



PRESS RELEASE

Tuesday, 22nd July 2014 Kuala Lumpur

for immediate release

Two PREMIER and NICHE events in the Malaysian Tourism Calendar is close to being a reality with the impending date of these events not too far away. At a Press Conference held today to update the media and guests of the progress of the **Malaysian Premium Travel Fair 2014** and the **Global Cruise Tourism Conference 2014** to be held from the 7-10th August 2014 at the prestigious Kuala Lumpur Convention Centre, the Chairman of the **Malaysian Premium Travel Fair 2014** and the **Global Cruise Tourism Conference 2014**, YBhg Dato' Mohd Khalid Harun was accompanied by partners of the event namely YBhg Dato' Azizan Noordin, Deputy Director of Tourism Malaysia, YB Dato Hj Mohd Sharkar Hj Shamsudin, Chairman of Pahang Tourism Exco and Puan Rafeah Ariffin, Senior General Manager, KPJ Healthcare Berhad.

YBhg Dato Khalid stressed the fact that "This is the right market segment that the tourism players of Malaysia have to target. Malaysians are becoming more affluent and with that they want certain lifestyle and luxury benefits. They are willing to pay Premium price for these Premium and Niche products. Quality and Service is Paramount to these consumers. So, the Malaysia Premium Travel Fair & Global Cruise Tourism Conference 2014 is the ideal opportunity for the travel and tourism industry sector to reach out to over 30,000 high end consumers"

YBhg Dato' Azizan added" The Travel and Tourism industry of Malaysia simply cannot be going for only quantity and neglect the quality. We have a target of 36 Million visitors and an income projection of RM136B to achieve by the year 2020. To achieve that, we must change our focus to the tourism products and services that provide a higher return. Events like the Malaysia Premium Travel Fair & Global

Cruise Tourism Conference 2014 are the ideal platform that shall make that possible and that is why we at Tourism Malaysia support these 2 events”.

Tourism Pahang, who are the Favourite Domestic Destination Partner, shall be promoting the high end tourism products and services from Pahang during the event. Tourism Pahang Pavilion in Hall 5 shall have a variety of exhibitors ranging from Travel Agents and Tours operators, Hotels & Resorts, Nature and other tourism attractions.

KPJ Healthcare Berhad’s Puan Rafeah added “KPJ shall be providing FREE Basic Health Screening i.e. Blood Pressure and BMI during the 3 days of the Event from 8-10th August 2014 in Hall 6, KL Convention Centre”.

“For those wanting to check on their Cholesterol & Glucose Levels, these tests would also be conducted but at a very minimal cost”. KPJ is synonymous with high end Health and Medical Tourism. “We are the market leader in Malaysia for Medical Tourism and it is only right that we are part of the leading Premium Event in Malaysia whose focus is the leaders of the corporate & government sectors, which is the ideal target market for KPJ Healthcare”

ABOUT MALAYSIA PREMIUM TRAVEL FAIR 2014

Date: 8-10 August 2014 (Friday – Sunday)

Venue: Halls 5 & 6, KL Convention Centre

Time: 11.00a.m – 8.00p.m

No. of Booths: 220

No. of Exhibitors: 55

Favourite Domestic Destination Partner: Tourism Pahang

Main Exhibitors: Tourism Pahang

Expected No. of Visitors: 30,000 over 3 days

ABOUT GLOBAL CRUISE TOURISM CONFERENCE 2014

Date: 7-8 August 2014 (Thursday-Friday)

Venue: Plenary Hall, KL Convention Centre

Time: 9.00a.m – 6.00p.m.

No. of Delegates: 350

Speakers from: Egypt, Malaysia , Hong Kong, Singapore, Thailand

Theme: Advancing the Growth in Cruise Tourism”

PARTNERS:



For further information, please contact:

WITM EVENTS SDN BHD

53-1, JALAN 5/76B

DESA PANDAN,

55100 KUALA LUMPUR

EMAIL: INFO@WITMEVENTS.COM WEBSITE: WWW.WITMEVENTS.COM