



MINISTRY OF TOURISM, ARTS AND CULTURE MALAYSIA

PRESS RELEASE

WORLD TOURISM CONFERENCE 2019: BEYOND TOURISM – BEYOND EXPECTATION

PUTRAJAYA, 26 AUGUST 2019 – The fifth edition of the World Tourism Conference (WTC) will be held from 26 to 28 August 2019 at the Shangri-La Hotel in Kuala Lumpur, Malaysia. This Conference will feature an impressive line-up of local and international speakers, including Mr. Jukka Punamäki, Senior Advisor, City Executive Office, City of Helsinki; H.E Mr. Blendi Klosi, Minister of Tourism and Environment, Albania; YBhg. Tan Sri Tony Fernandes, Chief Executive Officer (CEO) of AirAsia Group; YBhg. Tan Sri Jeffrey Cheah, Founder and Chairman of Sunway Group; YBhg. Datuk Seri Dr. Victor Wee, Professor of School of Hospitality, Tourism and Culinary Arts, Taylor’s University; and YBhg. Tan Sri Ong Hong Peng, former Secretary General of the Ministry of Tourism, Arts and Culture Malaysia (MOTAC).

WTC 2019 is co-hosted by MOTAC and the World Tourism Organization (UNWTO) and YAB Tun Dr. Mahathir Mohamad, Prime Minister of Malaysia will officiate WTC 2019 on 26 August 2019.

The Conference adopted the theme of “Beyond Tourism - Beyond Expectations”, in line with UNWTO's vision and mission of “Towards 2030 - making tourism smarter, more competitive and more responsible”. Furthermore, it also adheres to one of UNWTO's key principles of "making tourism smarter through innovation and digital transformation". WTC 2019 is expected to further promote Malaysia as a unique tourism destination with a rich array of natural resources and rich cultural heritage as well as to showcase world-class conference facilities available in the country.

The main objective of WTC 2019 is to provide a platform for the tourism industry's stakeholders to gather and gain new insights and ideas from key drivers, policy makers and tourism industry's experts around the world. Renowned speakers from both the public and private sector will drive the direction and vision for the development of the tourism industry. Moving towards The Fourth Industrial Revolution (IR 4.0), this Conference will benefit the country in terms of foreign exchange as well as transferring expertise, technology, trade and investment to the country's tourism sector.

WTC 2019 is also expected to have a spillover impact - for Malaysia to be recognised as a leading Meetings, Incentives, Conventions and Exhibitions (MICE) destination in the region. The Conference is also an opportunity for Malaysia to demonstrate its tourism technology capabilities in line with UNWTO's vision. This will benefit stakeholders in the tourism industry in Malaysia such as government officials, private industry players, non-governmental organisations (NGOs) and academicians to drive the country's tourism industry.

This Conference is also expected to further strengthen the Government's effort in realising "Visit Truly Asia Malaysia 2020" campaign as foreign participants are anticipated to share the country's richness in unique art, culture and beautiful natural attractions.

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