

## **MEDIA RELEASE**

### **MALAYSIA WINS GOLD AT CHINA TOURISM FAIR 2011**



Featured from left: Mr. John Koldowski, Vice CEO of PATA, Mr. Zulkaflī Yahya, Director of Tourism Malaysia Beijing, and Prof. Dr. Wolfgang Director of COTRI

Malaysia has won the gold award for best overall performance in the China Outbound Travel & Tourism Market fair (COTTM) in Beijing, for its efforts in promoting tourism products to the Chinese international outbound market. British Museum (UK) and United Airlines (USA) were the first and second runners-up respectively.

The award, which recognizes Malaysia's overall tourism promotion efforts in China in terms of public relations activities, maintaining close media and travel industry relations, as well as advertising and marketing initiatives, was presented by the Vice CEO of the Pacific Asia Travel Association (PATA), Mr. John Koldowski, to the Director

of Tourism Malaysia office in Beijing , Mr. Zulkaflī Yahya on the 14<sup>th</sup> of April 2011 at the COTTM 2011 Theatre.

This is the eighth “CTW Chinese Tourists Welcoming Award” that was organised by the China Outbound Tourism Research Institute (COTRI) with the support of Tarsus Co. and ChinaTravelTrends.com.

Sixteen countries from four continents won in other categories which include: marketing, product innovation, internet/media, service quality, and two new categories that were introduced this year, social media marketing and retail.

Prof. Dr. Wolfgang George Arlt, Director of COTRI, says the objective of the institute and the awards is to showcase the best practices within the industry for other industry players to exemplify. Based in Heide (Germany) and Beijing (China), COTRI is the world’s leading independent research institute for analysis, consulting and quality assessment relating to the Chinese outbound tourism market, and is an important quality sign for the tourism industry.

Malaysia received more than 1.1 million Chinese tourists in 2010, a 10% increase from 2009, with tourist receipts amounting to more than RM 3.1 billion.

For more information, please contact:

Mr. Hairi Mohd Yakzan  
Tourism Attache/ Deputy Director  
Tourism Section, Embassy of Malaysia  
Room 506-507, Air China Plaza. No. 36 Xiaoyun Road  
Chaoyang District,  
Beijing 100027  
PEOPLE’S REPUBLIC OF CHINA

Tel : (8610) - 84475056 (GL)  
Fax : (8610) - 84475798  
Email : [hairi@tourism.gov.my](mailto:hairi@tourism.gov.my)  
Website : [www.tourismmalaysia.gov.my](http://www.tourismmalaysia.gov.my)

Or visit:  
<http://www.china-outbound.com>