

## MALAYSIA RECEIVES TRIPLE HONOURS AT THE PATA GOLD AWARDS 2017



*Tourism Malaysia Chairman Dato' Dr. Siew Ka Wei (3<sup>rd</sup> from left) and Tourism Malaysia Director General and PATA Malaysia Chapter Chairman Datuk Seri Mirza Mohammad Taiyab (2<sup>nd</sup> from left) receiving the 2017 PATA Gold Award Marketing Media – Travel Poster from PATA CEO Dr. Mario Hardy (far left) and Director of the Macao Government Tourism Office Maria Helena de Senna Fernandes.*

**MACAO, 15 September 2017** - Malaysia bagged three Pacific Asia Travel Association (PATA) Gold Awards 2017 in the Marketing Media, Heritage and Culture, and Education and Training categories. The awards were presented at the 2017 PATA Gold Awards Lunch and Award Presentation at The Parisian Macao today.

Tourism Malaysia clinched the 2017 PATA Gold Award for Marketing Media – Travel Poster for its International Trade 2016 posters, which were released last year. The posters are targeted at holidaymakers of all ages around the world and aims to entice niche audience groups. The activities featured include diving, golfing, adventure, shopping, theme parks, nature, and dining. The posters also promote Malaysia as a year-round holiday destination.

### **MALAYSIA TOURISM PROMOTION BOARD**

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)

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The award was received by Tourism Malaysia Chairman Dato' Dr. Siew Ka Wei. "We are proud and honoured to receive this award from PATA. It is a wonderful recognition of our innovative promotional effort" said Dato' Dr Siew.

The Langkawi Development Authority (LADA) won the 2017 PATA Gold Award for Heritage and Culture - Heritage for the Langkawi UNESCO Global Geopark. The award was received by LADA CEO Dato' Haji Azizan Noordin.

"Winning the PATA Gold Award 2017 is a manifest of Langkawi Development Authority's effort in ensuring a right balance between nature and tourism towards a more sustainable development in Langkawi. With cooperation and support from industry players and local communities, Langkawi is Southeast Asia's first UNESCO Global Geopark – a truly world heritage." said Dato' Haji Azizan.

Another PATA Gold Award was won by The Frangipani Langkawi Resort and Spa for Education and Training for educating, transferring skills and knowledge, and creating awareness and training on sustainability.

Director of the Macao Government Tourism Office Maria Helena de Senna Fernandes said, "I extend our heartfelt congratulations to all the winners and our thanks to all who participated in this year's Awards. The achievements of the tourism organisations and individuals illustrates the basic tenets of tourism development and the constant strive for excellence."

PATA CEO Dr. Mario Hardy added, "On behalf of PATA, I would like to extend our warmest congratulations to all 2017 Grand Awards and Gold Award winners. There is no better time and place to celebrate their accomplishments, than during this International Year for Sustainable Tourism for Development and the 40<sup>th</sup> Anniversary of PATA Travel Mart, here in Macao."

PATA Grand and Gold Awards ceremony, which is generously supported and sponsored by the Macao Government Tourism Office (MGTO) since 1995, is held during PATA Travel Mart. This year, the awards recognise the achievements of 28 separate organisations and individuals. A total of four Grand Awards and 27 Gold Awards were presented to various organisations, such as Accor Hotels Asia Pacific, Air China, Guam Visitors Bureau, Hong Kong Tourism Board, Korea Tourism Organization, Sofitel Legend Metropole Hanoi, and Tourism Authority of Thailand.

The PATA Grand Awards are presented to outstanding entries in four principal categories: Education and Training, Environment, Heritage and Culture, and Marketing, while the Gold Awards recognise exceptional achievement in seven broad categories: Corporate Social Responsibility, Education and Training, Environment, Heritage and Culture, Marketing Campaign, Marketing Media, and Travel Journalism.

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The PATA Gold Awards recognise exceptional achievement in a variety of endeavours, acknowledging and rewarding the very best that the Asia Pacific's travel industry has to offer. The winning projects set industry standards for excellence and innovation, serving as examples for others to follow.

Additionally, PATA Malaysia Chapter (PMC) will receive the Spirit of PATA Award 2017 for its initiatives and events undertaken in 2016. Despite tough competition this year due to the increased number of entries, PMC managed to clinch the award for the second consecutive year. The award will be received by PMC Chairman Datuk Seri Mirza Mohammad Taiyab during PATA Board Dinner and Chapter Awards Presentation on 16 September at Macao Tower.

PATA Travel Mart 2018 will be held in Langkawi, Malaysia. The event will be hosted by Tourism Malaysia and the Langkawi Development Authority from 12 to 14 September at the Mahsuri International Exhibition Centre (MIEC), the island's largest convention venue.

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**MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA** is an agency under the Ministry of Tourism & Culture, Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. In 2016, Malaysia registered 26.8 million tourist arrivals and RM82.1 billion in receipts, placing it among the major tourism destinations of the world.

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