

## MEDIA RELEASE

# MALAYSIA AT THE ARABIAN TRAVEL MARKET 2011



A **131** member Malaysian delegation (from 87 organisations) is participating at the Arabian Travel Mart (ATM) in Dubai, United Arab Emirates from 2<sup>nd</sup> to 5<sup>th</sup> May 2011. This year marks Malaysia's 18<sup>th</sup> year of participation at the ATM, the largest trade and consumer travel show in the Gulf region. The Malaysian delegation to Dubai and post ATM 2011 Sales Mission Road Show to Iran is led by The Honourable Dato` Sri Dr. Ng Yen Yen, Minister of Tourism.

Other members of the Malaysian delegation include representatives from both the government and private sectors. The delegation breakdown consists of 51 hotels, 26 travel & tour operators, nine state governments and Malaysia Airlines.

The ATM 2011 is indeed an ideal platform for the Malaysian delegation to network and form strategic alliances with the travel trade buyers from the Gulf region. At the same time, the Travel Mart will help strengthen the presence of Malaysia in the Arab market.

Part of the delegation will embark on a post-ATM road show to Iran from 7<sup>th</sup> to 12<sup>th</sup> May 2011 to promote Malaysia. During the mission, the delegation will hold meetings with the local travel trade players in the respective cities.

## **BACKGROUND**

1. Malaysia recorded 24.6 million visitors last year with a 3.9 per cent growth compared to the previous year (2009).
2. Last year, the West Asian market registered 320,373 visitors with a growth of 12.5 percent compared to 2009.

**Table 1**

<b>COUNTRY</b>	<b>Tourist arrivals 2010</b>	<b>Tourist arrivals 2009</b>	<b>Growth in %</b>
West Asia	320,373	284,890	12.5

*(Source: Immigration Dept & Research Division, Tourism Malaysia).*

3. The promotion in West Asia is based on travel packages coupled with the high standard quality services and products. Key segments promoted in West Asia market includes leisure holidays such as beaches and islands, shopping, dining, eco-tourism and MICE packages. The special interest promotions are; education tourism, medical & health tourism, honeymoon, spa and Malaysia My Second Home.
4. In the context of medical and health tourism, Malaysia is among the popular destinations for health tourists from West Asia. It is fast emerging as a value-for-money destination with world-class health and state-of-the-art medical facilities as Malaysia has over 200 international standard hospitals and clinics.
5. Similarly, the good exchange rate has attributed to the growth in education tourism, thus making Malaysia a centre of research and educational excellence. Twinning programs with foreign universities have made it affordable for students from West Asia to pursue their tertiary education in Malaysia.
6. Malaysia received an award in 2009 from Lonely Planet for World's Top Ten Countries 2010, Best Value Destinations 2010 and Top Spots for Medical Adventures.

For more information on Malaysia and the holiday packages, visitors are welcome to visit the Malaysian pavilion and Tourism Malaysia's booth (AS610) or surf: [www.tourism.gov.my](http://www.tourism.gov.my).

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Issued by: Communications & Publicity Division, Tourism Malaysia

Date: 1 May 2011

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