



# MEDIA RELEASE

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FOR IMMEDIATE RELEASE

No. 32/2023

## TOURISM MALAYSIA RETURNS TO THE ARABIAN TRAVEL MARKET FOR THE 29<sup>TH</sup> YEAR

**DUBAI, 2 May 2023** – Tourism Malaysia's efforts to publicize its comprehensive promotional activities continue to the Middle Eastern region. The Honourable Khairul Firdaus Akbar Khan, Deputy Minister of Tourism, Arts & Culture Malaysia, led the Malaysian delegation to participate once again in the Arabian Travel Market (ATM) in Dubai from 1<sup>st</sup> to 4<sup>th</sup> May 2023 at Dubai World Trade Centre (DWTC).

The four-day ATM offers Malaysia an excellent platform to market and promote the latest attractions and destinations for shopping, family fun, eco-adventure, honeymoon, luxury holidays, and safe travel destinations. ATM 2023 also marks the 29th anniversary of Malaysia's participation in this prestigious event, which is a strong testimony to the country's support of the event and its commitment to attracting more Middle Eastern tourists to Malaysia.

As in previous years, this prestigious annual event sees the participation of a Malaysian delegation from 76 organizations comprising hotels and resorts, travel agents, tourism products owners, representatives from various state governments, including Langkawi Development Authority (LADA), Penang Global Tourism, Sabah Tourism Board, Sarawak Tourism Board, Tourism Melaka, Tourism Pahang, and Tourism Johor.

The mission aims to reinstate and enhance the commitment to establishing good tourism cooperation, engaging in future collaborations, and cooperation with the travel and tourism industry in the region. Honourable Khairul Firdaus said during the launch, "In line with Visit Malaysia in 2025, Tourism Malaysia will strive to attract more tourists from the Middle East to Malaysia. We are confident that we will achieve our target to put Malaysia as the top destination for Muslim travellers,".

Throughout the event, the Malaysian delegation is scheduled to meet up with the top management of a few Middle Eastern airlines such as Qatar Airways, Emirates, Etihad Airways, Saudia Airlines, Air Arabia, Oman Air and Salam Air to discuss future collaborations, besides having several interviews with the local media.

On the 2<sup>nd</sup> and 3<sup>rd</sup> May 2023, Honourable Khairul Firdaus will also witness the signing of two Memorandum of Collaboration (MOC) between Tourism Malaysia and Saudia Airlines and Tourism Malaysia with Air Arabia. This MOC will benefit the Malaysian economy and strengthen economic ties through the tourism industry between Malaysia, the Kingdom of Saudi Arabia, and the United Arab Emirates. Following that, Honourable Khairul Firdaus will host a 'Malaysia Nite Gala Dinner' on 2<sup>nd</sup> May 2023 to thank the tourism fraternity in Dubai and the local media for their support and assistance in promoting Malaysia.

Since its full reopening of international borders, Malaysia has recorded a total of 10,070,964 (10.07 million) tourist arrivals and RM28.2 billion (AED 23.5 billion) in tourist receipts in 2022, surpassing its initial target of 9.2 million international tourist arrivals. In 2023, Malaysia is targeting to welcome 16.1 million international tourist arrivals (300,000 tourists from the West Asia) and generate RM49.2 billion (AED 41.1 billion) in tourist receipts.

In 2022, Malaysia recorded 88,534 tourist arrivals from the Middle East.

**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:**

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