



PRESS RELEASE

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MALAYSIA SHOWCASES LUXE ATTRACTIONS TO INTERNATIONAL TRAVEL ADVISORS

KUALA LUMPUR, 25 JUNE 2014: *Travel + Leisure*, the world's most influential travel magazine has chosen to convene its Travel Advisory Board meeting in Malaysia from 18 to 26 June, thus creating a platform for Malaysia to raise its destination profile in the minds of an influential group of tourism industry players. Working closely with Tourism Malaysia, *Travel + Leisure* invited a total of 20 advisors and tour operators specializing in luxury tours from the United States, Australia, China, India and Indonesia to Malaysia for a familiarisation tour and networking event with Malaysia's best tourism industry players.

Tourism Malaysia welcomes this opportunity to introduce the country's diverse attractions to an elite group of industry players. It is also an opportunity for Malaysia to strengthen its presence in these markets and build on the interest to promote Malaysia as a luxury destination.

The group's visit included tours to Kuala Lumpur's heritage enclave to admire the Sultan Abdul Samad building and the historic Independence Square, as well as to Royal Selangor's interactive pewter gallery. In Selangor, they experienced authentic traditional games and the serenity of *kampung* lifestyle at the Banghuris homestay. The group also had a chance to witness a traditional Malay wedding ceremony.

Shopping was also on the agenda to allow board members to grab the rock-bottom bargains at the on-going 1Malaysia Mega Sale Carnival.

Their visit to Malaysia continued to the paradise island of Langkawi where they stayed at the award-winning The Datai resort and indulged in local cuisine at some of the island's best restaurants. Langkawi's wealth of natural history was also revealed through an ecotourism tour and sunset cruise.

Besides The Datai, properties such as The Majestic and Grand Hyatt Kuala Lumpur also hosted the board members throughout their stay.

Today, the Travel Advisory Board meeting commenced, the highlights being presentations by YTL Hotels, Malaysia Airlines and Tourism Malaysia. Panel discussions were held during which board members shared their perspectives of Malaysia and advised Malaysia's tour operators and industry players on how to compete in the North America market.



Besides networking with Malaysia's leading travel trade players, the board members will also meet with Tourism Malaysia Director General Dato' Mirza Mohammad Taiyab at a farewell dinner at Saloma Bistro, Kuala Lumpur, later tonight.

The US, China, India, Indonesia and Australia are among the twelve most important markets for Malaysia. Tourism Malaysia currently operates 15 overseas offices in these five markets alone, including one each in Vancouver, Canada, and Hong Kong.

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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 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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