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## TOURISM MALAYSIA EXPANDS CHINA SALES MISSION TO FOUR MORE CITIES

### 马来西亚旅游局中国路演城市再添四城

Tourism Malaysia continues with its second sales mission to China this year across four main cities from 3<sup>rd</sup> to 9<sup>th</sup> September 2023. The sales mission kicks off in the city of Changsha, followed by Chengdu, Lanzhou, and Xi'an.

2023年9月3号到9号，马来西亚旅游局在中国的四个主要城市继续开始第二波路演。这次的路演从长沙开启，随后会在成都、兰州和西安。

The mission is headed by The Honourable Mr. Khairul Firdaus Akbar Khan, Deputy Minister of Tourism, Arts and Culture. The Malaysian delegation that participated in the sales mission comprises 58 organizations which include hotels and resorts, travel agents, tourism product owners, Malaysia-based airlines and a state tourism board representative.

这次路演是由尊敬的马来西亚旅游、艺术及文化部副部长凯鲁·菲尔德斯·阿克巴·汗先生率领。参与此次路演的马来西亚代表团是由 58 个组织组成的，其中包括了宾馆和旅游胜地、旅行社，旅游产品所有者、马来西亚的航空公司和一位州旅游局的代表。

The second series of Tourism Malaysia's sales mission to China is a continuation of the line-up of promotional programmes for the China market in 2023. Tourism Malaysia first initiated its sales mission to China shortly after the country's international border reopening in February. The first sales mission took place from 6<sup>th</sup> to 15<sup>th</sup> April 2023, covering Guangzhou, Beijing, Shanghai, and Xiamen.

马来西亚在中国的第二系列的路演其实是 2023 年针对中国市场的推广项目阵容的一个延续。二月份中国宣布重新开放国境线后不久，马来西亚旅游局就马上开启了它的第一波路演。第一波路演的时间是 2023 年 4 月 6 日到 15 日，覆盖了广州、北京、上海、厦门四座城市。

“Apart from cultivating confidence in Chinese visitors to return to Malaysia, we hope that this sales mission provides a platform for the industry community to gather, exchange ideas, and return even stronger. We are always exploring further collaborations to bring more visitors to enjoy Malaysia's wonders and delights,” says the Honourable Mr. Khairul Firdaus Akbar Khan, Deputy Minister of Tourism, Arts and Culture.

马来西亚旅游、艺术及文化部副部长凯鲁先生说道：“除了培养中国游客重返马来西亚的信心外，我们希望这次的路演还可以为这个行业提供一个平台，让大家聚在一起，交流想法，然后得到更大的回报。我们一直在探索更加深入的合作，让更多人的游客去享受马来西亚的惊奇和欢乐。”

In gearing up for the next Visit Malaysia Year set in 2026, through this sales mission, Tourism Malaysia aims to strengthen its marketing efforts in China through business sessions, seminars, networking, and emphasising promotions on the leisure market and niche segments, especially the Malaysia My Second Home (MM2H) programme.

为即将到来的“2026 马来西亚旅游年”做好准备的同时，通过这次路演，马来西亚旅游局的目标是，通过商务会议、研讨会、网络和在休闲市场和小众市场，尤其是在“马来西亚第二家园（MM2H）”项目中加强推广等手段，加强在中国市场的营销力度。

China remains one of the top market sources for Malaysia and contributed 211,363 arrivals to the country last year. For January to May 2023, Malaysia received as many as 403,121 Chinese tourists, compared to 21,613 (+907.2%) in the same period last year.

中国是马来西亚最大的市场资源之一。上一年共有 211,363 名中国游客访马。2023 年一月份到五月份，马来西亚就接待了 403,121 名中国游客，与上一年同一时期的 21,613 相比，增长了 907.2%。

Through its overseas offices in Beijing, Shanghai and Guangzhou, Tourism Malaysia continues to intensify promotions alongside travel agents and airlines. With the resumption and announcement of new international routes from Malaysia-based airlines and China-based airlines such as Xiamen Air, and Air China, there are currently 214 flights per week between China and Malaysia.

马来西亚旅游局通过其在北京、上海、广州的海外办事处，与旅行社和航空公司合作，不断地加强推广。随着中马航线的恢复和马来西亚航空公司和中国的航空公司，如厦门航空，和中国航空等宣布新国际航线的开通，最近每周都会有 214 架次的飞机往返于马来西亚和中国。

**END 结尾**

## About Tourism Malaysia 关于马来西亚旅游局

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](#).

马来西亚旅游推广局，也就是我们熟知的马来西亚旅游局，是一个隶属于马来西亚旅游、艺术和文化部的机构。它致力于完成推广马来西亚作为首选旅游目的地的特定的任务。从创立开始，它就在国际旅游业中扮演重要的角色。想获得更多信息，欢迎访问马来西亚旅游局的社交媒体，如脸书，INS，推特，油管和TikTok等。

**For enquiries, please contact:**

<b>Zurina Abd Samad</b> Deputy Director International Promotion Division (Asia/Africa) <a href="mailto:zurina@tourism.gov.my">zurina@tourism.gov.my</a> Tel: +603 8891 8224	<b>Muadz Samat</b> Assistant Director Corporate Communications Division <a href="mailto:muadz@tourism.gov.my">muadz@tourism.gov.my</a> Tel: +603 8891 8755
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