

TOURISM MALAYSIA WINS TWO AWARDS AT KOTFA 2013



Caption: Director of Tourism Malaysia Seoul, Mohd Amirul Rizal receives "Best Folklore Performance Award" from President of KOTFA, Mr Shin Joong Mok, surrounded by Malaysia's cultural performance troupe from Istana Budaya

SEOUL, KOREA, 25 JUNE 2013 –Tourism Malaysia received ‘The Best Booth Operation Award’ and the ‘Best Folklore Performance Award’ at the 21st Korea World Travel Fair (KOTFA), the largest event in 26 years of KOTFA history.

The awards were in recognition of Tourism Malaysia’s promotional effort during the four-day event which opened on 30 May at COEX in downtown Seoul. The Malaysia Pavilion at KOTFA, strategically located near the main entrance, accommodated Malaysian exhibitors showcasing their unique tourist attractions, products and services. Information brochures in Korean were distributed at the booths and attractive images of all thirteen states including the Petronas Twin Towers were displayed. Events including cultural



Caption: Istana Budaya Cultural Troupe during the performance at Tourism Malaysia Pavilion

performances by Istana Budaya, teh tarik demonstrations, batik painting, and other quiz games were also featured to attract visitors to the Malaysia Pavilion.

“The awards reflect the impact that Malaysia was able to make at KOTFA and its visitors. KOTFA is an important platform to strengthen Malaysia’s presence in the Korean market. The promotional campaign for *Visit Malaysia Year 2014* was officially launched in Korea on 29 May, and the success of Tourism Malaysia at KOTFA would help us to achieve the targeted 28 million tourists for *Visit Malaysia Year 2014*,” said Director of Tourism Malaysia Seoul, Mohd Amirul Rizal.

“We are taking on a more assertive role in pushing our new tourism attractions to the Korean travellers such as city attractions, relaxing holidays on the islands, honeymoon packages, family holidays and more,” he continued.

In 2012, Malaysia attracted 283,977 Korean tourists, an increase of 7.8 per cent compared to 2011. The positive trend is expected to continue this year as more charter flight operations have been scheduled to arrive from Seoul and Busan during the upcoming summer vacation period. Besides, AirAsia X will begin its inaugural operation for the Busan-Kuala Lumpur sector on 15 July.

Five hundred organisations from over 52 countries participated in KOTFA this year, including tourism associations, hotels, airlines and travel agents. With its worldwide recognition, KOTFA attracted over 10,000 industry professionals and 120,641 consumers.



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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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