



MEDIA RELEASE

MAKING MALAYSIA A DREAM DESTINATION FOR SOUTH ASIANS

Malaysia is fast becoming a popular medium-haul tourism destination for travellers from India and Pakistan. In 2011, Malaysia received a total of 693,056 and 73,046 tourists from India and Pakistan respectively.

For the year 2012, Malaysia is set to attract 720,000 tourists from India and 70,000 from Pakistan to its shores. To strengthen Malaysia's presence in the region, Tourism Malaysia's Acting Director General, Dato' Azizan Noordin will lead a sales mission to Ahmadabad, Bangalore, Mumbai and New Delhi in India and Karachi in Pakistan.

The sales mission which begins from 14 February to 23 February 2012 comprises of tour operators, hoteliers, state tourism agencies and product owners.

Tourism Malaysia launched its new television commercial campaign for the South Asia market in November 2011. The commercials highlight the country as a high-end holiday destination and focus on luxury and premium products. In line with the television campaign, Tourism Malaysia will continue to promote the country's premium destinations through the tagline 'Every Dream Needs a Destination'. Specific packages have been developed to attract among them honeymooners and those looking for a unique wedding destination.

Tourism Malaysia is also positioning the country as a shopping haven especially for electronic goods.

The sales mission will also highlight new and innovative tourism products such as the 1Malaysia Contemporary Art Tourism Festival and the 1Malaysia International Shoe Festival apart from promoting Malaysia as a second home and business tourism destination.

Among other objectives of the sales mission are to strengthen Malaysia's standing as a premier travel destination and increase tourist arrivals from the South Asia market. It will also provide Malaysia's tourism industry players the opportunity to develop and strengthen co-operation with their Indian and Pakistani counterparts.

The focus market segments for the South Asia are families, first time travellers, youths and repeat travellers.

Fast Facts:

- Malaysia has improved its direct air accessibility to India tremendously over the years. Presently, Malaysia Airlines, AirAsia, Air India Express and Jet Airways contribute a total of 96 flights with 20,647 seats per week, over 8 destinations in India to Malaysia namely New Delhi, Mumbai, Hyderabad, Bangalore, Chennai, Kolkata, Tiruchirapally and Cochin.
- Meanwhile, direct air accessibility to Pakistan has recorded a total of 3 flights with 933 seats per week from Karachi to Kuala Lumpur contributed by Pakistan International Airlines (PIA).

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