



MEDIA RELEASE

TOURISM SALES MISSION TO HONG KONG & SHENZHEN

The Honourable Dato' Sri Dr. Ng Yen Yen, Minister of Tourism, Malaysia, recently led a sales mission to Hong Kong and Shenzhen to promote Malaysia as a premier travel destination. The five-day working visit (9-12 August 2010) was an overall success.

The objectives of the sales mission were:

1. To strengthen the presence of Malaysia in Hong Kong and Shenzhen;
2. To keep the Hong Kong and Shenzhen counterparts abreast of recent tourism developments in Malaysia including its new tourism marketing direction;
3. To build a rapport with members of Hong Kong Art Association, to introduce Malaysian art and to promote 1Malaysia Contemporary Art Tourism Festival to them;
4. To promote luxurious or high-end tourism to both markets;
5. To promote clan tourism to the Shenzhen market; and
6. To promote other tourism products such as Malaysia Mega Sale Carnival, Fabulous Food Festival, Shoe Festival and the F1 PETRONAS Malaysian Grand Prix.

During the sales mission, the Minister met with Hong Kong-based Jewelleries and Art Collectors, members of the Hong Kong Art Association, Clan Associations in Shenzhen, Shenzhen Tourism Bureau, tour operators, travel trade media and Tourism Malaysia officers based in Hong Kong and Shenzhen.

Among the outcome of the meetings were as follows:-

- Confirmed participation in the Hong Kong International Art and Antiques Fair from 3 until 6 October this year to promote Malaysian art abroad;
- Cooperation with Shenzhen Tourism Bureau to curb the activities of unscrupulous agents.
- A total of 1,000 tourists from the Clan Associations in Shenzhen, Meizhou, Guangzhou and Zhaoqing (all from Guangdong Province) are expected to visit Malaysia under the newly-introduced clan tourism product.
- Ministry of Tourism, Malaysia will adopt the high yield policy for the Chinese market based on the recommendations by the tourism laboratory of the National Key Economic Area (NKEA).
- Malaysia will come out with better ways to ease visa application from the China market, including offering a seven-day-a-week service to visa applicants in China during the peak period after the abolishment of visa on arrival (VOA).

Tourism Performance

A total of 23.64 million tourist arrivals to Malaysia were registered in 2009 compared to 22.05 million in 2008, indicating an increase of 7.2%. In terms of revenue, RM53.37 billion tourist receipts was recorded compared to RM49.6 billion in 2008, an increase of 2.8%.

Up until May 2010, arrivals reached 9,622,019 million tourists, an increase of 4.2% compared to the same period in 2009.

There was a 10% increase in the arrivals from China with 449,034 tourists from January to May 2010 compared to 408,334 for the same period in 2009.

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