

MALAYSIA AND THAILAND FURTHER STRENGTHENS TOURISM COOPERATION FOR MUTUAL PROSPERITY



From left: Mr Suthiphong Pheunphiphop, President of Thai Travel Agents Association, Mr. Syed Yahya Syed Othman, Tourism Malaysia Director of ASEAN, and Mr Hamzah Rahmat, President of Malaysia Association of Tour & Travel Agents.

KUALA LUMPUR, 17 September, 2013 – The Malaysian Association of Tour & Travel Agents (MATTA) and the Thai Travel Agents Association (TTAA) signed a Memorandum of Understanding (MoU) pledging enhanced joint cooperation and development of tourism in both countries here last Saturday.

MATTA President, En. Hamzah Rahmat and TTAA President, Mr. Suthiphong Pheunphiphop were signatories to the MoU which was witnessed by Tourism Malaysia Director of ASEAN, Syed Yahya Syed Othman, during a mega familiarization dinner hosted by Tourism Malaysia for Thailand travel agents in conjunction with Visit Malaysia Year (VMY) 2014.



Under the terms of the MoU, both MATTA and TTAA pledged to further strengthen joint cooperation in the development of tourism including participation in travel marts, exhibitions and other relevant tourism events especially in view of VMY 2014 and implementation of the ASEAN Economic Community (AEC) in 2015.

AEC is a regional economic integration envisaging ASEAN into a single market with free movement of goods, services, investments, skilled labour and freer flow of capital for the mutual benefit of its member countries.

“This close rapport certainly augurs well not only for VMY 2014 and AEC 2015 but also the long-term growth and prosperity of the tourism industry in ASEAN. It is imperative for our mutual success to maintain a cordial and close working relationship between all parties in the travel and hospitality sector,” said Director of Southeast Asia Division, Syed Yahya Syed Othman.

“TTAA has played an important role in promoting tourism and joint co-operation between Thailand and Malaysia for over 20 years. The signing of the MoU is significant as it is a win-win situation for both countries,” said its President, Mr. Suthiphong Phuenphiphop.

“MATTA will always continue to extend its cooperation to TTAA in all aspects of the travel trade for our mutual benefit and success. We recognise the importance of a well-knit and close working relationship in ensuring our mutual prosperity,” added its President, En. Hamzah Rahmat.

In 2012, ASEAN tourist arrivals to Malaysia amounted to 18,809,736 tourists, of which 1,263,024 were Thai tourists.

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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 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts, placing the country firmly as the 10th most popular tourism destination in the world.

In 2014, Malaysia will celebrate its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme “Celebrating 1Malaysia Truly Asia”. The VMY 2014 promotional campaign has started this year 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.

Press contact:

Media Relations Unit:

Mr. Razaidi Abd Rahim, Senior Asst. Director, Communications & Publicity Division

Email: razaidi@tourism.gov.my



MALAYSIA TOURISM PROMOTION BOARD
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>
www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my





Editorial Unit:

Ms. Anis Rozalina Ramli, Senior Editor, Communications & Publicity Division

Email: anisramli@tourism.gov.my



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