

TOURISM MALAYSIA PARTICIPATES IN HIGH PROFILE INTERNATIONAL LUXURY TRAVEL MARKET EXHIBITION, CANNES, FRANCE

KUALA LUMPUR, 12 DECEMBER 2013: Tourism Malaysia recently participated in the International Luxury Travel Market (ILTM), the leading 'by invitation only' event for the global luxury travel community, held annually at the *Palais des Festivals et des Congrès*, Cannes, France.

The Tourism Malaysia entourage comprised of luxury hotels in Langkawi, the newly-refurbished Datai and Danna, 'Concierge a la Carte' a personalised travel service brand operated by Canary Tours, Discovery Overland and Kuala Lumpur Tourism Council. The participating companies were involved in business discussions with top luxury buyers and agents specially selected by the organisers of ILTM Cannes.

"We want to offer the discerning travellers Malaysia's brand of premium and lifestyle experience that includes sharing our green environment, a multi-cultural society with our heritage and culture that are synonymous with our brand of hospitality. All these are complemented with the best cuisine, shopping and accommodation in world-class hotels, resorts, villas and residences," said Ramzi Abu Yazid, Head of Malaysian Shopping Secretariat, Tourism Malaysia.

Malaysia's offerings in affordable luxury, premium and luxury have rapidly evolved to meet the changing values of today's connoisseurs of luxury travel.

"Visit Malaysia Year 2014 provides travellers a strong reason to experience Malaysia's authenticity matched with value-for-money spending on accommodation, shopping and more," he added.

World-class events namely Petronas Malaysia F1 Grand Prix and Malaysian Moto GP, International Gourmet Festival, Colours of Malaysia, Rainforest World Music Festival, are some of the key events taking place during the Visit Malaysia Year 2014.

In terms of accolades, Kuala Lumpur was voted by CNN Travel as 4th Best Shopping City in the World for shopping in terms of value for money. Other recognitions include the 10th Most Visited Country in the World (UNWTO Report 2012) and the 10th Friendliest Country in the World (Forbes Online 2012).



The Kuala Lumpur Tourism Council also participated at the event to promote the capital city as a lifestyle destination. Kuala Lumpur is poised to join ranks as one of the world's best and most vibrant cities to live, work and play.

Some of the reputable hotel brands planned for opening in Kuala Lumpur include the St. Regis (2014), The Regent (2015), Four Seasons Place, W Hotel and Clermont Kuala Lumpur (2016) .

Meanwhile, the UNESCO Heritage Cities of Melaka and Georgetown (Penang), the heritage sites of Kinabalu Park (Sabah), Mulu National Park (Sarawak) and the Geopark island of Langkawi provide travellers the opportunity to discover and experience Malaysia's local heritage, culture and eco-nature at its best.

Malaysia's participation at ILTM Cannes 2013 was also supported by Malaysia Airlines.

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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 10th 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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