



MEDIA RELEASE

www.tourism.gov.my

FOR IMMEDIATE RELEASE

No. 42/2023

TOURISM MALAYSIA GOES ALL OUT WITH HEAVY PROMOTION IN TAIWAN

TAIPEI, 1 June 2023 - Tourism Malaysia is consolidating its marketing efforts in Taiwan to welcome more Taiwanese travellers back to its shores and reignite their passion, to explore further Malaysia's hidden gems at the largest tourism event, Taipei Tourism Expo (TTE) 2023.

In response to the escalating tourism demand, Tourism Malaysia will also participate in the upcoming Kaohsiung International Travel Fair from 2 to 5 June 2023, followed by the organisation of destination seminar presentations with Taiwanese travel trade partners in Tainan and Taipei on 6 and 8 June, respectively.

TTE 2023, which commences today, is a great platform to showcase Malaysia's unique tourism offerings and engage with potential and returning travellers to rediscover a glimpse of Malaysia's sights and flavours with a deep appreciation of rich cultural heritage and vacation packages at competitive prices.

Besides that, Tourism Malaysia is also strengthening partnerships with major tour operators' associations in Taipei, Tainan and Kaohsiung in tailoring enticing tourism packages to the Taiwanese market's preferences and interests.

Dato' Dr. Ammar Abd. Ghapar, Director-General of Tourism Malaysia, said: "We look forward to welcoming more than 100,000 Taiwanese travellers to Malaysia this year. In 2022, Malaysia recorded 48,132 Taiwanese arrivals, thus reflecting strong pent-up demand in the post-pandemic, as Taiwan is one of the important markets for Malaysia's tourism industry."

"Hence, our presence here in Taiwan manifests our commitment to forging closer collaborations with our counterparts to ensure Malaysia remains a preferred and top-of-mind destination in this market."

Malaysia is targeting to woo 16.1 million international tourist arrivals with a contribution of RM49.2 billion (USD 11.1 billion) in tourism receipts in 2023. Currently, there are 64 direct flights from Taiwan to Malaysia, and Tourism Malaysia is expecting exponential growth from the Taiwan market, including the North Asian region.

END

About Tourism Malaysia

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts & 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. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), and [TikTok](#).

For enquiries, please contact:

Azamuddin Abdul Razak
Senior Assistant Director
International Promotions Division
(Asia & Africa)
azamuddin@tourism.gov.my
Tel: +603 8891 8848

Naimatul Farah Isa
Deputy Director
Tourism Malaysia Taipei
naimatulfarah@tourism.gov.my
Tel: +02-2514 9704
www.promotemalaysia.com.tw