



MEDIA RELEASE

MINISTER CALLS FOR INTENSIVE TOURISM PROMOTIONS EFFORTS

The Hon. Datuk Seri Tengku Adnan Tengku Mansor, Minister of Tourism, has pressed Tourism Malaysia overseas directors to step up efforts to promote Malaysia as a world-class tourist destination.

He said this during a meeting with 42 overseas directors and marketing officers of Tourism Malaysia convening in Kuala Lumpur from 10 to 15 December. The meeting, held annually, reviewed current performance, on-going promotional efforts and future tourism activities to be carried out worldwide by the tourism officers.

Earlier, the overseas directors were briefed on Tourism Malaysia's promotional plan, strategies and targets for 2008 until 2010.

The Hon. Minister also told them to continue promoting the Visit Malaysia Year campaign until August 2008 in line with the year-long celebration of Malaysia's 50th year of independence. The overseas directors and marketing officers were also urged to work harder to achieve the targets for next year, which are 21.5 million tourist arrivals and RM49 billion in tourism revenue.

The performance of Visit Malaysia Year 2007 has been very encouraging. The first nine months of 2007 already saw 15.6 million tourists visiting Malaysia, which is 21.3% higher than last year's tourist arrivals of 12.9 million for the same period.