



## MEDIA RELEASE

### **TOURISM MINISTER MEETS OVERSEAS DIRECTORS**

The Hon. Minister of Tourism, Dato' Sri Dr. Ng Yen Yen is holding a meeting with 43 overseas directors and marketing officers of Tourism Malaysia from 12 to 18 July 2009 in her mission to step up efforts to make Malaysia a preferred tourist destination particularly during the current global economic and health crisis.

The meeting will review current performance, on-going promotional efforts, as well as future marketing strategies and activities to be carried out worldwide by the tourism officers.

Besides the Minister of Tourism, the overseas officers will also be having sessions on the Malaysia My Second Home and Homestay programmes. Tourism Malaysia's Acting Director General, YBhg. Dato' Amirrudin Abu, will also be meeting them on Tourism Malaysia's Key Performance Indicator and strategic directions.

Tourist arrivals increased by 2.6% during the first five months of 2009 compared to the same period in 2008 i.e. from 9,001,765 in 2008 to 9,238,116 in 2009. Regions that have continued to show growth were ASEAN, West Asia, Oceania and Europe while China, Japan and South Korea registered a decline.

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