



# MEDIA RELEASE

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## PROMOTING MALAYSIA'S BEST DESTINATIONS AT SEOUL INTERNATIONAL TRAVEL FAIR (SITF) 2023

**SEOUL, 8 May 2023** – Tourism Malaysia is participating in the 38<sup>th</sup> Seoul International Travel Fair (SITF) 2023 to promote Malaysia as one of the most exciting destinations and culturally diverse in the Asia Pacific at this largest international travel fair in Korea.

Held at COEX Hall C, Seoul, from 4 to 7 May, the Malaysia Pavilion is highlighting its unique ecotourism destinations and community-based tourism, including Sabah and Sarawak - also known as the Malaysian Borneo, which might potentially be of high interest to the Korean market, besides attracting visitors and exhibitors from around the world.

Dato' Dr. Ammar Abd. Ghapar, Director-General of Tourism Malaysia, said: "In anticipation of Visit Malaysia Year 2025, SITF 2023 serves as an excellent platform to showcase Malaysia's rich cultural heritage, stunning natural scenery, and modern amenities that cater to all types of travellers, especially to the Korean market. From breathtaking mountains and beaches to vibrant cities and delicious cuisine, there is something for everyone."

Apart from networking sessions with tour operators and Malaysia My Second Home (MM2H) agents, Batik Air, a Malaysian-based regional airline, is also running a promotion at the Malaysia Pavilion in conjunction with its upcoming daily flight from Incheon to Kuala Lumpur starting 24 June 2023.

Malaysia has surpassed its initial target of attracting 9.2 million international tourists since the reopening of its international borders in 2022 by recording a number of 10,070,964 arrivals with RM28.2 billion (USD 6.4 billion) in tourism receipts. Malaysia welcomed 146,384 tourist arrivals from South Korea in 2022 compared to 673,065 in 2019.

With enhanced air connectivity and robust promotional efforts, Tourism Malaysia is optimistic about achieving its targets to woo 16.1 million international tourist arrivals and RM49.2 billion (USD 11.1 billion) in tourism receipts this year.

**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](#).

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