



PRESS RELEASE

FOR IMMEDIATE RELEASE

CORPORATE TRAVEL BAZAAR PENANG ATTRACTS BUSINESS TOURISTS IN THE NORTHERN REGION

PENANG, 1 October 2014 – Tourism Malaysia is targeting RM2.5 million in sales revenue of domestic packages at its sixth edition of Corporate Travel Bazaar (CTB) which will be held at Eastin Hotel in Penang on 16 October 2014. The CTB is organised to promote MICE packages to the domestic corporate market. Among the packages offered to visitors include travel incentive packages, corporate family day programmes, team building programmes, business tourism packages, and many others.

“Due to the positive response of previous editions, Tourism Malaysia has decided to organise this programme twice a year and Penang would be our second venue this year following a fruitful fifth edition held in Johor Bahru last August,” said Deputy Director General of Tourism Malaysia Dato’ Haji Azizan Noordin.

He added that the fourth edition of the CTB in 2013 managed to attract as many as 73 sellers and 380 buyers with a total sale value of RM2,280,788.

Dato’ Haji Azizan hoped that the CTB would help create awareness on the flourishing business tourism in Malaysia among the corporate and public sectors in the northern region.

“We would like to attract the local business community to host their corporate events such as meetings, seminars, conventions, retreats, and incentive trips within Malaysia,” he added.

He said that the CTB programme was in line with Tourism Malaysia’s mission to emphasise the importance of the MICE (Meetings, Incentives, Conventions and Exhibitions) sector, as well as stimulate the growth of domestic tourism among the local business community.

“The MICE packages developed by the participants offer complete venue facilities, excellent quality of service, as well as strategic locations which are close to various tourist attractions,” he said, adding that he hoped the CTB would increase domestic travels among the various government agencies as well as corporations in Malaysia.

The one-day programme will involve business-to-business (B2B) dealings between sellers and buyers from the corporate sectors in the northern region.



MALAYSIA TOURISM PROMOTION BOARD
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>
www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my





The targeted participants of this programme are the industry players from all over the country, such as travel agencies, hotel and resort owners, transportation providers and tour operators.

Tourism Malaysia is aiming for the participation of 70 tourism operators and 500 buyers for the coming CTB in Penang.

Previous Corporate Travel Bazaar programmes were held at Puteri Pacific Hotel, Johor Bahru in Johor in August 2014, Eastin Hotel, Pulau Pinang in 2013, Grand Bluewave Hotel, Shah Alam in 2012, Empire Hotel, Subang in 2011, and Hilton Hotel, Petaling Jaya in 2009.

For more information, please contact Mr. Mohd Badrul Amin Mohd Bisharuddin, Assistant Director, Domestic Marketing Division, Tourism Malaysia at 03-8891 8453.

ENDS

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 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 is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started in 2013 with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government's target to receive 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.

Press contact:

Media & Publicity Unit:

Azizah Aziz (Ms), Senior Deputy Director, Communications & Publicity Division

Tel: +603-8891 8752

Email: azizahaziz@tourism.gov.my

Editorial Unit:

Anis Rozalina Ramli (Ms), Senior Editor, Communications & Publicity Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my



MALAYSIA TOURISM PROMOTION BOARD
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>
www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my

