

## TOURISM MALAYSIA WELCOMES NEW CHAIRMAN



**PUTRAJAYA, 26 JUNE 2013:** Tourism Malaysia is pleased to announce that YBhg. Dato' Sri Dr. Ng Yen Yen has been appointed Chairman of Tourism Malaysia effective 17 June 2013.

"Dato' Sri Dr. Ng is no stranger to the tourism industry having served as Minister of Tourism from 2009 until 2013, and before that as Deputy Minister of Culture, Arts and Tourism from 1999 to 2003. I have full confidence in her to lead the industry," says Minister of Tourism and Culture, YB Dato' Seri Mohamed Nazri bin Tan Sri Abdul Aziz.

During her tenure as Minister of Tourism, tourist arrivals to Malaysia continued to rise from 23.65 million in 2009 to 25.03 million in 2012. Today, Malaysia is the 10<sup>th</sup> most-visited destination in the world according to the United Nations World Tourism Organisation (UNWTO).

Her tourism initiatives such as the 1Malaysia Contemporary Art Tourism Festival, 1Malaysia International Shoe Festival and 1Malaysia Green 1Malaysia Clean campaign are now permanent features in the annual tourism calendar.

With her vast experience in the tourism industry, she is now in a closer position to steer the Tourism Board towards the realisation of the Malaysia Tourism Transformation Plan's goals, as well as the immediate target of 26.8 million tourist arrivals for 2013 and 28 million arrivals for the upcoming Visit Malaysia Year 2014.

Dato' Sri Dr. Ng succeeds YBhg. Datuk Dr. Victor Wee as the 7<sup>th</sup> Tourism Malaysia Chairman (or 12<sup>th</sup> since the establishment of Tourist Development Corporation). Datuk Dr. Victor Wee, in his tenure as the Chairman from 2009 to 2013, had been active in the international tourism arena, holding key positions such as in UNWTO, while stewarding the Board effectively and efficiently.

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**MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA** is an agency under the Ministry of Tourism & Culture, Malaysia. While the Ministry of Tourism & Culture implements tourism policies, conducts studies and offers incentives for industry players, Tourism Malaysia focuses on the specific task of promoting Malaysia at the domestic and international level. Driven by its aspiration to promote Malaysia as a destination of excellence in this region, Tourism Malaysia has grown by leaps and bounds since its inception and has emerged as a major player in the nation's socio-economic landscape. In 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts.

In 2014, Malaysia will celebrate its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started this year with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government's target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.

**Press contact:**

**Media Relations Unit:**

Mr. Razaidi Abd Rahim, Senior Asst. Director, Communications & Publicity Division

Email: [razaidi@tourism.gov.my](mailto:razaidi@tourism.gov.my)

**Editorial Unit:**

Ms. Anis Rozalina Ramli, Senior Editor, Communications & Publicity Division

Email: [anisramli@tourism.gov.my](mailto:anisramli@tourism.gov.my)



**MALAYSIA TOURISM PROMOTION BOARD**  
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)  
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia  
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>  
[www.facebook.com/friendofmalaysia](http://www.facebook.com/friendofmalaysia); [twitter.com/tourismmalaysia](http://twitter.com/tourismmalaysia); [blog.tourism.gov.my](http://blog.tourism.gov.my)

