



MEDIA RELEASE

TOURISM MALAYSIA PARTICIPATES IN PATA TRAVEL MART 2012

PUTRAJAYA, 25 SEPTEMBER 2012: Tourism Malaysia is once again participating in this year's PATA Travel Mart at the SMX Convention Centre, Manila, the largest private venue in the Philippines from 25 to 28 September 2012.

It promises to be a huge event, with a registry of 305 buyers from 52 countries and 232 sellers from 29 countries.

The Malaysian delegation is led by Tourism Malaysia's Deputy Director-General, YBhg Dato' Haji Azizan Noordin, who is accompanied by sellers who will be there to help promote Malaysia to the global tourism market. Among the sellers include big names in the local tourism industry, such as Holiday Villa Hotels & Resorts, Sutera Harbour Resort, as well as LEGOLAND Malaysia.

This year, the Malaysian delegation is housed in a special pavilion. The design is based on the *Rebana Ubi*, a traditional giant drum, widely used by the Malay community in the east coast of peninsular Malaysia as a communication tool and percussive instrument during ceremonial occasions and cultural celebrations. Its significance as an important cultural and tourism icon will help in the promotion of Malaysia as a culturally rich travel destination. 'Teh Tarik' demonstrator, Mior Sazali Mat Ali, will also be at the pavilion to show off his skills of preparing Malaysia's special tea beverage.

On 26 September, YBhg Dato' Haji Azizan is hosting a dinner for the top outbound Philippine tour agents and Tourism Malaysia's partners to update them of new tourism products in Malaysia, as well as provide an opportunity for the Malaysian sellers to network and liaise with them. After the travel mart, YBhg Dato' Haji Azizan will attend the PATA Board Members meeting from 27 to 30 September 2012.

This year, Malaysia welcomed a total of 11,632,478 tourists for the first six months, signifying a 2.4% growth compared to 11,362,862 tourist arrivals in the same period last year. The Philippines recorded 238,175 tourist arrivals in that period, a growth of 45.3% compared to the same period last year.

Consequently, overall tourist receipts also increased by 4.0%, with a total of RM26.8 billion revenue generated, compared to RM25.7 billion during the same period last year.

For more information, please contact Mr. Ishak Ismail, Acting Director, International Marketing Division (Southeast Asia) +6 03 – 8891 8000, or email her at ishak@tourism.gov.my.

Issued by: Communications & Publicity Division, Tourism Malaysia
For more information, kindly contact Mazita Johari at 03-8891 8000 or
email: mazita@tourism.gov.my
Website: <http://www.tourismmalaysia.gov.my>
Facebook: <http://www.facebook.com/friendofmalaysia>
Twitter: <http://twitter.com/tourismmalaysia> Blog: <http://blog.tourism.gov.my>