

MEDIA RELEASE

TOURISM MALAYSIA AND JATA CONCLUDED A “MEMORANDUM OF JOINT INITIATIVE FOR 1 MILLION TOURISTS TO MALAYSIA” (MOJI)



The Deputy Director General (Marketing) of Tourism Malaysia, Mdm. Chong Yoke Har (second from right) at the signing ceremony with the Deputy Chairman of JATA, Mr. Takashi Sasaki (second from left).

TOKYO, 13 April 2012: Tourism Malaysia and the Japan Association of Travel Agents (JATA) have concluded a “Memorandum of Joint Initiative for 1 million tourists to Malaysia” with a signing ceremony on 10 April 2012 at the Tokyo Four Seasons Hotel Chinzanso (Bunkyo-ku, Tokyo).

Tourism Malaysia was represented by its Deputy Director General (Marketing), Mdm. Chong Yoke Har, who is currently leading a sales mission in Japan, while JATA was represented by its Deputy Chairman, Mr. Takashi Sasaki.

Mdm. Chong Yoke Har thanked JATA for their enthusiasm in implementing the Memorandum of Joint Initiative for this 1 million tourists project.

“This is our first programme to attract a million Japanese tourists to Malaysia by the year 2014. If successful, it will be a big milestone for the Malaysian tourism industry. We look forward to warmly welcome all Japanese visitors especially those who have yet to visit Malaysia,” Mdm. Chong commented.

Mr. Takashi Sasaki said that destination development strategy is in its first trial stage for JATA. He believed that the targeted number of 1 million travellers to Malaysia is a stable and achievable number.

“In terms of promoting this project, we will place our efforts on expanding tourism exchange programmes, as well as encouraging mutual understanding, and improving relations between Japan and Malaysia,” Mr. Sasaki added.

Issued by: Communications & Publicity Division, Tourism Malaysia
For more information, kindly contact Daryl Yep at 03-8891 8000
or email: yldaryl@tourism.gov.my
Website: www.tourismmalaysia.gov.my
Facebook: [facebook.com/friendofmalaysia](https://www.facebook.com/friendofmalaysia)
Twitter: twitter.com/tourismmalaysia
Blog: blog.tourism.gov.my