



PRESS RELEASE

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MALAYSIAN DELEGATES ACHIEVE SUCCESS AT ATF 2017

PUTRAJAYA, 06 February 2017 – Malaysian delegates successfully participated in various components of the recently concluded ASEAN Tourism Forum (ATF) 2017 in Singapore and achieved their objectives.

Over 1,000 appointments with international buyers were made by Malaysian sellers at the three-day TRAVEX at Marina Bay Sands. It provided an excellent and effective platform for them to raise awareness among international delegates and media on the many new and exciting tourism products, services, and events in Malaysia.

Malaysian delegates to TRAVEX 2017 were comprised of 45 hoteliers, travel agents, theme park operators, and state tourism boards (Sabah Tourism Board, Sarawak Tourism Board, Tourism Johor, and Tourism Selangor).

The TRAVEX, an important component of ATF, is the longest-running annual ASEAN leisure travel trade event, showcasing the largest contingent of ASEAN sellers. The key component of the three-day event was the travel trade-only exhibition and business meetings. It served as a dedicated platform for travel and tourism suppliers in ASEAN to explore business opportunities with international buyers and vice versa.

This year's ATF attracted over 300 buyers from 57 countries and more than 400 exhibitors, representing companies and properties from 10 ASEAN countries, as well as 35 international media.

The Secretary General of the Ministry of Tourism and Culture Malaysia Datuk Hj. Ab Ghaffar A. Tambi led the Malaysian delegation to ATF 2017. He represented the Minister of Tourism and Culture Malaysia at all ATF ministerial meetings, held at the Pan Pacific Singapore. The Deputy Secretary General (Tourism) of the Ministry of Tourism and Culture Malaysia Nor Yahati Awang represented the country at all NTOs Meetings.

They were accompanied by Tourism Malaysia Deputy Director General (Advertising & Digital) Dato' Sri Abdul Khani Daud, Tourism Malaysia Director of International Promotion Division (Southeast Asia) Syed Yahya Syed Othman, and the Director of Tourism Malaysia Singapore Ishak Ismail.

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; Official: malaysia.travel; Corporate: tourism.gov.my
Facebook: [friendofmalaysia](https://www.facebook.com/friendofmalaysia); Twitter: [tourismmalaysia](https://twitter.com/tourismmalaysia); Blog: blog.tourism.gov.my



At the meetings, Malaysia pledged to give its full support and assistance to ensure the success of Visit ASEAN Year 2017 and Visit ASEAN@50 Campaign.

The National Tourism Organisation (NTO) Media Briefing by Malaysia was held on 19 January at Marina Bay Sands and was attended by 42 international media and corporate guests. The briefing was conducted by Dato' Sri Abdul Khani Daud, who provided the latest updates on Malaysia's tourism performance and a forecast of the country's tourist arrivals and receipts for 2016.

He also presented Tourism Malaysia's promotional initiatives in 2017 and some of the major events that are scheduled to take place around the country this year, besides highlighting the new and upcoming attractions in Malaysia. In addition, he also shared Malaysia's initiatives and support to ensure the success of Visit ASEAN@50 Campaign.

The 36th ASEAN Tourism Forum concluded on 20th January with the ASEAN Tourism Ministers Press Conference for ASEAN and Dialogue Partners Ministers, followed by the ASEAN Tourism Awards & Closing Ceremony, and a Closing Celebrations at Flower Field Hall, Gardens By The Bay.

At the ASEAN Tourism Awards & Closing Ceremony, awards for community-based tourism were delivered for the first time to honour outstanding tourism communities' social, historical and natural assets and their compliance with practical issues such as accommodation, safety and hygiene. Recipients of this award from Malaysia were Koperasi Pelancongan Mukim Batu Puteh Kinabatangan Berhad (KOPEL), Koperasi Komuniti Kampung Kilim Langkawi Berhad, and Mah Meri Cultural Village.

Besides that, five homestays in Malaysia received the homestay award – Homestay Parit Tengah, Batu Pahat, Johor; Homestay Seterpa, Kota Bharu, Kelantan; Homestay RH Benjamin Angki, Sibul, Sarawak; Homestay Walai Tokou, Kundasang, Ranau, Sabah; and Homestay Bukit Kuda, WP Labuan.

ATF 2017 was organised by Singapore Tourism Board from 16 to 20 January. The event was comprised of TRAVEX, ASEAN Tourism Conference, ASEAN National Tourism Organisations (NTOs) Meetings, ASEAN Tourism Ministers Meetings, and Meetings of the three ASEAN Travel Trade Associations.

Themed "Shaping Our Tourism Journey Together", it reflected the continual, collective efforts by ASEAN member states to influence and address various challenges and opportunities, as they jointly develop the tourism industry in Southeast Asian region. To mark the 50th anniversary of the formation of ASEAN, the opening of the 36th ATF also included the official launch of the "Visit ASEAN@50: Golden Celebrations" campaign.

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In brief, Malaysia's participation in the ASEAN Tourism Forum 2017 in Singapore had been fruitful as it helped to open up various opportunities with international travel agents and create higher awareness of the country's new and upcoming tourism products and services.

The ASEAN Tourism Forum 2018 will be held in Chiang Mai, Thailand, from 22 – 26 January 2018.

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 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 2015, Malaysia registered 25.7 million tourist arrivals and RM69.1 billion in receipts, placing it among the major tourism destinations of the world.

Press contact:

Media Relations Unit:

Mohd Libra Lee Haniff, Deputy Director, Corporate Communication Division

Tel: +603-8891 8752

Email: mohdlibra@tourism.gov.my

Editorial Unit:

Anis Rozalina Ramli (Ms), Senior Editor, Corporate Communication Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my

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