



MEDIA RELEASE

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SINGAPORE TRAVEL AGENTS AND MEDIA DISCOVER SELANGOR THROUGH "MEET THE EXPERTS"

PETALING JAYA, 17 May 2023 - Tourism Malaysia has organised a business-to-business (B2B) session under the "Meet The Experts" programme from 16 to 19 May 2023 in collaboration with Tourism Selangor and taken travel agents and media from Singapore for a 4D/3N Familiarisation trip to several destinations in Selangor.

Meet The Experts aims to establish business partnerships, new or renewed contracts, product updates and mutual understanding in developing new travel packages with attractive price dedicated to tourists from Singapore. The existing strong partnership over the years since the pre-pandemic level between Singapore and Selangor industry players will further help to boost industry engagement, business and good friendship. The familiarization trip aims to showcase Malaysia as an exciting and value-for-money destination to this market.

A total of 25 travel agents and four media from Singapore had the chance to meet up and discover unique tourism product offerings during the B2B session at Le Meridien Hotel in Petaling Jaya. A total of 44 local representatives, including travel agents, tourism products and hoteliers from Selangor attended the session.

Other highlights include exploring new opportunities on Agro Tourism, unforgettable unique homestay experience, variety of food, rich of culture, history and tradition, exciting countryside cycling tour and exploring instagrammable hipster locations for those who are on leisure.

Malaysia has surpassed its initial target of attracting 9.2 million international tourists since the reopening of its international borders in 2022 by recording a number of 10,070,964 arrivals with RM28.2 billion in tourist receipts. Malaysia welcomed 5,222,991 tourist arrivals from Singapore in 2022.

Datuk Musa Yusof, Deputy Director-General (Promotion), Tourism Malaysia, said: "Singapore remains the prime market for Malaysia in terms of tourist arrivals and

receipts. With help from our Singapore partners, we hope the Singapore market will rebound to its pre-pandemic level as tourists are increasingly expected to seek value for money and travel closer to home."

Malaysia targets to woo 16.1 million international tourist arrivals with RM26.8 billion in tourism receipts this year.

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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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