



MEDIA RELEASE

RESPONSE TO AUSTRALIAN TRAVEL ADVISORY

We refer to the Travel Advisory issued by the Australian department of Foreign Affairs and Trade on 22 June 2005.

While we respect the right of the Australian Government to issue travel advisories to its citizens, we are concerned that the tenor of such advisories may create an overall negative impact on the travel industry.

The tourism industry plays a key role in Malaysia's economic development and generates revenue and employment opportunities. Recognizing the importance of maintaining security at all times for the country and ensuring that visitors can travel freely and unimpeded in the country, the Malaysian Government has already taken various measures to ensure their safety and security in areas deemed "at risk". This include establishing a credible security force to work with various law enforcement agencies, both locally and overseas, and keeping a close guard to ensure that the necessary safety and

security precautions are in place at any time. Malaysia has always been promoted as a safe destination where visitors can enjoy a wide variety of natural offerings like islands, beaches, mountains and jungles and be treated to the warm hospitality of Malaysians from various multi-cultural and multi-ethnic backgrounds.

The Australian market is currently ranked eighth among the top ten markets for Malaysia. Last year, 204,053 tourists from Down Under visited Malaysia and spent RM 554.2 million in receipts, underscoring the importance of this market.

The Malaysian Government hopes that the current scenario will not deter Australians planning to visit the country to postpone or cancel their trips. The Malaysian Government is committed to ensuring that Malaysia remains and continued to be a safe destination for visitors from all over the world.

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