



# MEDIA RELEASE

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## TOURISM MALAYSIA RETURNS TO PATA TRAVEL MART 2023

**NEW DELHI, 10 October 2023** – Tourism Malaysia returned to participate in the first physical PATA Travel Mart (PTM) since the pandemic, taking place at the International Exhibition Convention Centre (IECC), Pragati Maidan, New Delhi, India from 4<sup>th</sup> to 6<sup>th</sup> October 2023.

The Asia-Pacific's worldwide travel trade exhibition was attended by some 339 sellers and buyers from all over the world, featuring unparalleled networking and contracting opportunities to help travel and tourism organisations access decision-makers, meet new clients, expand their networks, establish new relationships, and consolidate existing business partnerships.

Led by Tourism Malaysia's Deputy Director General (Promotion) Datuk Musa Haji Yusof, who is also the Chairman of PATA Malaysia Chapter, the Malaysian delegation comprises four (4) organisations, namely Sabah Tourism Board, Sarawak Tourism Board, Legoland Malaysia Resort, and Langkawi MICE Holidays & Tours Sdn Bhd.

Also taking place during the three-day event was the anticipated PATA Gold Awards 2023, celebrating the hard work and accomplishments of the region's tourism industry players. Representing Malaysia to the eyes of the world was Sabah Tourism Board when its travel video titled Catching Sabah won the **PATA Gold Award Winner 2023 for the Marketing (Travel Video) Category**.

During the PATA Board Dinner and Awards Presentation hosted by the Ministry of Tourism India on 7<sup>th</sup> October 2023, Malaysia was lauded once again as **PATA Malaysia Chapter** was awarded the **Spirit of PATA Award 2023**, a recognition to the Chapter that consistently and progressively demonstrates its commitment towards realising the objectives of PATA over the past five years.

## **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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