



MEDIA RELEASE

TOURISM MALAYSIA PARTICIPATES IN ITB ASIA 2008

Tourism Malaysia is participating in the inaugural Asian edition of Internationale Tourismus Börse (ITB) from 22 to 24 October 2008 at Suntec Singapore International Convention and Exhibition Centre.

The Malaysia Pavilion at ITB Asia 2008 is located at Booth No. J01, at the main entrance, occupying 54 sq metres. In its bid to increase awareness of Malaysia's niche products, Tourism Malaysia will be promoting and highlighting medical tourism, Meetings, Incentives, Conventions and Exhibitions (MICE), education tourism, eco tourism, Malaysia My Second Home and homestay, at the pavilion.

The delegation from Tourism Malaysia will be headed by Madam Chong Yoke Har, the Director of East Asia/North Asia/Southeast Asia. Other members of the delegation include Mr. Azrul Samad, immigration officer for Malaysia My Second Home; and Haji Shariman Hamdan, the President of Malaysia Homestay Association.

Joining Tourism Malaysia to promote the country in ITB Asia are Sabah Tourism Board and Sarawak Tourism Board, as well as members of the private sector including hotels and resorts, and travel agents.

ITB Asia provides an excellent platform for Tourism Malaysia to forge and strengthen ties with tourism partners particularly from the Asia Pacific region. The event enables global travel and tourism trade partners to gain deeper insights into Asian travel trends and network with new business partners from the Asia Pacific region.

Besides that, with the presence of numerous international media at ITB Asia, Malaysia stands to gain extensive publicity on its products and attractions, as well as the country's latest tourism development.

In conjunction with ITB Asia 2008, Tourism Malaysia is offering complimentary 3D/2N (25 - 27 October) post tours to about 40 buyers and media who have registered via email before the end of September. The destinations offered include Sarawak, Sabah, A-Famosa Resort in Melaka, Berjaya Tioman Beach, Golf & Spa Resort in Pahang, Berjaya Redang Beach Resort in Terengganu, as well as a day trip to Desaru.

Besides these post tours, Tourism Malaysia and Hertz are also cooperating to offer the 'Tourism Malaysia - Hertz Driveaway', a 3D/2N (25 - 27 October) self-drive vacation in Malaysia covering the country's famous mountain retreat of Cameron Highlands, the Legend Water Chalets in Port Dickson and an exciting tour on trishaw in the historic city of Melaka. Participation fee is only SGD\$515 for 2 persons. Buyers and media who are interested to participate in the tour can still register at Hertz booth at ITB Asia.

BACKGROUND INFORMATION:

ITB Asia is organised by Messe Berlin (Singapore) Pte Ltd in cooperation with Singapore Tourism Board. It features up to 500 exhibiting companies from the Asia Pacific region, Europe, USA, Africa and the Middle East, covering the leisure and corporate markets, as well as Meetings, Incentives, Conventions and

Exhibitions (MICE). It also has exhibition pavilions and tabletop presence for small and medium-sized enterprises (SMEs) providing travel services.

Exhibitors from every sector of the industry, including destinations; airlines and airports; hotels and resorts; theme parks and attractions; inbound tour operators; cruise lines; spas; and other companies related to travel and tourism are expected to attend.

For more information on Tourism Malaysia's participation in ITB Asia, kindly contact Ms. Masrina Mohd Bakri from Tourism Malaysia office in Singapore at 02-97101706.

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