

PRESS RELEASE

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TOURISM MALAYSIA WINS BEST BOOTH DESIGN AWARD AT THE 22ND TAIPEI INTERNATIONAL TRAVEL FAIR



Deputy Director General (Planning) of Tourism Malaysia Chong Yoke Har (right) receiving the Best Booth Design Award for National Tourism Organisation (NTO) from the Chairman of Taipei International Travel Fair Cherng Tyan Su

TAIPEI, 10 November 2014: Tourism Malaysia won the Best Booth Design Award for National Tourism Organisation (NTO) at the 22nd Taipei International Travel Fair (TITF), which took place at the World Trade Center (TWTC) from 7 to 10 November.

The award was presented today to the Deputy Director General (Planning) of Tourism Malaysia Chong Yoke Har by the Chairman of Taipei International Travel Fair Cherng Tyan Su.

The design of Tourism Malaysia's booth was inspired by Istana Seri Menanti, also known as Istana Lama Seri Menanti, which is one of the most famous landmarks in Negeri Sembilan. The booth was also decorated with photos highlighting various tourist destinations in the country and tourism products like shopping, theme parks, and Malaysian food.



A special travel forum was organised on the same day at TITF, featuring a panel of experts who shared their views on the Muslim market. Tourism Malaysia's Chairman Tan Sri Dato' Sri Dr. Ng Yen Yen was invited by the organiser to be one of the panellists to deliver a presentation on Malaysia's experience in catering to Muslim visitors.

The Taipei International Travel Fair (TITF) 2014 offers Tourism Malaysia an excellent platform to market and create awareness on the celebration of the Malaysia Year of Festivals (MyFEST) 2015.

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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 is celebrating 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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