longer in order to enjoy the sale offerings nationwide,” said Dato Azizan.

Addressing top outbound Indian tour agents and updating them of new tourism developments and products in Malaysia, Dato Azizan emphasized that besides Shopping and Moto-GP, leisure and luxury holidays are also key focus areas this year.

Dato Azizan is accompanied by Malaysian sellers to 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.

Tourism Malaysia is also organising various programmes for travel trade players to meet up and network among themselves, providing Malaysia’s tourism industry players the opportunity to strengthen ties with their Indian counterparts at the PATA Travel Mart.

This year, the 38th PATA Travel Mart is attracting more than 1,000 delegates from over 60 countries and facilitating over 10,000 pre-matched appointments, as well



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as bringing together qualified international buyers and sellers for face-to-face meetings, educational forums and networking functions.

Last year, Malaysia received 27.4 million tourists, which was an increase of 6.7%. This year Malaysia is expected to welcome of 29.4 million tourist arrivals and garner RM89 billion in tourist receipts.

For more information, please contact Nor Hayati Zainuddin, Senior Assistant Director, International Promotion Division (Asia/Africa) at +603 – 8891 8305 or via email at norhayati@tourism.gov.my

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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