



PRESS RELEASE

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TOURISM MALAYSIA BOOSTS AWARENESS OF VMY 2014 IN THE PHILIPPINES

MANILA, 3 Oct 2013: With the celebration of Visit Malaysia Year (VMY) 2014 just around the corner, Tourism Malaysia organised a special business session today for trade members and media in the Philippines to boost awareness of VMY 2014 in the market.

The one-day business session, which took place at Solaire Resort Manila provided a platform for invited travel trade members in the Philippines to network with Malaysian delegates, in an effort to encourage greater cooperation and formation of more tourism products and tour packages, particularly during VMY 2014.

The programme included a travel mart where members of the Malaysian delegation and their Philippines counterparts engaged in a table top session.

Prior to that, they enjoyed a video presentation on VMY 2014 and several presentations by airlines, cruises, and Malaysia tourism product owners.

In addition, there was also a briefing on the ASEAN Tourism Forum (ATF), which Malaysia will be hosting next year from 16 to 23 January in Kuching, Sarawak. The prestigious event, scheduled to be attended by tourism ministers, senior officials, tourism industry players, and international media, is set to kick off VMY 2014 with a bang.

In the evening, Tourism Malaysia organised a VMY 2014 Gala Night at Solaire Resort Manila, hosted by its Deputy Director General (Promotion) Madam Chong Yoke Har.

Among the dignitaries who graced the event were the Undersecretary, Department of Tourism, Philippines the Hon. Daniel G. Corpuz and the Malaysian Ambassador to the Republic of Philippines H.E. Dato' Mohd Zamri Mohd Kassim.

Besides promoting VMY 2014, the dinner was held to thank the local travel trade members and media for their continued support and assistance in promoting Malaysia.

The Malaysian delegation is comprised of 31 organisations including Johor Tourism Department, Sabah Tourism Board, Labuan Corporation, KidZania Kuala Lumpur, Legoland Malaysia, Sepang International Circuit, and Regency Hotel.



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On 11 October, a business session will also be organised in Cebu at Marco Polo Plaza Hotel.

Besides the two business sessions for trade members and media, Tourism Malaysia will also be organising four consumer roadshows in three cities namely Manila (7 & 8 Oct) , Iloilo (9 Oct) and Bacolod (10 Oct).

In 2012, a total of 508,744 Filipinos visited Malaysia. Arrivals from the Philippines for the first half of 2013 were 277,378, which was an increase of 16.5% compared to the same period in 2012. This year, Tourism Malaysia aims to attract 520,000 Filipino tourists to Malaysia.

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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 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts, placing the country firmly as the 10th most popular tourism destination in the world.

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.

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