

MEDIA RELEASE

MALAYSIA WINS GOLDEN CITY GATE AWARDS AT ITB BERLIN 2011



Dato' Hj Azizan Noordin, Acting Director General of Tourism Malaysia,
and Dato' Ooi Chean See, Malaysia Tourism Ambassador, with the ITB awards

Malaysia has won two prestigious Golden City Gate 2011 awards at one of the world's leading tourism fairs, ITB Berlin 2011. The *Malaysia My Second Home* video won the Best TV Travel Magazine award while the *Malaysia Truly Asia* posters secured the 2nd prize in the print campaign category.

The awards were received by Dato' Haji Azizan Noordin, Acting Director General of Tourism Malaysia, who led the Malaysian delegation. The group was in Berlin, Germany, from 9 to 13 March to participate in the ITB 2011 for the 37th time.

This year, the Malaysian delegation included representatives from six tourism boards (Johor, Langkawi, Penang, Sabah, Sarawak and Terengganu), 28 hoteliers, 19 tour operators, two associations, Malaysia Airlines (MAS) and senior officials from Tourism Malaysia.

Dato' Haji Azizan launched a special calendar of events for the Europe market, consisting of six main tourism events in 2011. They are the sales carnivals (Malaysia GP Sale – 15 March to 15 April; Malaysia Mega Sale Carnival – 15 June to 31 Aug; and Malaysia Year End Sale – 15 Nov 2011 to 1 Jan 2012), Malaysia International Shoe Festival (7 to 10 April), Colours of 1Malaysia (21 May), Malaysia Contemporary Art Tourism Festival (2 July to 30 Sep), Fabulous Food 1Malaysia (International Gourmet Festival 1 to 31 Oct; ASEAN Food Heritage Trail 1 to 30 Nov; and Street Food & Restaurant Festival 1 to 31 Dec), and the CIMB Asia Pacific Classic Malaysia (27 to 30 Oct).

Malaysia's participation in ITB this year also showcased cultural performances by the Johor Heritage Foundation Performing Arts Group, sape music and demonstrations on bark painting, *mengkuang* weaving, *kebaya* embroidery and contemporary art painting.

In addition, Dato' Haji Azizan led a sales mission to Hamburg, as well as chaired a meeting with Tourism Malaysia's overseas directors stationed in Europe. His itinerary included dinner receptions, meetings and interviews with tourism trade members and media.

Last year Germany proved to be one of the main tourist source markets from Europe. A total of 130,896 German tourists visited Malaysia, an increase of two percent from 2009. They contributed RM388.3 million in tourist revenue last year.

For more information on Malaysia's participation in ITB 2011, contact:

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For information on the Golden City Gate 2011, visit http://www.das-goldene-stadtter.de/engl_contents/

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