



PRESS RELEASE

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VISIT MALAYSIA YEAR 2014 CAMPAIGN LAUNCHED IN NORTHERN CHINA

Urumqi (Xinjiang, China), 18 September, 2013 – Tourism Malaysia has launched the Visit Malaysia Year 2014 (VMY) campaign today in Urumqi, the capital city of Xinjiang, North-western China, to create awareness of VMY 2014 to the travel trade fraternity and media here.

The promotion of VMY 2014 in Northern China is further strengthened with the launch of three new tourism packages to Malaysia in this market which focuses on heritage, nature and -- due to the large Muslim population here -- halal tourism. These packages will be sold beginning the fourth quarter of this year right until the end of 2014.

The new packages are:

1. Kuala Lumpur + Penang + Langkawi Tour (including Penang history, heritage and cuisine tour, Langkawi Paya Island tour);
2. Kuala Lumpur + Kota Kinabalu 7-day Tour (Tunku Abdul Rahman Marine Park and Mount Kinabalu experience); and
3. 3. Halal Tour (Kuala Lumpur + Terengganu + Redang Island + Putrajaya Halal tour; 7-day tour with visits to various mosques, local homestay experience and Redang Island).

In heavily promoting VMY 2014, the Tourism Malaysia delegation will also meet the media through press conferences and press interviews, and meet with local tourism administration officers and major travel agents. A special lunch will be hosted for local tourism officers, major outbound tour operators and local media in order to raise awareness of the grand celebration next year and to thank them for their continuous support in promoting Malaysia.

This Urumqi trip follows Tourism Malaysia's meeting with top tour operators in Beijing last week to discuss China's tourism law which will be implemented on 1st October 2013. The implementation of the tourism law is expected to impact the type of tours offered in Malaysia to China tourists and is a chance for Malaysia to sell itself as a single destination and as a high-end holiday choice.

China has been a very important source market for inbound tourists to Malaysia. Last year Malaysia received 1,558,785 Chinese tourists, indicating an increase by 24.6% from 1,250,536 in 2011.

Arrivals from this market continue to increase rapidly this year; the first half of the year has recorded 943,756 arrivals from China, an increase of 24.5% from the same period in 2012. Tourism Malaysia has set a target of 1.7 million tourists from China market.



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Background:

Xinjiang Uygur Autonomous Region is a provincial level Autonomous Region located in North-western China, with a population of more than 21.4 million, among whom more than 10 million are Muslims. For tourists from Xinjiang, “Thailand + Singapore + Malaysia” tour packages have been one of the first choices of overseas tours. Tourism Malaysia is working closely with local outbound agents to heavily promote more Malaysia tour packages that introduce new destinations and products to the local market here.

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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts, placing the country firmly as the 10th most popular tourism destination in the world.

In 2014, Malaysia will celebrate its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme “Celebrating 1Malaysia Truly Asia”. The VMY 2014 promotional campaign has started this year with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government’s target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.

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