



PRESS RELEASE

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MALAYSIA – CONVENTION & CULTURE PARTNER AT ITB BERLIN TO PROMOTE VMY 2014

PUTRAJAYA, 24 FEBRUARY 2014: Tourism Malaysia is embarking on a 12-day Visit Malaysia Year (VMY) 2014 sales mission to the major European cities of Amsterdam, Paris, Milan and Berlin beginning today, 24 February.

The programme includes the VMY 2014 Travel Mart & Seminar followed by a reception, the VMY 2014 Evening to local tour operators, retail agents, media and invited guests in Amsterdam on 25 February, Paris on 27 February and Milan on 3 March.

In Germany, the Minister of Tourism and Culture, YB Dato' Seri Mohamed Nazri Abdul Aziz will lead the Malaysia delegation to participate in Europe's largest and most prominent tourism fair, *International Tourismus Borse (ITB) Berlin 2014*. This year, Malaysia is the Convention and Culture Partner for ITB Convention, which is part of the ITB Berlin event.

The Malaysian delegation to ITB comprises a total of 120 participants from 59 organisations representing the local travel trade. This year's delegation will have an extensive representation from state tourism bodies, cultural performers and handicraft demonstrators.

Dato' Seri Mohamed Nazri will officially declare open the Malaysia Pavilion at ITB Berlin on 5 March. He will also host the VMY 2014 Evening reception in Berlin showcasing the best of Malaysian culture, cuisine and performances to European media, tour operators and guests.

"Our participation in ITB Berlin this year is especially meaningful as it is to promote Visit Malaysia Year 2014. As such, we are proud to be the Convention and Culture Partner for ITB Convention 2014. It is a great honour to be a co-host for this event and we are extremely excited to have this highly visible platform to showcase the diversity of Malaysian culture through our cultural dance troupe, artisans and handicraft demonstrators," said Dato' Seri Mohamed Nazri.

"With VMY 2014 offering several attractive and affordable packages throughout the year and an increase in flights to Malaysia, we can expect even more European arrivals to the country," he added.



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To date a total of 418 VMY 2014 packages worth €56 million have been developed and sold by Tourism Malaysia and its partners in Europe.

The ITB Berlin 2013 attracted participation of 100,000 tourism exhibitors drawing in crowds of over 300,000 buyers and visitors. Malaysia has been actively participating in the ITB Berlin over the last 40 years since 1974.

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For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

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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