

PRESS RELEASE

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TOURISM MALAYSIA HO CHI MINH THANKS VIETNAM TRAVEL TRADE PARTNERS



Y.B. Dato' Seri Mohamed Nazri Bin Abdul Aziz and YB Senator Dato' Maznah Mazlan giving appreciation tokens to Representatives from Local Authorities (from left to right): Mr. La Quoc Khanh, Deputy Director – Department of Culture, Sports, and Tourism Ho Chi Minh City, Ms. Nguyen Thi Thuy Duong, Deputy Director – Representative office of Ministry of Culture, Sports, and Tourism of Vietnam in Ho Chi Minh City, Mr. Le Quoc Cuong, Deputy Director – Department of Information and Communications Ho Chi Minh City, Mr. Nguyen Tuan, Deputy Director – Department of External Relations Ho Chi Minh City and Mr. Vu Hoang, Chairman – Ho Chi Minh City Travel Journalists Club

HO CHI MINH CITY, VIETNAM, 21 APRIL 2014: Tourism Malaysia Ho Chi Minh City recently organised an 'Appreciation Luncheon with Vietnam Travel Trade 2014' on 18th April 2014 at Sheraton Saigon Hotel & Towers, Ho Chi Minh City, Vietnam. The Luncheon was hosted by Y.B. Dato' Seri Mohamed Nazri Bin Abdul Aziz, Minister of Tourism and Culture Malaysia.

Among the dignitaries who graced the event were Mrs. Nguyen Thi Thuy Duong, Deputy Director of Representative office of Ministry of Culture, Sports and Tourism of Vietnam in Ho Chi Minh City together with others representatives from local authorities in Ho Chi Minh City and Mr. Shazryll Zahiran, Consul General of Malaysia in Ho Chi Minh City.

YB Senator Dato' Maznah Mazlan, Deputy Chairman of Tourism Malaysia and Y.Bhg. Dato' Mirza Mohammad Taiyab, Director General of Tourism Malaysia and Mr. Syed Yahya Syed Othman, Acting Director of International Marketing (Southeast Asia) and Mr. Ahmad Zaki Mohd Salleh, Director of Tourism Malaysia in Vietnam were also present.



This special luncheon aimed to showcase Malaysia's appreciation to the travel trade fraternity and media for their strong support and assistance in promoting Malaysia as a top-of-mind holiday destination to Vietnamese, especially with the Visit Malaysia Year celebrations and to boost awareness of **VMY 2014** in the market.

In his speech, YB Minister stressed on the importance of Vietnam market to Malaysia and highlighted major events and activities in Malaysia in 2014 from sports and culture to festivals and arts, reflecting a celebration of the diverse lifestyles and customs of Malaysia.

A token of appreciation was also given by the Minister to the top 10 travel agents in Ho Chi Minh City for contributing to the promotion of Visit Malaysia Year 2014.



Top 10 Travel Agents receiving Appreciation Token (From left to right): Vietravel, Saigontourist, Viet Media Travel, Lienbang Travelink, Fiditour, Ben Thanh Tourist, Transviet Travel, TST Tourist, LYS Travel, Viettourist

The luncheon was held in conjunction with YB Minister's attendance at the 11th ASEAN Socio-Cultural Community (ASCC) Council Meeting in Hue from 18 – 22 April 2014.

Vietnam is among Malaysia's top 15 generating markets with 2013 showing a growth of 11.17 per cent from 211,008 arrivals in 2012 to 235,700 in 2013.

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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started in 2013 with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government's target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.

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