



MEDIA RELEASE

TOURISM MALAYSIA TAPS INTO INDIA'S WEDDING INDUSTRY

Tourism Malaysia is organizing a six-day educational familiarisation trip for 11 leading event management companies from India in conjunction with the Indian Wedding Expo which takes place at the Mid Valley Exhibition and Convention Centre from 22 to 25 April 2010.

The familiarisation programme which starts from 22 to 27 April aims to introduce Malaysia to the wedding planners in India as a value-for-money wedding destination.

The participants, comprising General Managers and CEOs from event management companies, wedding planners and editors from India's leading wedding magazines, attended a wedding seminar organized by Tourism Malaysia, "Malaysia - a wedding destination", on 22 April, at the Palace of the Golden Horses. The seminar encompasses presentations by Tourism Malaysia, the Association of Wedding Planners Malaysia and the Royal Malaysian Customs. YBhg. Tn Hj. Azizan Noordin, Deputy Director General, Tourism Malaysia, was there to officiate the event.

Besides the seminar, educational visits to Genting Highlands, Penang and Pulau Langkawi for site inspections and presentations by selected hotels is also being organised for the participants.

Tourism Malaysia recognizes India's wedding industry as a potential tourism revenue generator estimated to be worth USD 11 billion this year with a growth of 25% each year.

Malaysia received 589,838 tourists from India last year, an increase of 7.1 per cent, compared to 550,738 in 2008. For this year, Tourism Malaysia is targeting 650,000 tourists from India, in light of AirAsia's route expansion, expected to begin next month, to connect Kuala Lumpur with Mumbai, Chennai, Bangalore, Delhi and Hyderabad.

For more information on this programme, please contact:

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