

MEDIA RELEASE

TOURISM MALAYSIA WINS MOST POPULAR BOOTH AWARD IN PHILIPPINE'S BIGGEST TRAVEL FAIR



PUTRAJAYA, 20 March 2012: - Tourism Malaysia has won the Most Popular Booth Award (International Category) at the biggest travel fair in the Philippines, signaling once again the strength of the country's tourism branding overseas. The 19th Travel Tour Expo, organized by the Philippine Travel Agencies Association (PTAA) was held from 17-19 February 2012 at SMX Convention Center, Pasay City, Philippines.

The Tourism Malaysia booth design featured the following attractions - 3D visuals of Cheong Fatt Tze Mansion and Christ Church Melaka, as well as images of Putrajaya and Langkawi. There were also cultural performances from *the Briged Seni Malacca* to showcase the rich and colorful culture of Malaysia, as well as *teh tarik* and *roti canai* demonstrations to promote Malaysia as a food paradise. Apart from performances at the booth, the cultural troupe also performed on the main stage with celebrity host Mr. Drew Arellano.

Tourism Malaysia - Manila provided collateral support to 31 local travel agencies, (i.e. brochures, maps and flyers to aid agents in selling Malaysia) as well as advertising support to promote Malaysia holiday packages in the local newspaper.

Tourism Malaysia also provided a desktop brochure rack for each participating travel agency to feature their Malaysia packages.

Sepang International Circuit GSA, Red Rock Travel, also participated and promoted the upcoming F1 race in Malaysia. Models dressed in track gear were brought in to attract more visitors to the booth.

There were also instant rewards for the first 20 frontliners who met the minimum required number of people going to Malaysia (per day) during the three day fair. The winners of the rewards were:

1. Ms Anna David from Wintrex Travel Corporation
2. Ms Anj Cua from Horizon Travel & Tour Inc.
3. Ms Rowena L. Zape from Wintrex Travel Corporation

Wintrex Travel Corporation won the Top Sales among the travel agents.

Last year, Malaysia received a total of 24.7 million tourists, with receipts of RM 58.3 billion (USD19.2 billion). The Philippines was listed as one of the top ten tourist generating countries with a total of 362,101 tourist arrivals last year.

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