



**PRESS RELEASE**

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## **CHARTER FLIGHTS SET TO BRING IN MORE TOURISTS FROM WUHAN TO MALAYSIA**

**KUALA LUMPUR INTERNATIONAL AIRPORT, 10 JULY 2014:** Chairman of Tourism Malaysia YBhg. Tan Sri Dato' Sri Dr. Ng Yen Yen as well as the Director General of Tourism Malaysia Dato' Mirza Mohammad Taiyab, personally welcomed 143 tourists from Wuhan, China, who arrived in Malaysia aboard a charter flight organised by Tourism Malaysia, Hubei Wanda New Airlines Travel Services, and China Eastern Airlines earlier today.

The thrice-weekly charter flight is scheduled every Monday, Wednesday, and Friday, and is expected to make a total of 158 flights, bringing in an estimated 26,386 passengers and RM76.2 million in tourist receipts to Malaysia from 30 June 2014 to 29 June 2015.

The charter flight is part of a tour package sold by Hubei Wanda New Airlines Travel Services, which will bring Chinese tourists to tour Kuala Lumpur, Melaka, and Johor Bahru as part of the package. Columbia Leisure Sdn. Bhd is the official tour operator who will be handling the group in Malaysia.

The organising of the charter flights from Wuhan to Kuala Lumpur is in line with the government's efforts to recover tourist arrivals from the China market, which suffered a loss after the missing flight MH370 incident. Following the MH370 incident, China arrivals recorded a 19.5% drop in April. The charter flight will also help to address the lack of a direct flight connection between these two destinations.

Wuhan is the capital of Hubei province and has a population of 9.8 million. The city is well-known for having many famous institutes of higher learning such as Wuhan University and Huazhong University of Science & Technology, as well as three state-level development zones and many enterprise incubators. In terms of the advancement of science and technology, Wuhan is ranked third in China.

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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.

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