



## MEDIA RELEASE

### TOURISM SALES MISSION TO INDIA

Tourism Malaysia is spearheading a tourism sales mission to India led by its Deputy Director-General (I) Mirza Mohamad Taiyab to capitalize on the continuing growth of the Indian outbound sector from 19 February to 5 March 2006. The delegation will visit New Delhi, Kolkata, Mumbai, Pune, Goa, Ahmedabad, Bangalore, Hyderabad and Chennai to promote Malaysia as a top-of-the-mind tourist destination in the region.

The objectives of the sales mission are to further strengthen the presence of Malaysia in the market, and particularly to support the new advertising campaign launched last year and publicise the coming Visit Malaysia Year 2007.

At the same time, the exercise will further develop the market and promote Malaysia as a profitable holiday destination to Indian tourists and update the Indian travel trade industry about new tourism products, packages and attractions.

For the participants from the Malaysian private sector in the mission, it is an ideal platform to enhance networking with their Indian counterparts.

The delegation comprises officials from the Ministry of Tourism, Tourism Malaysia, travel agents, hotel operators, and representatives from the Immigration Department of Malaysia and Malaysia Airlines. Also accompanying them are a troupe of folk musicians and a batik designer.

The activities of the tourism roadshow include visits to the Visa Department in Delhi and Chennai, meetings with the High Commissioner of Malaysia to India, travel marts, media interview, appointments with key Indian tourism industry players, and Malaysian cultural and fashion presentations.

The Malaysian tourism industry remains robust based on the buoyant tourist arrivals that Malaysia enjoyed from January 2005 to October 2005, which registered a total of 13,581,502 tourist arrivals compared to 13,071,098 for the same period in 2004, indicating an increase of 3.9%. During that period, 187,918 Indian tourists visited Malaysia compared to 149,287 in 2004, representing an increase of 25.9%.

The Indian market has the potential to become a primary market in Malaysia due to continued and extensive promotional activities and advertising efforts.

---

Issued by Communications Division, Tourism Malaysia  
Date: 17 February 2006  
For more information, call (6) (03) 2615 8188 or email:  
[sitirahmah@tourism.gov.my](mailto:sitirahmah@tourism.gov.my)

---