



# MEDIA RELEASE

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FOR IMMEDIATE RELEASE

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## THAI TRAVEL AGENTS MEET UP WITH MALAYSIAN TRAVEL TRADE PARTNERS IN TOURISM SEMINAR AND BUSINESS-TO-BUSINESS (B2B) SESSIONS

**BANGKOK, 15 September 2023** – Tourism Malaysia continues to boost its promotion and international marketing efforts in Thailand by organising seminars and business-to-business (B2B) sessions in Bangkok, followed by networking dinner, to arrange possible tie-ups between Malaysian tourism industry players and Thai counterparts.

A total of 120 Thai travel agents and local media met up today with 20 Malaysian travel trade partners comprising travel agents, hotels and resorts, and tourism product owners.

Led by Mr. Mohd Shahrir Mohd Ali, Director of the International Promotions Division (Southeast Asia) Tourism Malaysia, also present were His Excellency Datuk Jojie Samuel, Malaysian Ambassador to Thailand; YB Loh Sze Yee, Perak State Tourism, Industry, Investment, and Corridor Development Committee Chairman as well as Mr. Charoen Wangananont, President of the Thai Travel Agents Association (TTAA) as guests of honour.

Mr Mohd Shahrir said: “Malaysia logged 670,861 Thailand tourist arrivals from January to May 2023, representing an increase of 872.8% as compared to the corresponding period last year. In 2022, Malaysia recorded 715,528 tourists from Thailand to Malaysia.”

“Hence, we are very eager to see this positive development as we are targeting to woo 1.36 million Thai tourists this year, and Malaysia has set an overall target of 16.1 million international tourists with RM 46.2 billion in tourism receipt in 2023.”

Among the attendees in the seminar include representatives from Tourism Perak, MYAirline, Ormond Group of Hotels, Le Meridien Hotel, Amari Kuala Lumpur, Tamu Hotel & Suites Kuala Lumpur, The Banjaran Hotspring Retreat, MU Hotel Ipoh, Resort World Genting, Legoland Malaysia Resort, Sunway Lagoon Sdn Bhd, Lost World of Tambun,

MATTA Perak Chapter, E Like Travel & Tours, GIT Tours & Travels, Harvest Vacations, Hydramas Travel & Tours Sdn Bhd, Suka Jaya Travel & Tours Sdn Bhd, Time Free Vacation Sdn Bhd, Madini Travel & Tours Sdn Bhd and Marine Discovery Holidays.

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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:

<b>Awang Shawal Awang Sulaiman</b> Deputy Director Tourism Malaysia Bangkok <a href="mailto:awangshawal@tourism.gov.my">awangshawal@tourism.gov.my</a> Tel: +006 6263 11994	<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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