



MEDIA RELEASE

129 TOURISM PLAYERS TO PROMOTE MALAYSIA IN DUBAI

PUTRAJAYA, 30 April 2012: A 129-member tourism trade delegation from Malaysia is participating in the largest trade and consumer travel show in the Gulf region, the Arabian Travel Market (ATM). The highly-anticipated annual event is taking place at the Dubai International Convention and Exhibition Centre in UAE from 30 April to 3 May 2012.

Malaysia's participation in ATM for the 19th time this year is a clear demonstration of the country's commitment and efforts in attracting more tourists, particularly from West Asia, to its shores.

Leading the Malaysian delegation to ATM is Tourism Malaysia's Director for International Marketing Division (South Asia/ West Asia/ Africa), Mr. Zulkifly Md Said.

This year's delegation comprises 76 government and private sector organisations, which include 43 hotels, 22 travel & tour operators, 7 State Governments, and 4 tourism product operators.

A cocktail reception for the buyers, travel agents and media will be held on 1 May, 4.00pm, at the Malaysia Pavilion (booth AS2640).

Other programmes in Dubai include courtesy calls to heads of airlines, as well as several interviews with Arab media.

Among the focus of the Malaysian delegation at ATM this year are the promotion of the states in the west coast of Peninsular Malaysia, as well as the states of Sabah and Sarawak.

Besides participating in ATM, some of the Malaysian delegates are expected to join Tourism Malaysia in its sales mission to Riyadh and Jeddah, in the Kingdom

of Saudi Arabia from 4 to 8 May. The sales mission aims to further strengthen Malaysia's presence in the market.

A gala dinner is scheduled to be held at both destinations to give guests a glimpse of the tourism attractions in Malaysia. Besides that, courtesy calls and meetings with tourism players will also be carried out.

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

BACKGROUND

1. Malaysia recorded 24.7 million tourist arrivals last year with a 0.6 per cent growth compared to the previous year (2010).
2. The West Asian market registered 358,994 tourist arrivals with a growth of 12.1 percent compared to 2010.

COUNTRY	Tourist arrivals 2011	Tourist arrivals 2010	Growth in %
West Asia	358,994	320,373	12.1

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

3. The promotion in West Asia is focused on travel packages coupled with quality services and products. Key products promoted to the West Asian market include leisure holidays such as beaches and islands, shopping, dining, eco-tourism and business tourism packages. The special interest promotions include education tourism, medical & health tourism, honeymoon, spa and the Malaysia My Second Home programme.
4. In terms of medical and health tourism, Malaysia is among the most 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 favourable exchange rate has also contributed to the growth in education tourism, thus making Malaysia a centre of research and educational excellence. Twinning programmes with foreign universities have made it affordable for students from West Asia to pursue their tertiary education in Malaysia.

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