

PRESS RELEASE

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TOURISM MALAYSIA OPENS TENDERS FOR 2015-2017 ADVERTISING CAMPAIGN



ONE FOR THE ALBUM...Advertising agencies representatives attend the tender briefing organised by Tourism Malaysia on 7 May 2014 at Putrajaya.

PUTRAJAYA, 8 May 2014 – Tourism Malaysia announced a tender to appoint advertising agencies for its 2015-2017 advertising campaign. The current advertising agencies services will end on 31 December 2014.

The tender offer was published in the local newspapers (New Straits Times and Utusan Malaysia) on 4 and 5 May 2014. To date, a total of 131 brief documents has been sold to the advertising agencies registered with the Ministry of Finance.

A total of 140 representatives from 135 advertising agencies attended a tender briefing organised by Tourism Malaysia on 7 May at its headquarters in Putrajaya.

Under the Malaysia Tourism Transformation Plan (MTTP:2020), the government is targeting to receive 36 million tourist arrivals with RM168 billion in tourist receipts by 2020. Two major initiatives are expected to boost tourist arrivals to meet the MTTP:2020 targets namely the Visit Malaysia Year 2014 and Year of Festivals 2015 campaigns.



Therefore, Tourism Malaysia's advertising campaign for the period of 2015 to 2017 shall play an important role towards achieving this ultimate goal. It encompasses international advertising campaign, domestic campaign, special events campaign and digital marketing.

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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 VMY 2014 promotional campaign has started in 2013 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.

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