



## MEDIA RELEASE

### MALAYSIA WINS TRAVELWEEKLY (ASIA) INDUSTRY AWARDS 2008



Mr. Zulkefli Sharif (left) from Tourism Malaysia receives the TravelWeekly Industry Award from Mr. Mike Bezer, Vice President of International Sales, Carlson Wagonlit Travel, Singapore

Malaysia received four accolades at the TravelWeekly (Asia) Industry Awards 2008 held at the Marriott Hotel in Singapore on 17 July. The four categories won were for:

- Best Ecotourism Destination

- Best Brand Campaign for Tourism Malaysia's Visit Malaysia Year 2007 campaign
- Best Convention and Exhibition Centre for Kuala Lumpur Convention Centre
- Best Travel Agency (Malaysia) for Reliance Pacific Berhad

The awards were among sixty presented to travel trade members in Asia and they were determined by some 2.2 million votes cast via electronic platform by readers and industry professionals. The awards were given out under six categories, i.e. Tourism Products and Services, Travel Agencies, Personality, Online and Technology, Marketing Promotion and Best Employer.

Director General of Tourism Malaysia, Dato' Mirza Mohammad Taiyab, said, "Receiving (the) TravelWeekly (Asia) Industry Awards is a great honour for Tourism Malaysia. It is a reflection of the winning combination of government and private sector partnership that we are so fortunate to have with our travel trade in Malaysia and their counterparts overseas. I would like to thank our partners and associates for their great support. We are very happy to receive this recognition. It will certainly inspire us to do more for the industry."

For more information, visit : <http://www.travelweeklyweb.com/>

---

Issued by: Advertising & Publicity Division, Tourism Malaysia

Date: 28 July 2008

Tel: +603 2615 8188; Fax: +603 2615 8299

For more information, contact: [anisramli@tourism.gov.my](mailto:anisramli@tourism.gov.my)

Or log on to: [www.tourismmalaysia.gov.my](http://www.tourismmalaysia.gov.my)

---