



**PRESS RELEASE**

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## **TOURISM MALAYSIA BOOSTS AWARENESS OF VMY 2014 IN SINGAPORE**

**SINGAPORE, 9 Sept 2013:** With the celebration of Visit Malaysia Year (VMY) 2014 just around the corner, Tourism Malaysia organised a special Travel Seminar and Business session in Singapore today to boost awareness of VMY 2014 among travel trade members and media in the country.

The one-day programme, which took place at the Four Seasons Hotel, provided a platform for invited travel trade members in Singapore to network with Malaysian hotel and tourism product owners, in an effort to encourage greater cooperation and formation of more tourism products and tour packages, particularly during VMY 2014.

The programme kicked off with a travel mart where members of the Malaysian delegation and their Singapore counterparts engaged in a table top session. Prior to that, they listened to a briefing on VMY 2014 and a presentation by the ASEAN Tourism Association (ASEANTA) on the ASEAN Tourism Forum (ATF), which Malaysia is hosting next year from 16 to 23 January in Kuching, Sarawak. The prestigious event, which will be attended by tourism ministers, senior officials, tourism industry players, and international media, is set to kick off VMY 2014 with a bang.

Leading the Malaysian delegation was the Director General of Tourism Malaysia, YBhg Dato' Mirza Mohammad Taiyab, who also hosted the Malaysia Evening at the Four Seasons Hotel. The dinner aims to thank the local travel trade members and media for their continued support and assistance in promoting Malaysia.

During the dinner, Dato' Mirza also launched 'Yours Truly', a Tourism Malaysia Singapore Newsletter, in an effort to provide industry players in Singapore with information on the latest tourist attractions and tourism development in Malaysia.

The Malaysian delegation is comprised of 18 participants from various hotels, resorts, and product owners. Among the participating hotels and resorts are Best Western Premier, Sunway International Hotel and Resorts, YTL hotels, Lotus Desaru Beach Resort and Spa, and Langkawi Lagoon Resort. It is also attended by Sunway Lagoon, Desaru Fruit Farm, Kuala Lumpur City Gallery, Mountain Torq Sdn. Bhd, as well as Firefly and MAS airlines.



### **MALAYSIA TOURISM PROMOTION BOARD**

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In the coming months, Tourism Malaysia is scheduled to participate in two prestigious travel fairs in Singapore namely Travel Malaysia Fair (1 – 3 November 2013) and the Malaysia Truly Asia Fair (11 – 13 October 2013), as part of its promotional efforts for VMY 2014.

Singapore remains the top tourist generating market to Malaysia. Arrivals from Singapore continued to soar in the first half of 2013 with an increase of 7.9%, from 5.8 million tourists in the same period of 2012 to 6.3 million tourists this year.

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*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 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts, placing the country firmly as the 10<sup>th</sup> most popular tourism destination in the world.

In 2014, Malaysia will celebrate its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started this year 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 Malaysia Tourism Transformation Plan (MTTP) 2020.

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