

PRESS RELEASE

FOR IMMEDIATE RELEASE

FRENCH TRADES PLEDGE SUPPORT TO CONTINUE PROMOTING MALAYSIA



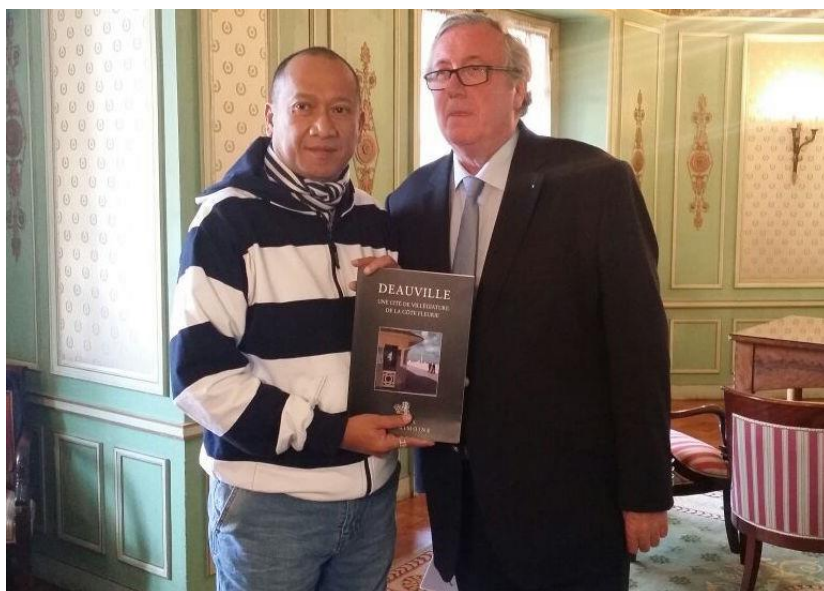
ONE FOR THE ALBUM: (From left): Mr Abdul Rahim Haron, (TM Paris), Ms Jennifer Repiquet, Mr Olivier Chiffert (ASIA), Mr Antoine Balaguer (Destination Premium), Ms Clemence Bloc (Maison de la Chine), YB Dato' Seri Mohamed Nazri Aziz, Mr Antoine Marchal (Marco & Vasco), Ms Geneviève Bieganowski (Tourmag), Mr Bertrand Figuier (La Quotidienne) and Ms Alina Grotte (TM Paris).

PARIS, 10 August 2015 – On a working trip to Milan recently, the Minister of Tourism & Culture Malaysia, YB Dato' Seri Mohamed Nazri Aziz made a visit to Paris for a trade luncheon meeting with selected French tour operators and trade media.

Dato' Seri Nazri updated the French tour operators and journalists on the latest tourism developments in Malaysia, French tourist arrivals to the country, and MYFEST 2015. France is the second highest tourist generating market from Europe to Malaysia after the United Kingdom.

The French tour operators who have been supporting Malaysia were happy that the lunch meeting gave them an opportunity to have first-hand information on tourism in Malaysia. They also shared with the Minister about French outbound trends, travel behaviours and assured the Minister of their support to continue selling Malaysia.

Warm Welcome to Deauville



Mr. Merlin presented a book on Deauville to the Minister.

The Minister visited the city of Deauville, located just 2 hours away from Paris. Upon arrival, the Minister received a warm welcome from the city's Deputy Mayor, Dominique Merlin.

Located in the region of Lower Normandy, Deauville has been successful in attracting top leisure clientele and world-class events. Deauville has long been home to French high society's seaside houses and is often referred to as the Parisian Riviera.

Arts in the Garden - Monet

A visit to the Garden and House of Claude Monet in Giverny, the second most visited place in Normandy, inspired Dato' Seri Nazri to see how arts and gardens contributed greatly to tourism.

Also on the programme was a visit to Tourism Malaysia Paris office, whereby the Minister was briefed on the French market performance and promotions of Malaysia in France by the director of Tourism Malaysia Paris, Mr Abdul Rahim Haron.

ENDS



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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 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme "Endless Celebrations" emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).

Through the Tourism NKEA, collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination. The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

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