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## MINISTER OF TOURISM AND CULTURE LEADS SALES MISSION TO NEW ZEALAND AND AUSTRALIA



*The Hon. Dato' Seri Mohamed Nazri Tan Sri Abdul Aziz,  
Minister of Tourism and Culture, Malaysia*

**KUALA LUMPUR, 17 June 2013:** The Honourable Dato' Seri Mohamed Nazri Tan Sri Aziz, Minister of Tourism and Culture, Malaysia is leading a sales mission to New Zealand and Australia to promote Malaysia as a premier travel destination. The week-long working visit (15-22 June 2013) to Auckland, Melbourne and Perth is organised by Tourism Malaysia.

Other members of the delegation include; Dato Mirza Mohammad Taiyab (Director General, Tourism Malaysia) and senior government officials and state tourism bodies. The Malaysian delegation comprised a hotel, theme park operators, Sepang International Circuit and tourism boards from three state governments namely the states of Penang, Selangor, Sabah, Sarawak and Langkawi Island.

Media conferences will be held in Auckland, Melbourne and Perth followed by the Malaysia Truly Asia Evening dinner at the same hotel.

The objectives of the sales mission are to strengthen the presence of Malaysia in the Oceania market and to keep the Australian and New Zealand counterparts abreast of recent tourism



developments in Malaysia including the Visit Malaysia Year 2014 campaign. During the sales mission, the delegation will hold meetings with local travel trade players in the respective cities.

### **Backgrounder**

The Malaysian tourism industry remains as robust as ever based on the buoyant tourist arrivals that Malaysia enjoyed in 2012, which registered a total of 25.03 million tourist arrivals compared to 24.7 million for the same period in 2011, thus indicating an increase of 1.3%. Meanwhile, arrivals from Australia and New Zealand for 2012 were 507,948 tourists and 65,726 tourists respectively. Up until March 2013, arrivals reached 6.44 million tourists, an increase of 15.9% compared to the same period in 2012 (5.56 million arrivals).

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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. While the Ministry of Tourism & Culture implements tourism policies, conducts studies and offers incentives for industry players, Tourism Malaysia focuses on the specific task of promoting Malaysia at the domestic and international level. Driven by its aspiration to promote Malaysia as a destination of excellence in this region, Tourism Malaysia has grown by leaps and bounds since its inception and has emerged as a major player in the nation's socio-economic landscape. In 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts.

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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