



## MEDIA RELEASE

# MALAYSIA AWARDED THE GOLF DESTINATION OF THE YEAR 2008



Norazmi Omar, Deputy Director Western USA/Latin America, Tourism Malaysia (centre), received the award from Peter Walton, Chief Executive IAGTO and Ed Freeman, Marketing Communications Manager, Hertz Europe.

Malaysia was conferred the '2008 Asia and Australasia Golf Destination of the Year' award from the International Association of Golf Tour Operators (IAGTO) during the 2007 annual awards gala dinner held at the Gran Melia Hotel in Cancun, Mexico, on 6 December 2007.

The award is a significant recognition of Tourism Malaysia's accomplishment in promoting Malaysia as a premier golf paradise. With more than 210 different courses found in a variety of settings around the country,

Malaysia is set to be the popular year-long golf-friendly destination in the Asia region.

IAGTO is the global trade organisation for the golf industry, comprising more than 1,040 companies from 73 countries, including 320 specialist golf tour operators in 45 countries.

The award also serves to inspire private and public sector organisations to work closely together in the development and promotion of new and existing golf destinations.

Last year, Malaysia received 350,000 golfers against RM723.5 million (USD212.8 million) in revenue.

### **Background on IAGTO**

The Golf Destination and Golf Resort awards are voted by IAGTO's specialist golf tour operator members which have more than 320 members from 45 different countries. Each operator will vote for the best performing golf resorts of the year based on the following criteria: customer satisfaction; quality of golf courses and accommodation; value for money; support from suppliers, tourist board and airlines; professional conduct of suppliers; and accessibility to tee times.

For more information, please log on to <http://www.iagto.com> or contact the General Manager, Mr. Carlton Carugati at +44 (0) 20 89063377, fax: +44 (0) 20 89068181 or email: [ccarugati@iagto.com](mailto:ccarugati@iagto.com).

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