



MEDIA RELEASE

BEST COUNTRY BRAND: MALAYSIA, TOP 10 VALUE-FOR-MONEY DESTINATIONS

Malaysia ranked 7th for Best Country Brand for Value for Money in a global study conducted by FutureBrand, a leading global brand consultancy, in conjunction with public relations firm Weber Shandwick's Global Travel & Lifestyle Practice.

The fifth annual Country Brand Index (CBI) also sees Malaysia listed as the 9th Best Country Brand in Asia Pacific region, classifying Malaysia as a second-tier nation in the region developing into a strong brand. Malaysia also ranked 10th in the Best Resort and Lodging Option category.

FutureBrand developed a three-tiered system for examining and ranking country brands. The Country Brand Index incorporates global quantitative research, expert opinions, and relevant secondary sources for statistics that link brand equity to assets, growth and expansion.

The 2009 survey tracks the perceptions of approximately 3,000 international business and leisure travelers from nine countries, i.e. the US, the UK, China, Australia, Japan, Brazil, the UAE, Germany and Russia. Survey results were aggregated and weighted in proportion to regional volume of travel consumption.

To read the full report, please go to <http://www.countrybrandindex.com>.

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