



PRESS RELEASE

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TOURISM MALAYSIA PROMOTES MYFEST 2015 THROUGH SALES MISSION TO INDIA

New Delhi, 9 February 2015: Tourism Malaysia has embarked on a Sales Mission to India from 9 to 17 February 2015 as part of its efforts to raise awareness on the celebration of Malaysia Year of Festivals (MyFest) 2015 in India.

The delegation consists of 20 tour operators, 15 hotels, several product owners and restaurants as well as state tourism development authorities. This sales mission covers five cities namely New Delhi, Kolkata, Mumbai, Chennai and Hyderabad.

During the Sales Mission, Tourism Malaysia will organise travel mart programmes for travel trade players to meet up and network among themselves. Hence, it provides Malaysia's tourism industry players the opportunity to strengthen ties with their Indian counterparts.

Meanwhile, the Honourable Minister of Tourism and Culture, Dato' Seri Nazri Bin Abdul BAZIZ will take the opportunity to officiate the launch of MyFest 2015 in Mumbai and Chennai cities on 13th and 15th February 2015 respectively. In Chennai, the launch of MyFest 2015 will be held in conjunction with the 8th Edison Awards. The Edison Awards is an annual Tamil film industry award ceremony.

India is one of the top ten tourist markets for Malaysia, with a total of 650,989 tourists recorded in 2013. As of October 2014, total arrivals from India was at 643,335 arrivals, registering a growth of 20.7% as compared to the same period in 2013.

In terms of accessibility, currently, flights between India and Malaysia are served by Malaysia Airlines, Air Asia, Air India Express and Malindo Air, providing a total of 165 direct flights with 30,050 seats weekly.

For more information, please contact South Asia/West Asia/Africa Division, Tourism Malaysia, Tel: +603-8891 8305 or Email: norhayati@tourism.gov.my.

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For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at



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all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme “Celebrating 1Malaysia Truly Asia”. The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme “Endless Celebrations” emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country’s target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).

Through the Tourism NKEA, collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia’s position as a leading tourist destination. The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

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