



# MEDIA RELEASE

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FOR IMMEDIATE RELEASE

No. 19/2023

## TOURISM MALAYSIA RECONNECTS WITH THE GLOBAL GOLF INDUSTRY AT ASIA GOLF TOURISM CONVENTION (AGTC) IN JAPAN

**MIYAZAKI, 15 March 2023** – Tourism Malaysia is participating in the Asia Golf Tourism Convention (AGTC) 2023, the largest gathering of the golf industry in Asia, to re-establish its networking relationships with the global golf industry fraternity. The event is being held at the Seagaia Convention Centre in Miyazaki, Japan from 14th to 16th March 2023.

After being severely impacted by the pandemic, Tourism Malaysia's participation in AGTC presents an excellent opportunity to reconnect with the golf industry fraternity not just in Japan but also with players across the globe.

In addition to engaging with foreign golf buyers, Tourism Malaysia representatives will also hold meetings with key Japanese agents specialising in selling golf packages. These meetings will serve as a platform to update these agents on the latest developments in Malaysia's tourism industry.

Besides Tourism Malaysia, AGTC 2023 will feature several prominent Malaysian golf industry players, including The Els Club Desaru Coast, Dalit Bay Golf and Country Club, Saujana Golf Resort, Senibong Golf Club, and Liberty Golf Services.

Malaysia offers 148 golf courses ranging from 9 to 36 holes, with the capacity to offer nearly 8 million rounds of golf annually, generating around RM450 million in revenue. Of the total number of courses available, 50 courses are of international standard, equipped with up-to-date facilities capable of hosting internationally sanctioned golf tournaments.

Malaysia successfully hosted the first AGTC in 2012 and the country was selected to host the event again in 2020, but due to the global border closures resulting from the COVID-19 pandemic, the organisers were forced to postpone the event.

The AGTC is organized by the International Association of Golf Tour Operators (IAGTO), a global trade organization for the golf tourism industry. Established in 1997, IAGTO's membership comprises over 2,413 golf resorts, hotels, golf courses, inbound operators, airlines, tourist boards, approved media, and business partners in 91 countries, including more than 672 specialist golf tour operators in 61 countries.

IAGTO's operators control over 87% of golf holiday packages sold worldwide and a turnover of more than USD 2.5 billion per year. Currently, of IAGTO's 672 golf tour operators, some 388 in 51 countries sell Asian golf destinations.

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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](#).

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