



## MEDIA RELEASE

# “ETERNAL LOVE” TOUR PACKAGE BRINGS TOURISTS TO MALAYSIA

A total of 800 tourists from China and Taiwan are in Malaysia for a memorable holiday, having purchased the special edition “**Eternal Love in Malaysia**” **tour package** specially developed and promoted by Pearl Holidays and EZT Tours and Travel, two of the leading inbound tour operators for China and Taiwan markets. The package was developed in collaboration with Tourism Malaysia to promote Malaysia as a premier destination for honeymoon, anniversaries, fabulous food and shopping.

The collaboration also aimed to boost tourist arrivals from China and Taiwan during the event promotion seasons of ‘1Malaysia Year-End Sales’ and ‘Fabulous Food 1Malaysia’.

The “**Eternal Love in Malaysia**” **package** for the **China market** offers a selection of a 5D4N tour to Kuala Lumpur/Port Dickson, 5D4N tour to Kuala Lumpur/Penang or a 5D4N tour to Kuala Lumpur/Pangkor Island, while the package for **Taiwan market** provides a choice between a 5D4N tour of Kuala Lumpur/Port Dickson and a 5D4N tour of Kuala Lumpur/Sepang Golden Palm Tree Resort.

One of the highlights of this package is a **gala welcome dinner** hosted specially by Tourism Malaysia on **9 December 2011** as a mark of appreciation to these tourists who have bought this newly developed package to Malaysia. Other special features included in the package are sampling of typical Malaysian cuisines and shopping activities at major shopping malls which are now having bargain sales.

### **Tourism Performance**

The **China** market recorded an increase of **9.5%** in **tourist arrivals** during the **1<sup>st</sup> half year of 2011**, with the total number increased to 564,955 tourists. This was compared to 516,160 tourists received during the same period in 2010. In 2010, Malaysia recorded a total of **1.13 million tourist arrivals from China** as compared to 1.02 million in 2009, an increase of 10.8%.

Meanwhile, for the period **January to June 2011**, Malaysia received 104,284 **Taiwanese** tourists, an increase of **3.5%**, compared to 100,763 tourists for the same period in 2010. Last year, a total of 211,143 Taiwanese tourists visited Malaysia compared to 197,869 in 2009, an increase of 6.7%.

The 2 markets are expected to contribute collectively a total of 1.4 million arrivals to Malaysia this year.

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