



**PRESS RELEASE**

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**TOURISM MALAYSIA TO INCREASE PARTICIPATION IN CHINA  
INTERNATIONAL TRAVEL MART (CITM) 2014**

**KUNMING, CHINA, 27 OCTOBER 2013:** In conjunction with the Visit Malaysia Year (VMY) 2014, and the fast growing Chinese outbound market, Tourism Malaysia plans to participate on a larger scale in the China International Travel Mart (CITM) 2014, the largest professional travel mart in Asia, which attracts participation of thousands of travel industry professionals from all over the world.

Besides taking a larger space for the Malaysia Pavilion at CITM, Tourism Malaysia will also bring a cultural troupe and hold road shows in several key Chinese cities.

"China is a fast growing and a key tourism market for Malaysia. Certainly, we want to ensure a higher number of Chinese tourist arrivals during VMY 2014. The tourism industry is highly competitive and we must work doubly hard to meet our targets," said Tourism Malaysia Chairman, Dato' Sri Dr. Ng Yen Yen.

Dato' Sri Dr. Ng Yen Yen led the Tourism Malaysia delegation to the four-day CITM 2013 held at the Kunming International Convention and Exhibition Centre (KICEC), which ended here today. Others in the Malaysian delegation included Tourism Malaysia's Deputy Director-General (Planning), Dato Haji Azizan Noordin.

The CITM is an annual event held in Kunming and Shanghai alternately and is jointly organised by the China National Tourism Administration, Yunnan Provincial People's Government and Civil Aviation Administration of China.

Participants come from all sectors of the travel industry including international and domestic tourist organisations, travel agencies, hotels, airlines and related travel companies as well as international media.

At the CITM 2013, Tourism Malaysia's exhibition space of 117 sq. meters included 13 booths represented by 23 organisations comprising Sabah and Sarawak State Tourism Offices, Malaysia My Second Home Association, 13 travel agencies, 7 hotels and resorts.

**ENDS**

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**MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA** is an agency under the Ministry of Tourism & Culture, Malaysia. While the Ministry of Tourism & Culture implements tourism policies, conducts studies and offers incentives for industry players, Tourism Malaysia focuses on the specific task of promoting Malaysia at the domestic and international level. Driven by its aspiration to promote Malaysia as a destination of excellence in this region, Tourism Malaysia has grown by leaps and bounds since its inception and has emerged as a major player in the nation's socio-economic landscape. In 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts.

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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