



MEDIA RELEASE

TOURISM MALAYSIA NAMED THE 'EXCELLENT BRAND OF TOURISM PARADISE' IN HONG KONG



Ms. Zaliha Zainuddin (centre), Tourism Malaysia Director for Hong Kong, receiving the award for Excellent Brand of Tourism Paradise from Mr. Paul Chow, Chief Executive of Hong Kong Exchanges and Clearing Limited (left) and The Honourable Leung Chun-ying, GBS, JP, Non-Official Member of Executive Council (right).

Tourism Malaysia was awarded the “Excellent Brand of Tourism Paradise” award for its highly-acclaimed “Truly My Moment” campaign at the Metro Finance anniversary gala dinner cum Hong Kong Leaders’ Choice brand awards presentation on 23 February 2009 in Hong Kong.

The year-long “Truly My Moment” campaign had been carried out successfully in Hong Kong through print and electronic media advertising such as Headline Daily, Ming Pao Weekly and cable TV and radio stations.

Ms. Zaliha Zainuddin, Tourism Malaysia Director for Hong Kong, accepted the award on behalf of Tourism Malaysia. Tourism Malaysia, the only winning national tourism organisation, was recognised as the best branding in tourism industry by the Hong Kong leaders.

“The year 2008 proved to be a remarkable year for Tourism Malaysia and this award reaffirms our commitment to promote Malaysia as one of the top tourism destinations in the world, through our country’s unique splendour and beauty,” said Zaliha.

Malaysia played host to more than 22 million tourists in 2008. Tourist arrivals from the Hong Kong, Macau and Mainland China markets were particularly encouraging. With the successful extension of the “Visit Malaysia Year” campaign in 2008, the country welcomed nearly one million travellers from these three markets. This represented a year-on-year increase of twenty percent.

“Hong Kong Leaders’ Choice” Brand Awards was first organised in March 2007 by Metro Finance FM104, with the purpose to give recognition to the high quality brands chosen by leaders of corporations in Hong Kong. Winners were first nominated by the public and voted by a group of industry professional judges formed by corporate leaders, business tycoons and renowned representatives of different industry sectors.

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