



## MEDIA RELEASE

### TOURISM MINISTER LEADS MALAYSIAN DELEGATION TO ITB 2012

The Hon. Minister of Tourism, Dato' Sri Dr. Ng Yen Yen will lead a Malaysian delegation to ITB at Messe Berlin, Berlin, Germany, from 7 to 11 March 2012 in a clear show of the country's focus on European tourists.

A total of 124,670 German tourists, among other European tourists, visited Malaysia last year indicating a strong German presence in overall tourist arrivals in the country.

Malaysia's presence at ITB will mark the country's 38<sup>th</sup> year of participation in the event.

The delegation will comprise representatives of 57 organisations including 31 hoteliers and 17 tour operators, the national carrier Malaysia Airlines (MAS), as well as representatives from eight state governments (the Kuala Lumpur Municipal Council (DBKL), the Langkawi Development Authority (LADA), Melaka, Putrajaya, Terengganu, Penang, Sabah and Sarawak).

Dato' Sri Dr. Ng is scheduled to launch the Malaysia Pavilion on 7 March where she will also promote several key tourism products and events such as the newly-opened indoor children's theme park, KidZania; the KLCC/Bukit Bintang Walkway; Southeast Asia's first Premium Outlet Center, the Johor Premium Outlet; LEGOLAND Malaysia; as well as the PATA Annual Conference 2012, which the country is hosting from 21 - 22 April at the Royale Chulan Hotel, Kuala Lumpur.

The Malaysia Pavilion (Booth No.121) at Hall 26, is set to showcase the best of travel products, destinations and services in Malaysia. The pavilion is designed to convey harmony, highlighting ethnic diversity and the multi-cultural heritage of Malaysia.

The pavilion will also showcase *batik* paintings, contemporary Malaysian artwork, as well as cultural performances by a cultural troupe from Malaysia.

The Tourism Minister is hosting a Malaysia Evening with Travel Trade & Media at the Regent Berlin on 8 March where she will deliver a presentation to highlight latest developments in the country's tourism industry.

Dato' Sri Dr. Ng will underline the need for tour operators to create more travel packages to Malaysia.

Other highlights of the dinner include a presentation by representatives from the Malaysia Convention & Exhibition Bureau (MyCEB) and Malaysia My Second Home (MM2H). This is in line with the Malaysian Government's aim of increasing the focus on high-yield travellers with a particular interest in increasing tourist arrivals by business tourists. The government is promoting MM2H to attract more foreigners to retire in Malaysia.

During ITB, the Tourism Minister will also be attending the United Nations World Tourism Organisation (UNWTO) press conference on 8 March besides meeting the Secretary-General of UNWTO, H.E. Dr. Taleb Rifai, to discuss strategies and direction pertaining to the global tourism industry.

Several media interviews and courtesy calls have also been arranged. Dato' Sri Dr. Ng is also scheduled to have a meeting with foreign dignitaries including H.E. Ramon Jimenez, the Philippines' Secretary of Tourism; and H.E. Dr. Mari Elka Pangestu, Indonesia's Minister of Tourism & Creative Economy.

Malaysia recorded 24.7 million tourist arrivals in 2011, an increase of 0.6% over the previous year. Tourism contributed RM58.3 billion in revenue.

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Issued by: Communications & Publicity Division, Tourism Malaysia

Date: 5 March 2012

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