



PRESS RELEASE

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PATA GOLD AWARD FOR “MALAYSIA TRULY ASIA” VIDEO

PUTRAJAYA, 24 July 2014 – Tourism Malaysia is pleased to announce that the award winning video ‘*Malaysia Truly Asia – The Essence of Asia*’ has received yet another recognition -- the 2014 PATA Gold Award for best ‘Promotional Travel Video’ under the Marketing Media category.

It is the fourth award bagged by Tourism Malaysia since the video was made public in January 2014, as part of efforts to promote Visit Malaysia Year.

“I am proud that this Malaysia Truly Asia video to promote Malaysia as a world-class destination has recorded so many impressive results. It’s great that Malaysia is now not only acknowledged by travellers but also by the global travel industry,” Director General of Tourism Malaysia Dato’ Mirza Mohammad Taiyab says.

Featuring the soothing voice of popular Malaysian songstress Yuna, the soundtrack in the music video is a romantic and inspiring version of the popular “*Malaysia Truly Asia*” and it showcases Malaysia’s beautiful rainforest, islands, beaches and other attractions such as food and culture. It is a joint effort made by Tourism Malaysia and its advertising agency M&C Saatchi.

Deputy Director General of Tourism Malaysia, Dato’ Haji Azizan Noordin, who is also Chairman of the PATA Malaysia Chapter says, “It’s a great honour for Tourism Malaysia and all Malaysians to have won this award. It shows that the Malaysia Truly Asia branding, portraying the true essence of Malaysia, is still relevant today and we will continue to use it for years to come.”

The success of the video ‘*Malaysia Truly Asia – The Essence of Asia*’ this year also includes the bronze medal in the Music Video Category at the 35th Annual Telly Awards; the Ecotourism and Responsible Travel Award at the 3rd Deauville Green Awards International Film Festival; and the 1st prize in the “Country” category at the 13th International Tourism Film and Media Competition “The Golden City Gate” 2014 Awards.

This year’s PATA Gold Awards attracted a total of 181 entries from 66 travel and tourism organisations. Open to both PATA and non-PATA members, the 28 Grand and Gold Awards recognise the achievements of 20 separate organisations and individuals such as Capilano University, Canada; Garuda Indonesia; Khiri Travel; Korea Tourism Organization; Tourism Malaysia; and Travel + Leisure magazine.



MALAYSIA TOURISM PROMOTION BOARD
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The awards luncheon and presentation will take place at Diamond Island City Hall in Phnom Penh, Cambodia on Friday, September 19, 2014 during the PATA Travel Mart (September 17-19) and PATA Executive Board and Board Meeting (September 19 – 21).

To view the award-winning video, visit <http://www.youtube.com/watch?v=rrUXxqu74k>.

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For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

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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