



MEDIA RELEASE

MALAYSIA PARTICIPATES IN THE WORLD TRAVEL MARKET 2011

The Acting Director General of Tourism Malaysia, Dato' Azizan Noordin, leads a delegation to London to participate in the 32nd World Travel Market (WTM) from 7 to 10 November 2011 at ExCel Exhibition Centre in Docklands, London.

The Malaysian delegation comprises 97 participants from 48 organisations, namely state tourism agencies, airlines, tour operators, as well as hotels and resorts.

The main exhibitors sharing the Malaysia Pavilion include Malaysia Airlines, AirAsia, Kuala Lumpur City Hall, Tourism Selangor, Terengganu State Secretariat, Langkawi Development Authority (LADA), Sarawak Tourism Board, and Sabah Tourism Board.

The Malaysia Pavilion, with an area space of 440 sq. meters is prominently located at stand number AS600. Its design reflects the *kampung* or traditional village environment where it is generally cool and shady, with lots of greenery.

This year's idea and concept, 'Kampung Revisited', aims to show the country's effort in maintaining a balance between developing a modern country and preserving its unique traditional multi-cultural heritage.

During the four-day event, the Malaysian delegation will update the travel trade and media in the United Kingdom and Europe on new developments and products in Malaysia.

On 7 November, Tourism Malaysia is organising a Cocktail Reception at 4pm at the Malaysia Pavilion where several new initiatives will be announced. Tourism Malaysia will be officially launching its new Global Television Campaign, which will be screened simultaneously over 13 television channels around the world. In addition, it will also be launching a joint tourism promotional campaign with Emirates, which marks its effort to further promote Malaysia to the Europeans and increase tourist arrivals from the cities of Milan (Italy), Zurich (Switzerland) and Copenhagen (Denmark) to Kuala Lumpur (Malaysia) via Dubai.

Besides Tourism Malaysia, some of the members of its delegation to WTM will also be taking the opportunity to launch their new initiatives. The Kuala Lumpur City Hall will be launching the 'Tun Abdul Razak Heritage Park'; the Langkawi Development Authority (LADA) will be introducing its 'Luxuriously Langkawi Tactical Campaign'; while Malaysia Airlines (MAS) will be announcing its 'Malaysia Stopover 2012' programme.



WTM serves as a platform for Malaysian suppliers and relevant agencies to strengthen marketing networks with their UK and European counterparts. Participation in this annual travel market will help enhance the presence of Malaysia in the European market, as WTM brings together worldwide buyers and sellers from every sector of the industry.

This year marks the 28th year of Malaysia's participation in WTM. The country's continuous support for this annual travel event demonstrates its firm interest in the UK market. In 2010, a total of 429,965 tourists from the UK visited Malaysia, generating an income of RM1,647.4 million. Last year, the UK secured the 9th spot in the top ten tourist generating markets to Malaysia. The first six months of 2011 recorded a total of 185,708 travellers from the UK visiting Malaysia.

If you require further information or have enquiries on Malaysia's participation in the World Travel Market 2011, kindly contact:

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Issued by:
Communications & Publicity Division, Tourism Malaysia
Date: 07 November 2011
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