

## **TOURISM MALAYSIA BRINGS IRAN AND UAE TRAVEL AGENTS ON FAM TRIPS TO MALAYSIA**

**PUTRAJAYA, 3 July 2023** – Two batches of travel trade partners, comprising 17 travel agents from Iran and the United Arab Emirates (UAE), recently went on 6D 5N familiarisation trips (FAM Trips) hosted by Tourism Malaysia as part of promoting Malaysia's colourful city and fun destinations first-hand, and increase product knowledge on nature to their respective markets.

Held in collaboration with Air Arabia, the first batch from Iran was brought from Tehran via Sharjah in UAE to Kuala Lumpur to experience several tourism spots, including KLCC, KL Tower, Istana Negara, Merdeka Square, Central Market and Batu Caves before proceeding to the Lexis Hibiscus, Port Dickson to discover what 5-star luxury beach resort has to offer. The eight participants also had the opportunity to enjoy Putrajaya and a wide range of indoor and outdoor activities at Resorts World Genting.

The second trip involved nine travel agents from UAE, including representatives from Air Arabia, boarding from Sharjah to Kuala Lumpur. The participants enjoyed water sports activities at Lexis Hibiscus Port Dickson, sightseeing around Kuala Lumpur city, as well as immersing themselves in the brand-new Genting Skyworlds and Sunway Lagoon from 5 to 10 June 2023.

Dato' Dr Ammar Abd. Ghapar, Director-General of Tourism Malaysia, said: "Tourism Malaysia continues to enhance Malaysia's tourism promotion to the Middle Eastern market apart from active participation in the latest edition of the Arabian Travel Market (ATM) 2023 last May."

"We hope the participating travel agents in this FAM Trips will fervently support us in selling tour packages to their respective markets in promoting Malaysia as a safe, value-for-money and preferred holiday destination."

Last year, foreign tourists from Iran and UAE registered 7,570 and 3,230 arrivals to Malaysia, compared to 46,559 and 11,174 arrivals during the pre-pandemic level in

1999, respectively. There are currently three weekly Air Arabia direct flights from Sharjah to Kuala Lumpur, with a seating capacity of 1,944 seats.

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### **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](#).

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