



MINISTRY OF TOURISM AND CULTURE MALAYSIA



## NEWS RELEASE

### MALAYSIA TO HOST WORLD TOURISM CONFERENCE 2013 IN MELAKA

**KUALA LUMPUR, 29 July 2013** - Malaysia will once again host the World Tourism Conference (WTC) 2013 from October 21-23 in Melaka together with the United Nations World Tourism Organisation (UNWTO) and the State Government of Melaka as co-organisers.

Malaysia first hosted the WTC 2007, themed *Tourism Success Stories and Shooting Stars*, from June 4 to 6, in Kuala Lumpur and the 2010 conference, themed *Tourism Success Stories and Rising Stars*, from October 4 to 6 in Kota Kinabalu, Sabah.

The success of the WTC 2007 and 2010 has been well recognised by the UNWTO leading to Malaysia's successful bid to host for the third time, the WTC 2013, *Global Tourism: Game Changers and Pace Setters*.

"Melaka was chosen as the venue for WTC 2013 since it is has been accorded the UNESCO World Heritage Site status and amplifies Malaysia's rich and diverse culture and heritage to foreign visitors, delegates and participants," said the Minister of Tourism and Culture, Dato' Seri Mohamed Nazri Abdul Aziz.

"Key professionals from all over the world in the global tourism industry will gather at this conference to deliberate and address challenges beyond mass tourism, opportunities in innovative tourism marketing and strategies for tourism product development and innovation," he added.

He said that the conference will benefit not only tourism industry players but also policy makers and other stakeholders to reap tourism's immense potential through sharing of experiences and knowledge in tourism planning, development and marketing.

The UNWTO expects the Asia-Pacific region to grow by 330 million arrivals in two decades from 204 million in 2010 to 535 million tourist arrivals in 2030. With global tourist arrivals projected at 1.56 billion in 2030, every nation is set to benefit from this phenomenal growth.

"The WTC 2013 will bring together a wide range of reputed world tourism leaders, high-level policy makers and experts from both the public and private sectors to exchange experiences, put forward valuable ideas and provide guidance for future tourism development," said UNWTO Secretary-General, Dr. Taleb Rifai in a message.

He said that tourism is one of the world's biggest generators of employment and export earnings as well as a key driver for economic growth and sustainable development.

For more information and details in participating in the WTC 2013 please log onto [www.wtc2013malaysia.com](http://www.wtc2013malaysia.com).

## **7<sup>th</sup> ASIA FOR ASIA SUMMIT, MELAKA, 20 OCTOBER 2013**

The Asian Association of Convention & Visitor's Bureau (AACVB) was established to build a working relationship between the Asian countries to make Asia as the preferred destination for the business events or Meetings, Incentives, Conventions and Exhibitions (MICE) industry. Malaysia has been appointed to hold the presidency of AACVB for two (2) years starting from 2012 till 2014 and the hosting of this flagship AACVB event – 7<sup>th</sup> Asia For Asia Summit, will discuss on strategies, innovative ideas and best practices on developing the business events (MICE) industry in this region. It is a one (1) day Summit scheduled on 20 October 2013, a day before the opening of the World Tourism Conference. This Summit will be attended by AACVB's members, international bureaus, National Tourism Organisations (NTOs) and tourism industry players.

### **Additional info:**

- i. Targeting 100 international delegates;
- ii. This Summit is to showcase Malaysia's commitment to developing the business industry in Asia and thus becoming Asia's role model country;
- iii. It is hoped that the tourism's policy makers, industry players and other professional delegates attending the World Tourism Conference will use this opportunity to attend the 7<sup>th</sup> Asia for Asia Summit to learn and be exposed on the importance of hosting business events (MICE) in their countries.