

## MEDIA RELEASE

# PAKISTAN TRAVEL AGENTS TO LEARN MORE ABOUT MALAYSIA'S ATTRACTIONS

**KUALA LUMPUR, 18 SEPT 2012:** A group of Pakistan media and travel agents are in Malaysia from 17 to 23 September to learn more about what the country has to offer Pakistan tourists.

Their trip here, at the invitation of Tourism Malaysia and Thai Airways, sees the eleven tour agents and two Thai Airways representatives from Karachi and Lahore meeting local inbound tour operators, hoteliers and other service providers in two travel marts - at the Kuala Lumpur Best Western Premier Hotel today and Cititel Penang on 21 September.

The travel mart provides a platform for tourism business networking between the two countries. All of the Pakistan agents are already selling outbound tour packages to Malaysia and have expressed interest to expand and diversify their package offerings.

Tourism Malaysia and Penang Global Tourism will give a presentation on Malaysia and Penang's tourism products respectively to the participants.

Apart from the travel marts, the participants will go on a post-event tour to selected tourist attractions and destinations within the country including Putrajaya; National Palace, National Mosque, Merdeka Square (Kuala Lumpur); The Stadthuys, St. Francis Xavier Church, Portuguese Square and A Famosa (Melaka); and Georgetown, Fort Cornwallis & Esplanade, Gurney Drive, Tropical Spice Garden, Penang Hill and Kek Lok Si Temple (Penang).

This familiarisation visit and travel mart sessions will enhance Tourism Malaysia's promotional efforts to attract the Pakistan market as well as strengthen its relationship with Thai Airways.

Pakistan is an important market to Malaysia with a total of 73,000 Pakistani tourist arrivals recorded in 2011. Up until June, the 2012 arrivals reached 41,595 tourists, an increase of 29.2% compared to the same period in 2011 (32,188).

For more information on the mart, please contact Madzwin Zainal Abidin, Senior Assistant Director, International Marketing Division (South/WestAsia & Africa), Tourism Malaysia at +603 8891 8000 or email [madzwin@tourism.gov.my](mailto:madzwin@tourism.gov.my).

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