



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **MALAYSIA PARTICIPATES IN ITB BERLIN**

**BERLIN, 8 March 2017** – The Minister of Tourism and Culture Malaysia Dato’ Seri Mohamed Nazri Abdul Aziz is once again leading the Malaysian delegation to participate in Europe’s largest and most prominent tourism fair, the International Tourismus Borse (ITB) Berlin 2017, from 8 – 12 March.

This year marks the 43<sup>rd</sup> anniversary of Malaysia’s participation in this prestigious event, which is a strong testimony to the country’s continued interest in the European market and its commitment to attract more tourists from this market.

A total of 110 participants from 42 organisations in Malaysia are joining Tourism Malaysia to promote the country at the ITB Berlin. They are comprised of a good mix of hotels and resorts, travel agents, tourism products owners, airlines, and state tourism boards.

Dato’ Seri Mohamed Nazri officially launched the Malaysia Pavilion at ITB Berlin today. The Pavilion showcases the rich diversity and culture of the country and its wide variety of tourism attractions, crafts and cuisine.

The Minister of Tourism & Culture is also scheduled to meet representatives of top airlines and key travel agencies in Europe, as well as attend media interviews to promote Malaysia’s latest tourism products and attractions.

“I believe that these marketing efforts will result in strong customer demand and confidence in the Malaysia market. The increased accessibility to Malaysia will positively affect the tourism industry of both our countries, and encourage more tourists to travel between Germany and Malaysia,” Dato’ Seri Mohamed Nazri said.

The German market remains an important market to Malaysia, as more than 130,000 German tourists visited Malaysia last year. This year, the government is aiming to increase that number, with the ultimate goal of attracting 31.8 million tourist arrivals with RM118 billion in receipts by the end of 2017.

**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.tourism.gov.my/>*

### **MALAYSIA TOURISM PROMOTION BOARD**

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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, placing it among the major tourism destinations of the world.

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