



MEDIA RELEASE

MALAYSIA PARTICIPATES IN WORLD TRAVEL MARKET 2009

The Hon. Minister of Tourism, Dato' Sri Dr. Ng Yen Yen, will lead a delegation from Malaysia to London for the 30th World Travel Market (WTM) that will be held from 9 to 12 November 2009 at ExCel Exhibition Centre.

The Malaysian delegation comprises 77 participants from 38 organisations, namely state tourism agencies, hotels and tour operators that are participating in WTM 2009 under the Tourism Malaysia's banner. The main exhibitors sharing the Malaysia Pavilion include Malaysia Airlines, Firefly Airlines, AirAsia, Malaysia Airports Berhad and the state governments, i.e. Penang State Government, Selangor State Government, Kuala Lumpur Tourism Action Council, Sabah Tourism Board and Langkawi Development Authority (LADA).

WTM, the second largest travel trade exhibition after ITB Berlin, serves as an ideal platform for Malaysian suppliers and relevant agencies to establish marketing networks with their United Kingdom (UK) and European counterparts. The Malaysian delegation aims to update the travel trade and members of the media in the UK and Europe on new developments and products in Malaysia. Participation in this annual travel market will help to strengthen the presence of Malaysia in the European market as WTM brings together worldwide buyers and sellers from every sector of the industry.

This year marks the 26th year of Malaysia's participation in WTM. Malaysia's continuous support for this annual travel event demonstrates a firm interest in the UK market, which remains its main focus in Europe.

THE MALAYSIA PAVILION

The two-storey Malaysia Pavilion with an area space of 573.75 sq. meters is prominently located at stand number AS6400, next to the India and Thailand Pavilions. Themed '*Rumah Melaka*', this concept showcases the uniqueness of the intricate wood carving of a Melaka Malay traditional house. Visitors will get to see the 'Batik' painting demonstration or get a free massage by the spa therapists at the pavilion.

During the event, the Hon. Minister will hold interviews and meetings with the major tour operators and key tourism players in UK. In addition, the minister will also launch the Manchester & Birmingham Bus Campaign after officiate the Malaysia Pavilion on 9 November.

In the evening, a cocktail reception will be hosted by the Hon. Minister at the Malaysian Pavilion. Among the invited guests will be the major tour operators, hoteliers, agencies, members of the media as well as our Malaysia Tourism Ambassadors, Datuk Seri Jean Todt and Datuk Prof. Jimmy Choo. The highlights of the reception will be the launch of TrulyAsia.TV, an online video portal on Malaysia that can be easily access in multiple languages, follow by the introduction of the Tourism Malaysia's regional brochures and the publication of Malaysia SPA Directory.

Among the agenda during the reception will include a certificate presentation to those major tour operators who actively promote and sell Malaysia packages to the UK market. During the same occasion, the winners of the Tourism Malaysia and Malaysia Airlines Promotional Campaign will be announced. The rewards will be given to the top ten agents who get the most package bookings to Malaysia within the 12-week duration.

BACKGROUNDER

Malaysia recorded a total of 17,378,040 tourist arrivals during the first nine months of 2009, indicating a sign of continuous growth of tourists to the country. It represented an increase of 6.4% compared to 16,329,855 for the same period in 2008.

The UK remains Malaysia's prime market in Europe. In 2008, a total of 370,591 tourists from the UK visited Malaysia generating an income of RM1,407.4 million. Last year, the UK ranked the 10th in the top ten tourist generating markets to Malaysia. The first nine months of this year recorded a total of 324,061 travellers from the UK visiting Malaysia, signifying an increase of 19.1% compared to the corresponding period in 2008.

Last year, over 49,963 participants representing 187 countries and more than 5,615 exhibiting companies as well as 2,531 international media took part in the four-day long WTM 2008.

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