



# MEDIA RELEASE

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FOR IMMEDIATE RELEASE

No. 33/2023

## **ALL SET FOR TOURISM MALAYSIA'S POST ATM 2023 SALES MISSION TO BAHRAIN AND KUWAIT**

**MANAMA, 8 May 2023** – Tourism Malaysia is spearheading a tourism sales mission to Bahrain and Kuwait to capitalize on the continuing growth of the Gulf Cooperation Council (GCC) countries outbound sector from 7<sup>th</sup> to 9<sup>th</sup> May 2023. The delegation led by Mr Manoharan Periasamy, Senior Director of International Promotion Division (Asia/Africa), Tourism Malaysia, will visit Manama and Kuwait City to promote Malaysia as a top-of-the-mind tourist destination region.

The objectives of the sales mission are to strengthen Malaysia's presence in the market, particularly to develop and promote Malaysia as a preferred holiday destination to GCC tourists and update the travel trade industry about new tourism products, packages, and attractions.

The Malaysian delegation comprises 14 organizations, a good mix of hotels and resorts, travel agents, associations, and representatives from state tourism boards. For the participants from the Malaysian private sector in the mission, it is an ideal platform to enhance networking with their GCC counterparts.

A travel mart is also scheduled for the group to network, discuss potential partnerships and develop travel packages with Malaysian sellers. Tourism presentations and media conferences will be held for the tourism and media community in each city to be visited. The scheduled events will culminate in networking dinners as a platform to enhance their relationship with the respective GCC counterparts.

Among other sales mission activities include meetings with the Gulf Air, Kuwait Airways, top travel agents, courtesy call to High Commissioner of Malaysia to Bahrain and Kuwait, and appointments with key Bahrain and Kuwait tourism industry players.

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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:**

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