



MEDIA RELEASE

SALES MISSION TO BOOST ARRIVALS FROM CHINA

The Hon. Dato' Ir. Donald Lim Siang Chai, Deputy Minister of Tourism, Malaysia is heading a sales mission to China from 13 to 20 January 2008. The week-long sales mission covers the five cities of Kunming, Changsha, Hefei, Nanchang and Guangzhou.

This mission aims to publicize the Malaysia My Second Home (MM2H) Programme; to develop the market and promote Malaysia as a preferred destination; to update the Chinese travel trade industry on new tourism products, packages and attractions; and to provide the Malaysian private sector with a platform to network with their Chinese counterparts.

The Malaysian delegation comprises tour operators, Malaysia My Second Home licensed agents, media representatives and officials from the Ministry of Tourism as well as Tourism Malaysia.

The Hon. Deputy Minister will meet Chinese Government officials, tour operators and tourism bureaus and attend media interviews. A tourism seminar on MM2H will be held at Changsha, Hefei and Nanchang followed by a press conference with the Chinese local media representatives. The Hon. Deputy Minister will also launch the Kinta Riverfront Hotel and Service Suites at Hefei, Anhui Province, on 17 January.

Tourism Performance

The Malaysian tourism industry remains upbeat. Tourist arrivals from January to October 2007, registered a total of 17,322,214 tourists compared to 14,443,248 for the same period in 2006, indicating an increase of 19.9%.

Arrivals from China rose to 544,109 tourists during January to October 2007 compared to 324,930 for the same period in 2006, showing an increase of 67.5%.

Based on the overall performance, the tourist arrivals to Malaysia in 2007 surpassed the 20.1 million target, reaching some 20.7 million in arrivals against RM46.7 billion in estimated receipts.

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