

FOR IMMEDIATE RELEASE

**DATO' SERI MOHAMED NAZRI LAUNCHES
VISIT MALAYSIA YEAR (VMY) 2014 CAMPAIGN IN NEW ZEALAND**



Caption: “Just like in New Zealand, where experiencing your Maori culture is a unique proposition for tourists, Malaysia too has a major draw card in our melting pot of people and cultures that includes Malays, Chinese, Indians and the indigenous races inhabiting Sabah and Sarawak,” says Malaysia’s Minister of Tourism and Culture, YB Dato’ Seri Mohamed Nazri Abdul Aziz, as he addresses the New Zealand media and travel trade members in Auckland to promote the Visit Malaysia Year 2014 campaign.

AUCKLAND, NEW ZEALAND, 20 JUNE, 2013 – Love for all things Malaysia was in the air in New Zealand’s largest city, Auckland, recently thanks to Malaysia’s Minister of Tourism and Culture, YB Dato’ Seri Mohamed Nazri Abdul Aziz, who was here as part of the global promotional campaign for Visit Malaysia Year (VMY) 2014 from 16 to 18 June 2013.

Travel journalists applauded Dato’ Seri Nazri when he confided that he was a great fan of New Zealand’s world-beating rugby team, the All Blacks, and then invited journalists to come on over to enjoy Malaysian hospitality next year.

Dato’ Seri Nazri said he believed culture and tourism were the perfect marriage as Malaysia’s diverse cultures enhanced the country’s competitiveness and attractiveness as a travel destination.



“Just like in New Zealand, where experiencing your Maori culture is a unique proposition for tourists, Malaysia too has a major draw card in our melting pot of people and cultures that includes Malays, Chinese, Indians and the indigenous races inhabiting Sabah and Sarawak,” he added.

The Tourism and Culture Minister said Malaysia aims to attract 86,000 New Zealand visitors next year through the VMY 2014 campaign, an increase of 30 per cent on figures for 2012.

“New Zealand is an important market for Malaysia and has great potential for growth,” he said.

At the *Malaysia Truly Asia* Evening to officially launch the VMY 2014 campaign for the New Zealand market, Dato’ Seri Nazri endeared himself to leading members of the travel sector with an address that was full of humour and warmth, while delivering a serious message that arrivals from New Zealand are down due to the withdrawal of Air Asia from the New Zealand market. He asked everyone to work together to compensate for that.

Key travel wholesalers and retail travel agents were among the guests, along with representatives of Malaysia Airlines and selected travel media.

The evening began with an in-depth seminar on Malaysia as a tourist destination by Tourism Malaysia’s Director General Dato’ Mirza Mohammad Taiyab followed by presentations from Sabah Tourism, Legoland, MYCEB and Malaysia Airlines.

Following the seminar, guests networked with each other and had the opportunity to learn about Malaysian culture and traditions.

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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. While the Ministry of Tourism & Culture implements tourism policies, conducts studies and offers incentives for industry players, Tourism Malaysia focuses on the specific task of promoting Malaysia at the domestic and international level. Driven by its aspiration to promote Malaysia as a destination of excellence in this region, Tourism Malaysia has grown by leaps and bounds since its inception and has emerged as a major player in the nation’s socio-economic landscape. In 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts.

In 2014, Malaysia will celebrate its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme “Celebrating 1Malaysia Truly Asia”. The VMY 2014 promotional campaign has started this year 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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