



## MEDIA RELEASE

### MALAYSIA CLINCHED ASEANTA AWARDS FOR EXCELLENCE IN TOURISM 2008



Datuk Seri Tengku Adnan Tengku Mansor (*far left*), Malaysia's Minister of Tourism, receiving the ASEANTA Awards for Excellence in Tourism from Dr. Suvit Yodmani (*2<sup>nd</sup> from left*), Thailand's Minister of Tourism and Sports, and ASEANTA's President, Mr. Felix Cruz.

Tourism Malaysia received the ASEAN Tourism Association (ASEANTA) Awards for Excellence in Tourism 2008 for the **Best ASEAN Marketing & Promotional Campaign** category for its highly-acclaimed "The Time Is Now, The Place Is Malaysia" campaign. The award was presented during the opening ceremony of the 27<sup>th</sup> ASEAN Tourism Forum on 22 January 2008 at the IMPACT International Exhibition & Convention Centre in Bangkok, Thailand.

The organiser presented five awards at the ceremony which include Best ASEAN Travel Article, Best ASEAN Poster, Best ASEAN New Tourist Attraction, and Best ASEAN Airline Programme.

ASEANTA received 48 entries for this year's awards. President, Mr. Felix Cruz, said there were many good entries but only the best were chosen. He hoped that there would be winners for next year's Best ASEAN Tourism Photo, Best ASEAN Tour Package, Best ASEAN Conservation Effort and Best ASEAN Cultural Preservation Effort categories.

The ASEANTA Awards for Excellence in Tourism is granted to organisations and individuals that have excelled in their contribution to the development and promotion of tourism in ASEAN. This year marked the 22<sup>nd</sup> time that the ASEANTA awards ceremony has been organised. The awards ceremony host country is rotated on an annual basis.

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**About ASEANTA:**

**The ASEAN Tourism Association (ASEANTA)** was formed in 1981 as the “umbrella” organisation of national airlines and the national travel agency and hotel associations of the **10 ASEAN countries** (Brunei Darussalam, Cambodia, Indonesia, Laos PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam).

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