



MEDIA RELEASE

MALAYSIA AT THE PATA TRAVEL MART 2011, NEW DELHI, INDIA

The Acting Director General of Tourism Malaysia, Dato' Azizan Noordin is heading the Malaysia delegation at the Pacific Asia Travel Association (PATA) Travel Mart 2011 in New Delhi, India, from 6 to 9 September 2011. He is also scheduled to attend the PATA Board Meeting on 11 September as one of its board members and Vice Chairman for PATA Malaysia Chapter.

Other members of the delegation include Sabah Tourism Board, Selangor Tourism, Holiday Villa Beach Resort and Spa Langkawi, Ri-Yaz Heritage Marina Resort and Spa, Sutera Harbour, Malaysia My Second Home Centre and three leading tour operators namely Asian Overland Services Tours & Travel, Borneo Nature Tour and World Express Travel.

The Malaysia My Second Home (MM2H) programme, tourism business packages, luxury tourist destinations and nature-based attractions are among the products that will be promoted during the business sessions.

Apart from that, in its efforts to optimise networking opportunities, Tourism Malaysia is co-sponsoring the All Delegates Social Hour at the PTM 2011 Network Lounge on 7 and 8 September. In addition, a media interaction session will be held for more than 120 international media, followed by a luncheon hosted by Tourism Malaysia on 9 September. Guests will be briefed on the highlights of the PATA Annual Meeting 2012 which will be hosted by Malaysia.

As part of its promotional activity, the Malaysia booth will also feature a teh tarik demonstration. Regarded as a popular national beverage, teh tarik, which literally means 'pulled tea' is comprised of tea and condensed milk. The tea and milk are poured through the air between two cups until it reaches a rich, frothy texture.

Tourism Malaysia's participation at the PATA Travel Mart is in line with the country's Economic Transformation Programme (ETP), which is the first detailed programme by the Government to make Malaysia a high income nation by the year 2020.

As the tourism industry has been recognised as one of the 12 National Key Economic Areas (NKEA) in the ETP, the Malaysia Government is committed to further develop this sector together with the private sector members.

It has targeted to improve the country's position to be within the top 10, in terms of global tourist receipts in 2015. To achieve this target, the Government is set to attract a larger share of high-yield travellers and to capture a bigger share of high growth segments. With the implementation of various projects under the ETP, Malaysia has the capacity in terms of products and services to cater to this particular market.

Additional Info:

1. Malaysia registered 24.6 million tourist arrivals and RM56.5 billion (USD18 billion) in tourist receipts last year.
2. Malaysia leaped a notable three spots to the 28th position in the latest International Congress and Convention Association (ICCA) country rankings. The number of meetings hosted grew 24 percent, from 96 meetings in 2009 to 119 meetings in 2010.
3. Malaysia was chosen as one of the world's top ten countries for 2010 by Lonely Planet for 'Best in Travel 2010' and 'Best Value Destinations for 2010'.

For more information on Tourism Malaysia's participation in PATA Travel Mart 2011, please contact:

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The Malaysia Booth at the PATA Travel Mart is located at F53, Hall 18 of the Pragati Maidan Exhibition Centre in New Delhi.

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