



MEDIA RELEASE

MALAYSIA BAGS MORE AWARDS AT WORLD TRAVEL AWARDS 2009

Malaysia bagged two world awards at the 16th World Travel Awards (WTA) 2009 grand finals that held on 8 November, in conjunction with the World Travel Market 2009 in London.

Pan Pacific Kuala Lumpur International Airport Hotel was voted as the World's Leading Airport Hotel for the second year running. Meanwhile, Resort World Genting, Malaysia, named as the World's Leading Casino Resort for the fourth year running, beating 15 other world casino resorts such as the Caesars Palace in Las Vegas, The Venetian in Macau and MGM Grand Hotel and Casino in USA. Over 1000 travel companies were nominated in 94 world categories and 14 travel technology categories in the grand finals ceremony.

Meanwhile, Malaysia bagged another seven awards at the regional level. For the first time, the Malaysia Truly Asia marketing campaign won the Asia's Leading Marketing Campaign title, beating seven other nominees which comprised of *Amazing Thailand*, *Incredible India*, Cathay Pacific Airways, Singapore Airlines, China, Dusit International and Sri Lanka Tourism Promotion Board.

Following is the list of awards that Malaysia bagged during WTA 2009 in the Asia region category:

1. Asia's Leading Marketing Campaign – Malaysia, Truly Asia
2. Asia's Leading Airlines – Malaysia Airlines
3. Asia's Leading Airport Hotel – Pan Pacific, Kuala Lumpur International Airport
4. Asia's Leading Casino Resort – Resort World Genting, Malaysia
5. Asia's Leading City Hotel – Hilton Kuala Lumpur
6. Asia's Leading Design Hotel – Hilton Kuala Lumpur
7. Asia's Leading Family Resort – Resort World Genting, Malaysia

Backgrounder

World Travel Awards (WTA) events are universally respected as providing established, top-level networking opportunities, regionally as well as globally. Launched in 1993, the World Travel Awards aims to acknowledge and recognise excellence in the world's travel and tourism industry. Votes are cast globally by fellow industry professionals from 183,000 travel agencies, tour and transport companies and tourism organisations in over 160 countries across the globe.

For the full list of the WTA 2009 winners, please log on 2009 World Travel Awards official website at <http://www.worldtravelawards.com/winners2009-1>

Issued by: Communications & Publicity Division, Tourism Malaysia
Date: 15 December 2009
Tel: +26158188; Fax: +26158299; Email: sharonwong@tourism.gov.my
Website: www.tourismmalaysia.gov.my
