

MEDIA RELEASE

MALAYSIA WINS MOST CHARMING ASIAN ISLAND DESTINATION AWARD



Mr. Noran Ujang, Director of Tourism Malaysia Beijing Office with the New Voyage Magazine trophy

BEIJING, CHINA, 25 JANUARY 2013: Malaysia was recognized as the most charming Asian island destination by New Voyage Magazine at its annual awards ceremony held at Sheraton Beijing Dongcheng Hotel on 15 January 2013.

The win is seen as a boost to Malaysia's tourism plans for 2013 as it prepares to receive tourists this year, which has been designated as a promotion year for the Visit Malaysia Year campaign in 2014.

Malaysia's many islands and beaches have long been a favourite destination for many. Langkawi is known for its natural attractions such as forests and 500 million-year-old rock formations which earned it the status of World Geopark by UNESCO in 2007.

Penang island, meanwhile, is a melting pot of cultures, beautiful architecture, rich history and delicious food, and also a UNESCO World Heritage Site.

Pangkor Laut Island is known for its truly luxurious "one island, one resort" concept and has attracted celebrities the likes of actress Jodie Foster, golfer Nick Faldo, and world-renowned tenor Luciano Pavarotti.

The east coast of Malaysia also boasts of jewels such as Perhentian, Redang, Gemia and Sibul islands.

Equally captivating are the islands and beaches in Sabah and Sarawak, with Sipadan Island leading the pack for the world-class diving experience it offers. Mabul and Matakang islands are also gaining popularity as diving destinations in Sabah, while the five islands within Tunku Abdul Ramman Marine Park offer visitors an island experience close to the city.

Nominations for the New Voyage Magazine awards for Best Outbound Travel Destinations were received throughout 2012 for voting by its readers, media, travelers and tourism industry players. Besides Malaysia, AirAsia also emerged the top winner for favourite airline.

About 200 guests from airlines, hotels, national tourism boards, China's tourism bureaus, and members of the media attended the function. The monthly magazine has a circulation of about 310,000.

For more information, contact:

Zhao Gang, Marketing Executive
Tourism Malaysia Beijing Office
T: 008610-84475056' F: 008610-84475798
Mail: tmbeijingzhao@gmail.com; zhao@tourism.gov.my

Issued by: Communications & Publicity Division, Tourism Malaysia
Tel: 03-8891 8000; Fax: +603 8891 8788
E-mail: anisramli@tourism.gov.my Website: www.tourismmalaysia.gov.my
Facebook: <http://www.facebook.com/friendofmalaysia> Twitter: <http://twitter.com/tourismmalaysia>