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TOURISM MALAYSIA HIGHLIGHTS SUSTAINABLE TOURISM AT WORLD TRAVEL MARKET 2023

LONDON, 7 November 2023 – Marking its 42nd year of involvement since 1981, Tourism Malaysia once again participates in the World Travel Market 2023, happening from 6 to 8 November 2023 at ExCeL London.

Led by YBhg. Dato' Roslan Tan Sri Abdul Rahman, the Secretary General of Ministry of Tourism, Arts and Culture Malaysia, the Malaysian delegation consists of 92 participants from 50 organisations, comprising state tourism boards, tour operators, hotels & resorts, associations, and airlines.

Tourism Malaysia is also collaborating with the Malaysian Association of Tour and Travel Agents (MATTA) in launching the Sustainable Malaysia Initiative, featuring British wildlife artist, Rachel Gray, at the Malaysia Pavilion. The initiative will feature a portrait of a Malaysian tiger up for auction, from which the proceeds will go to Royal Belum State Park to support its sustainable tourism initiatives and indigenous communities.

There will also be a special appearance by Syabira Yusoff, the first Malaysian to win The Great British Bake Off, who will be demonstrating a traditional Malaysian dish at the event.

Aimed to highlight Malaysia's ecotourism and sustainable tourism efforts, Tourism Malaysia together with seven (7) state tourism boards from Melaka, Negeri Sembilan, Pahang, Penang, Perlis, Sabah, Sarawak, and Terengganu will showcase their existing and new tourism products that centres around the country's rich biodiversity and local communities.

"We proudly promote our flagship tourism products that international and UK travellers love, such as our islands and beaches, shopping, family holidays, and eco-adventure tours. We are excited to announce that there is more to explore than ever, with many

new hotels and attractions that will enhance Malaysia's destination appeal," says Dato' Roslan.

"We also invite you to embark on a culinary journey through Malaysia. Come for the sights, stay for the flavours, and leave with a heart full of memories and a palate forever enchanted. Malaysia welcomes you with open arms and a feast for your senses," he adds.

For the European market, the United Kingdom remains to be the largest market from the region for Malaysia's tourism industry. From January to September 2023, Malaysia welcomed 14.4 million international tourist arrivals. The UK market contributed a total of 197,794 arrivals, a significant growth of 150.3% in comparison to the same period in 2022.

Malaysia targets to receive 16.1 million international tourist arrivals in 2023, with projected tourism receipts of MYR49.2 billion.

The next Visit Malaysia Year (VMY) has been set for 2026, and the government has targeted 26.1 million foreign tourist arrivals, including UK market, with domestic spending of RM97.6 billion.

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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.

The next Visit Malaysia Year, set to take place in 2026, will commemorate the sustainability of the nation's tourism industry, which is also in line with the United Nations Sustainable Development Goals (UNSDG).

Furthermore, Tourism Malaysia actively endorses the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), working towards the realisation of the IMT-GT Visiting Year 2023-2025, with the shared aim of promoting the region as a unified tourism destination. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), and [TikTok](#).

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