



MEDIA RELEASE

MINI TRAVEL MART & "FOOD AND CULTURAL PROGRAMME" IN KATHMANDU

Putrajaya, 30 August 2012: In conjunction with Malaysia Airlines' inaugural direct flight to Kathmandu, Nepal, Tourism Malaysia and Malaysia Airlines are organising a Malaysia food and cultural programme and mini travel mart at the Soaltee Crowne Plaza Hotel in Kathmandu from 1 until 6 September, 2012.

The Director General of Tourism Malaysia, Y. Bhg. Dato' Mirza Mohammad Taiyab, is leading the delegation consisting of tour agents, hotel operators, and Tourism Malaysia officials to promote Malaysia as a preferred tourist destination.

He is also accompanied by a 10-man cultural troupe, handicraft demonstrators, as well as local chefs to showcase Malaysia's multi-cultural attractions such as traditional dances, batik painting, tea making and local delicacies.

During the business session on 2 September, there will be a presentation by Tourism Malaysia to the Nepalese tourism players and media highlighting various exciting tourism events and attractions, such as the Malaysian Motorcycle Grand Prix, Fabulous Food 1Malaysia, as well as the 1Malaysia Year-End Sale.

Nepal is an emerging market for Malaysia, with a total of 18,900 tourist arrivals recorded from January to October in 2009. In 2011, the number of tourists soared to 81,800, despite a lack of direct flights connecting Nepal and Malaysia. This year, from the period of January to June, a total of 51,400 tourists from Nepal have been recorded, showing a 43.9% growth compared to the same period last year (35,700).

This promotional effort and debut flight connection between the two countries are expected to increase the numbers significantly, through promoting a greater awareness of Malaysia as an ideal holiday destination, as well as fostering greater cooperation between tour operators and members of the tourism fraternity.

Some interesting figures regarding Malaysia's tourism sector:

24.7 million -- The number of tourists who visited Malaysia in 2011. Malaysia has been the 9th most-visited country in the world for three consecutive years (2009 - 2011) according to the United Nations World Tourism Organisation.

RM58.3 billion -- Malaysia's tourism receipts in 2011, which is an increase of RM1.8 billion against the previous year. Malaysia's tourism sector currently stands as the third largest foreign exchange earner.

36 million and RM168 billion -- Malaysia's targets for tourist arrivals and tourist receipts, respectively, by the year 2020, for which all promotional efforts are now geared towards.

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