



MEDIA RELEASE

PROMOTING MALAYSIA TO TURKISH GOLFERS

Kuala Lumpur, March 28, 2012 - Malaysia is hosting a friendly golf tournament with Turkey at the Glenmarie Golf & Country Club, Shah Alam beginning today until March 30, as part of the government's efforts in promoting luxury tourism in the Turkish market.

The tournament, jointly organised by the Malaysia Golf Association, the Turkish Golf Federation, and Tourism Malaysia, aims to promote Malaysia's up market products, as well as position the country as an ideal golfing destination among the growing number of Turkish tourists coming here.

Both countries are represented by an 8 Man & 4 Ladies Team, who will play a fourball match, a foursome match, and a singles match throughout the three-day event.

Members of the Turkish media, including CNN and Turkish news agencies are here, not only to report on Malaysia as a fun and exciting golfing destination, but also on other local tourism products, such as the recent Petronas F1 Malaysia Grand Prix, the Malaysia International Shoe Festival, as well as tourist attractions in Melaka, Penang and the duty-free island of Langkawi.

Turkey is one of the emerging markets for tourism in Malaysia, and Tourism Malaysia has recently reopened its office in Istanbul to strengthen Malaysia's presence there. Last year recorded 8,577 Turkish arrivals to the country.

Malaysia's balmy weather is ideal for golf all-year round, at any one of the 207 golf courses currently available nationwide. Out of these courses, more than half consist of 18-hole and above courses that are open to the public, signifying a RM20 billion investment in the golfing industry.

Golf tourism is currently one of the 12 Entry Point Projects (EPPs) under the Tourism National Key Economic Areas (NKEA) to enhance Malaysia's tourism yields, and establish itself as a luxury tourism destination.

Last year, Malaysia was named *Asia's Leading Sports Tourism Destination* by World Travel Awards, an organisation that recognises excellence in all sectors of the travel and tourism industry.

Among other golfing events to look forward to this year are the Malaysia Maybank Open (12-15 April); the Sime Darby - LGPA Malaysia (11-14 October); the CIMB Asia Pacific Golf Classic (October) and the Iskandar Johor Open in November.

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