

MEDIA RELEASE

TOURISM MALAYSIA BAGS THREE TOURISM MEDIA AWARDS AT ITB 2013



Tourism Malaysia Director General Dato' Mirza Mohammad Taiyab (left) and the Director of International Promotion (America/Europe/Oceania) Datin Normasila Musa (right) receiving the award from Mr. Wolfgang Jo Huschert, the initiator of the Tourism Media Award – THE GOLDEN CITY GATE.

BERLIN, 7 March 2013: Tourism Malaysia won three awards today at the prestigious Tourism Media Award – THE GOLDEN CITY GATE. The award ceremony and presentation of the winning entries was held during the International Tourism Fair (ITB) Berlin, which Tourism Malaysia participated, along with the Malaysian delegation, to promote the country to the German and European markets.

Tourism Malaysia received the Gold award in the Print/Advertising category for the ad “Proboscis Monkey”, as well as two Silver awards in the Hotel & Event – Locations and Destination: Countries categories for the videos “Spa Getaway Malaysia” and “Insight” respectively. All Tourism Malaysia’s winning entries were produced by its advertising agency M&C Saatchi Malaysia.

The annual GOLDEN CITY GATE, in its 11th edition this year, is an international film, print and media contest for the tourism industry. It honours outstanding marketing initiatives of the tourism industry, which include promotional films, websites, print or online campaigns, or innovative marketing ideas, such as road shows and music videos. The top three entries in 11 categories are honoured with a golden, silver or bronze City Gate.

The competition provides all tourism advertisers with a platform for having their films, campaigns and other multimedia contributions appraised by international expert juries in Düsseldorf and Berlin. Therefore, the participants will get the opportunity to present their movies, print media or music clips to an interested audience on the large screen of the ITB cinema.

THE GOLDEN CITY GATE brings a significant increase in publicity and recognition for the award winners, which is also due to the media coverage by CNN, BBC and 'Deutsche Welle'. Nevertheless, all the participants will benefit from the Tourism Media Award as it provides an orientation platform for innovation and new benchmarks in tourism marketing. In this way, it promotes the steady improvement of marketing standards in the tourism industry.

THE GOLDEN CITY GATE contest is organised by Huschert Film + Media GmbH in association with ITB Berlin.

TOURISM MALAYSIA IN ITB

Led by its Director General Dato' Mirza Mohammad Taiyab, Tourism Malaysia and the Malaysian delegation participated in ITB Berlin once again this year. The world's leading travel trade show provides an excellent platform to showcase Malaysia's exceptional tourism offerings to travel industry professionals and potential tourists alike. It is also the perfect occasion for Dato' Mirza and the Malaysian delegation to present the Visit Malaysia Year 2014 tourism campaign to a broader German audience.

Malaysian delegation at the Malaysia Pavilion (Stand 121, Hall 26) is comprised of 48 exhibitors, representing the state governments of Malaysia, tour operators, hotels and resorts, the country's national carrier Malaysia Airlines, and the Malaysian Association of Tour and Travel Agents (MATTA). Decorated in a tropical theme, the pavilion invites visitors to experience the typical hospitality of this exotic paradise, while dreaming of a perfect sunny beach holiday.

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