



MEDIA RELEASE

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MALAYSIA SHOWCASES ITS RICH ECO-HERITAGE AND SUSTAINABLE TOURISM AT IFTM-TOP RESA PARIS

PARIS, 4 October 2023 – Tourism Malaysia aims to promote Malaysia's rich ecological heritage through nature, culture and adventure at France's leading international travel and tourism trade fair, IFTM-Top Resa 2023.

Together with Tourism Malaysia, a delegation of eight (8) esteemed Malaysian co-exhibitors graces the Tourism Malaysia stand. These partners include Asian Trails Malaysia, Bamboo Adventure, Berjaya Hotels and Resorts, Destination Explore, Malai Adventure, Malaysia Airlines, Solidarity Association for Travel & Tours Agency Malaysia (SAFTTA) and Pro-Eco Adventures.

Since the opening of the travel borders last year, the French market in Malaysia has recovered tremendously and the number of arrivals is expected to increase further this year.

From **January to May 2023**, Malaysia welcomed **7.5 million** international tourist arrivals. As for arrival from Europe, France is the 5th largest market from the region, with **41,955** arrivals in the same period in 2022, a significant growth of 480.5%.

In line with Malaysia's national tourism policy, which prioritises ecotourism as one of the key growth segments, Tourism Malaysia targets **16.1 million** international tourist arrivals in 2023, with projected tourism receipts of **MYR 49.3 billion** (€10 billion).

"We aim to showcase Malaysia as the ultimate global ecotourism hotspot and the world's most recognisable and must-visit ecotourism destination. Malaysia's breathtaking natural wonders and sustainable heritage and traditions promise travellers an extraordinary journey into the heart of our beautiful country," said Dato' Dr. Ammar Abd. Ghapar, Director General of Tourism Malaysia.

Malaysia is home to four designated UNESCO World Heritage Sites, of which the majestic [triple crown sites Kinabalu Park](#) and [Gunung Mulu National Park](#) showcase the splendour of pristine biodiversity. Langkawi Island and Kinabalu Park are recognised as UNESCO Global Geoparks, while the historic cities of **Georgetown** and **Melaka** unfold the captivating narratives of Malaysia's cultural diversity and heritage. UNESCO admiration is also extended to Malaysia's rich mosaic of intangible cultural heritage, which includes *Mak Yong*, *Dondang Sayang*, *Silat*, *Pantun* and *Songket*, all recognised as valuable components of the [Intangible Cultural Heritage of Humanity](#).

On development, key lifestyle and full-service hotel brands such as **Park Hyatt Kuala Lumpur** at Merdeka 118, **The Waldorf Astoria** and **The Conrad** are scheduled to open in Kuala Lumpur between 2024 and 2025. Other hotel openings include the **Hilton Burau Bay** in Langkawi and the **Intercontinental Resort** in Penang.

The harmonious blend of breathtaking nature, modern metropolises and rich cultural heritage makes Malaysia one of the world's leading destinations for an unforgettable visit. As travellers worldwide seek eco-conscious options, Malaysia stands ready to offer eco-heritage experiences like no other.

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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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