



PRESS RELEASE

FOR IMMEDIATE RELEASE

## TOURISM AND CULTURE MINISTER CONTINUES STRONG VMY 2014 PROMOTIONAL MISSION IN THE USA AND CANADA

**LOS ANGELES, 08 Oct 2013:** Malaysia's Tourism and Culture Minister YB Dato' Seri Mohamed Nazri Abdul Aziz continues the country's global promotional campaign for Visit Malaysia Year (VMY) 2014 heading a 10-day sales mission to the USA and Canada.

The delegation arrived in Los Angeles on 6 Oct to market and create awareness of VMY 2014 to the travel trade fraternity and media here before proceeding to Vancouver on 9 Oct and New York on 12 Oct.

"The primary objective of our promotional mission to the USA and Canada is to generate and drive strong support from both the North American travel trade fraternity and media for the VMY 2014 that will kick off officially at the stroke of midnight on 1 January," said Dato' Seri Mohamed Nazri.

"This major campaign is part of our concerted effort to meet our long-term target of attracting 36 million tourists with RM168 billion (approx. USD52 billion) in receipts by the year 2020," he added.

During the sales mission, a VMY 2014 Seminar will be held in each key city where a briefing will be held to inform the local travel trade fraternity on the various events that will take place during the celebration of VMY 2014.

Besides that, the Tourism and Culture Minister is scheduled to personally meet and engage members of the media at a press conference to provide them with first-hand information and updates on Malaysia's tourism industry.

The highlight of the mission is the *VMY 2014 Evening*, a special dinner that aims to showcase Malaysia's appreciation to the travel trade fraternity and media for their strong support and assistance in promoting Malaysia as a top-of-mind holiday destination.

During his visit to Los Angeles and Vancouver, Dato' Seri Mohamed Nazri is also scheduled to engage in a dialogue session with the Malaysian community and students who are studying there.



**MALAYSIA TOURISM PROMOTION BOARD**  
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)  
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia  
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>  
[www.facebook.com/friendofmalaysia](http://www.facebook.com/friendofmalaysia); [twitter.com/tourismmalaysia](http://twitter.com/tourismmalaysia); [blog.tourism.gov.my](http://blog.tourism.gov.my)





“In order to ensure the resounding success of VMY 2014, every Malaysian, including students, need to play their role as gracious hosts and tourism ambassadors for Malaysia.

“They have the capacity to build bridges in terms of introducing Malaysia as an ideal holiday destination to their friends, lecturers, foster parents, and classmates. I urge them to help us to spread the news of this huge celebration and encourage more tourists to visit Malaysia,” said Dato’ Seri Mohamed Nazri.

THE VMY 2014 sales mission comprises of an intensive tourism campaign that will promote Malaysia internationally including the USA and Canada.

The global campaign aims to attract 28 million tourists to the country next year, with a target of 250,000 and 97,500 tourists from America and Canada respectively.

During the celebration of VMY 2014, the country will be abuzz with various colourful parades, carnivals, festivals, shows, events, conventions and celebrations. These will cover a wide range of activities from sports and culture to festivals and arts, reflecting a celebration of the diverse lifestyles and customs of Malaysia.

Many fascinating events and festivals have been lined up throughout the year, such as the F1 Petronas Malaysia Grand Prix, Colours of 1Malaysia, the Malaysia International Shoe Festival, the 1Malaysia Contemporary Art Tourism Festival, the Malaysia Mega Sale Carnival, the Malaysia International Tourism Night Floral Parade and many more.

With over 200 exciting tourism events taking place this year and next, there is definitely something for every tourist.

Last year, Malaysia received a total of 240,134 American tourists and 86,931 Canadian tourists, which signified an increase of 10.8% and 1.1% respectively.

Arrivals from North America continues to grow this year. A total of 127,235 tourists from the USA and 46,543 tourists from Canada visited Malaysia during the first half of 2013, representing a hike of 6.4% and 6.5% respectively against the same period last year.

ENDS

*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**  
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)  
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia  
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>  
[www.facebook.com/friendofmalaysia](https://www.facebook.com/friendofmalaysia); [twitter.com/tourismmalaysia](https://twitter.com/tourismmalaysia); [blog.tourism.gov.my](http://blog.tourism.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 10<sup>th</sup> 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.

**Press contact:**

**Media Relations Unit:**

Mr. Razaidi Abd Rahim, Senior Asst. Director, Communications & Publicity Division

Tel: +603-8891 8768

Email: razaidi@tourism.gov.my

**Editorial Unit:**

Ms. Anis Rozalina Ramli, Senior Editor, Communications & Publicity Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my



**MALAYSIA TOURISM PROMOTION BOARD**  
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)  
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia  
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>  
[www.facebook.com/friendofmalaysia](http://www.facebook.com/friendofmalaysia); [twitter.com/tourismmalaysia](http://twitter.com/tourismmalaysia); [blog.tourism.gov.my](http://blog.tourism.gov.my)

