



# MEDIA RELEASE

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## TOURISM MALAYSIA RETURNS TO TTG TRAVEL EXPERIENCE AFTER ITS LAST PARTICIPATION ON 2019

*The 2023 edition of TTG Travel Experience will be held in Rimini from 11 to 13 October and Malaysia will present at Pavilion C3 – stand 103.*

**RIMINI, 13 October 2023** – Tourism Malaysia will lead a delegation comprising of tourism stakeholders from hospitality and destination management companies to attend the 60th edition of TTG Travel Experience in Rimini to promote new tourism projects launched in the last months.

During the 3-day trade event, Tourism Malaysia will hold meetings with Italy's main long-haul outbound tour operators to discuss partnerships to promote and sell Malaysia's tourism products to the Italian market.

Five co-exhibitors will share the stand together with Tourism Malaysia and four DMCs namely, **Axys Travel Boutique, Bamboo Adventures, Asia Top Team Travels, Malai Adventure, and Berjaya Hotels & Resorts**. All of them will present their products and latest trends of excellent growth over the last years.

Dato' Dr. Ammar Abd. Ghapar, Director General of Tourism Malaysia said, "Tourism Malaysia works closely with partners in the private sector to expand the country's tourism offering and works to attract international visitors."

The European markets have always played an important role to Malaysia's inbound tourism, and through participation in events such as this, it helps to raise awareness of the extensive developments in Malaysia."

"Italy was a growing source market pre-pandemic. From January to July 2023 over 21,000 Italians visited the country. As for arrival from Europe, Italy is the 7th largest market from the region, marking a tremendous growth in July with 5,040 Italians, which is double of June's 2023 number", he added.

Malaysia is home to four designated UNESCO World Heritage Sites, of which the majestic [triple crown site Kinabalu Park](#) and [Gunung Mulu National Park](#) showcase the splendour of pristine biodiversity. Langkawi Island and Kinabalu Park are recognised as UNESCO Global Geoparks, while the historic cities of **Georgetown** and **Melaka** unfold the captivating narratives of Malaysia's cultural diversity and heritage. UNESCO admiration is also extended to Malaysia's rich mosaic of intangible cultural heritage, which includes Mak Yong, Dondang Sayang, Silat, Pantun and Songket, all recognised as valuable components of the [Intangible Cultural Heritage of Humanity](#).

On development, key lifestyle and full-service hotel brands such as **Park Hyatt Kuala Lumpur** at Merdeka 118, **The Waldorf Astoria** and **The Conrad** are scheduled to open in Kuala Lumpur between 2024 and 2025. Other hotel openings include the **Hilton Burau Bay** in **Langkawi** and the **Intercontinental Resort** in **Penang**.

The harmonious blend of breath-taking nature, modern metropolises and rich cultural heritage makes Malaysia one of the world's leading destinations for an unforgettable visit. As travellers worldwide seek eco-conscious options, Malaysia stands ready to offer eco- heritage experiences like no other.

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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