

LAO TRAVEL AGENTS FAM TRIP HIGHLIGHTS SABAH AND MALAYSIA AS A VALUE-FOR-MONEY DESTINATION

PUTRAJAYA, 5 April 2023 - Tourism Malaysia has taken travel agents from Vientiane, Laos, on a 7D 6N familiarisation trip (FAM Trip) from 19 to 25 March 2023 to tap into their interests in generating sales lead to Malaysia in highlighting Sabah as a new destination for the Lao market, including its floating resorts.

A total of 10 participants, comprising nine travel agents and a marketing representative from Tourism Malaysia Laos, joined this very first official FAM Trip to Malaysia since the Laos border reopening, co-hosted by Sabah Tourism Board, Columbia Leisure, Sky Mirror Kuala Selangor and Vivatel Kuala Lumpur.

Dato' Zainuddin Abdul Wahab, Director-General of Tourism Malaysia, said: "The enchanting floating resorts in Malaysia offer unique travel experiences and value-for-money destinations which we believe will appeal to the Lao people, especially for the beach and island lovers."

"In Sabah, Sipadan Kapalai Dive Resort, Gayana Marine Resort and Matakang Resort are some of the sought-after floating resorts for a perfect vacation, not to mention Lexis Hibiscus in Port Dickson, Negeri Sembilan - a luxury beach resort offering idyllic view and world-class amenities."

Other highlights of the new tourism products included the hidden gem of the beautiful Sky Mirror in Kuala Selangor and the Instagrammable spot of Saloma Link Bridge, apart from modern shopping malls in Kuala Lumpur.

Malaysia welcomed 26,995 tourist arrivals from Laos in 2019. Currently, even though there is no direct flight from Laos to Malaysia, travellers can transit through Bangkok and fly to Kuala Lumpur or Sabah via Thai AirAsia or Thai Airways. Alternatively, they can enter Malaysia via the land route to Johor Bahru after boarding Scoot from Vientiane to Singapore.

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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](#).

For enquiries, please contact:

Sordaly Chanthavong Marketing Manager Tourism Malaysia Laos sordaly@tourism.gov.my Tel: +856 21 262373	Muadz Samat Assistant Director Corporate Communications Division muadz@tourism.gov.my Tel: +603 8891 8755
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