



PRESS RELEASE

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## MALAYSIA STRENGTHENS TOURISM PROMOTIONS IN SINGAPORE

**PUTRAJAYA, 17 June 2014:** Tourism Malaysia is leading a three-day sales mission to Singapore today to promote Malaysia as a premier travel destination. The 24-member Malaysian delegation consists of tour agents, hotel operators and product owners.

The trip is part of efforts to further boost Singapore arrivals into Malaysia, which saw a positive growth in the first quarter of this year. In the first three months of 2014, a total of 3.5 million Singapore tourists visited Malaysia, registering a hike of 10.2% compared to 3.2 million tourists for the same period last year.

To provide further support to this important market, an advertising campaign utilizing Singapore's public buses and tour coaches have been implemented earlier in the year to advertise and promote Malaysia's attractions. These bus wraps feature Malaysia's attractions such as the unique proboscis monkey and world-famous dive site Pulau Sipadan.

This sales mission will see YB Dato' Seri Mohamed Nazri bin Tan Sri Abdul Aziz, Minister of Tourism and Culture, meeting with key drivers of the Singapore tourism trade industry as well as media. A travel mart session for the Malaysian sellers to meet with the Singapore buyers at the Ritz-Carlton Hotel will be held on 18 June.

Following the travel mart, a dinner for members of the trade and media will be held on the same day as an appreciation for the support received in promoting Malaysia as a tourist destination in Singapore.

The Tourism and Culture Minister of Malaysia is also scheduled to have a meeting with the High Commissioner of Malaysia to Singapore H.E. Dato' Husni Zai Yaacob and the Singapore Tourism Board (STB) at Suntec Singapore Convention and Exhibition Centre.

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**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](http://www.facebook.com/friendofmalaysia); [twitter.com/tourismmalaysia](http://twitter.com/tourismmalaysia); [blog.tourism.gov.my](http://blog.tourism.gov.my)





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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.

**Press contact:**

**Media Relations Unit:**

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

Tel: +603-8891 8768

Email: [razaidi@tourism.gov.my](mailto:razaidi@tourism.gov.my)

**Editorial Unit:**

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

Tel: +603-8891 8759

Email: [anisramli@tourism.gov.my](mailto:anisramli@tourism.gov.my)



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(MINISTRY OF TOURISM & CULTURE, MALAYSIA)  
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