



PRESS RELEASE

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TOURISM & CULTURE MINISTER LEADS DELEGATION TO RUSSIA'S BIGGEST TRAVEL EXPO

VLADIVOSTOK, 22 May 2015: Tourism Malaysia's efforts to publicise the Malaysia Year of Festivals (MyFest) 2015 continue in Far East Russia. The Minister of Tourism and Culture Malaysia Dato' Seri Mohamed Nazri Abdul Aziz is leading a delegation to participate in the Pacific International Tourism Expo (PITE) from 22 to 25 May.

The event, which takes place at the Far Eastern Federal University, provides an excellent platform for Tourism Malaysia to promote the country's events for MyFest besides tourist attractions to boost arrivals from the Far East Russian market. It's also an opportunity to meet and network with local tour agents, airlines, and media.

Dato' Seri Nazri is accompanied by Y.Bhg Datuk Rashidi Hasbullah, Deputy Secretary General of Ministry of Tourism and Culture (MOTAC), Tourism Malaysia's Director of Advertising Division Dato' Abdul Khani Daud and the Director of International Promotion Division (North and East Asia) Nor Aznan Sulaiman, as well as the Director General of Malaysian Handicraft Development Corporation Dato' Mohd Kamil Mohd Ali.

During the travel expo, Dato' Seri Nazri is scheduled to launch Tourism Malaysia's MyFest Billboard Advertising Campaign in Far East Russia and a mobile application called 'SMART-I', which aims to help potential visitors to plan their trip to Malaysia and get important information and shopping offers.

Malaysia is pleased to participate in PITE for the fourth time as it is regarded as one the biggest travel expos in East Russia. Last year, a total of 20,000 people visited the event, and a total of 243 companies from China, Indonesia, Macau, Malaysia, the Philippines, Singapore, South Korea, Thailand, USA, and Vietnam participated in the expo.

This promotional effort is expected to boost the arrivals of Russian tourists to Malaysia. Last year, Malaysia received 61,845 tourists from Russia, signifying a 16.2% increase compared to the previous year.

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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 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Malaysia celebrated 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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