



# MEDIA RELEASE

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## **CAMBODIAN TRAVEL AGENTS MEET UP WITH MALAYSIAN TRAVEL TRADE PARTNERS IN TOURISM SEMINARS**

**SIEM REAP, 17 August 2023** – Tourism Malaysia beefs up its international marketing efforts by organising seminars in Phnom Penh and Siem Reap, packed with business-to-business (B2B) sessions and networking luncheons, to arrange possible tie-ups between Malaysian tourism industry players and its Cambodian counterparts.

Taking place from 7 to 12 August 2023, 80 Cambodian travel agents, as well as local media in Phnom Penh City and 35 Cambodian travel agents in Siem Reap Province, meet up with 14 Malaysian travel trade partners comprising travel agents, hotels and resorts and tourism product owners.

The Malaysian delegation is led by Ms Zalina Ahmad, Deputy Director of International Promotions Division (Southeast Asia), Tourism Malaysia. Among the attendees in the seminar include representatives from Malaysia Airlines, AirAsia, Lanmei Airlines Cambodia, AnCasa Hotels & Resorts, Grand Ion Delemen Hotel Genting Highlands, Holiday Inn Express & Suites Johor Bahru, ibis Hotel Kuala Lumpur City Centre, Mercure Kuala Lumpur Shaw Parade, Asia Delight Tours & Travel, Columbia Leisure, E Like Travel & Tours, GIT Tours & Travels, Harvest Vacations and Marine Discovery Holidays.

Also present were His Excellency Datuk Eldeen Husaini Mohd Hashim, the Malaysian Ambassador to Cambodia and Chhay Sivlin, President of the Cambodia Association Travel Agents (CATA), as guests of honours in the Phnom Penh session.

Dato' Dr. Ammar Abd. Ghapar, Director-General of Tourism Malaysia, said: "We sincerely look forward to working closely with the local travel agents in Cambodia and appreciate their continuous support in promoting Malaysia. With more upcoming direct flights connecting Cambodia to Kuala Lumpur, Malaysia is certainly the preferred choice of travel destination in this region."

“Moreover, Tourism Malaysia Marketing Representative in Cambodia, Ms Pot Rany, is more than happy to assist and support any new travel package initiatives to bring in more Cambodian tourists to Malaysia. Hence, we hope to inspire and motivate our counterparts to confidently promote and sell Malaysia and thus succeed in their business in return.”

Malaysia targets to woo 16.1 million international tourist arrivals with RM 49.2 billion in tourism receipts this year. In 2022, Cambodian tourists recorded 39,823 arrivals to Malaysia, and the positive momentum is set to soar as 18,118 registered in the first quarter of 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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