



MEDIA RELEASE

DEPUTY MINISTER LAUNCHES 'MALAYSIA TRULY ASIA' TAXI CAMPAIGN AT ATF 2011

The Honourable Dato Dr. James Dawos Mamit, Deputy Tourism Minister, Malaysia, launched a `Malaysia Truly Asia` taxi campaign at the Diamond Island Exhibition Centre, Phnom Penh Cambodia on Thursday, 20 January 2011.

The event which followed after the Malaysian Media Briefing (at the same venue) witnessed a total of 50 taxis, of which 15 were wrapped around with eye-catching designs depicting Malaysia's leisure attractions and cultural icons which are used to promote Malaysia.

The three-month publicity campaign (from January to March) includes a special treat for conference delegates and passengers. Passengers enjoy a 50% off on fares to any destination within Phnom Penh during the ATF. This special offer ends on 21 January 2011.

The launching of the taxi advertising campaign is to raise awareness about Malaysia as a value-for-money tourist destination. Malaysia is one of the destinations frequented by Cambodian holiday makers.

Fast Facts:

- For the first eleven months of 2010, Malaysia recorded 22,454,175 tourist arrivals.
- Of this figure, 17,282,145 were arrivals from ASEAN countries, representing 77 per cent of the overall tourist arrivals into Malaysia.

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