



# MEDIA RELEASE

[www.tourism.gov.my](http://www.tourism.gov.my)

FOR IMMEDIATE RELEASE

No. 57/2023

## MALAYSIA'S SCUBA DIVING INDUSTRY TAKES CENTER STAGE AT THE DIVING AND RESORT TRAVEL EXPO CAPTIVATING CHINESE TRAVELLERS

**SHANGHAI, 20 July 2023** – The scuba diving industry of Malaysia is set to make waves at the upcoming Diving and Resort Travel Expo Shanghai (DRT) 2023, captivating Chinese travellers with its unparalleled underwater adventures. With diverse marine ecosystems, world-class dive sites, and warm hospitality, Malaysia is poised to become the ultimate scuba diving destination for Chinese enthusiasts.

This event offers a one-of-a-kind chance to highlight Malaysia's scuba diving sector and its allure to the Chinese market. Tourism Malaysia makes its debut at the Diving and Resort Travel Expo in Shanghai, which is taking place from 14<sup>th</sup> to 16<sup>th</sup> of July 2023 that will feature enticing packages tailored specifically for Chinese travellers.

Dato' Dr Ammar Abd. Ghapar, Director-General of Tourism Malaysia, said: "We are excited to present Malaysia's scuba diving industry at the Diving and Resort Travel Expo Shanghai 2023. With a strategic location, pristine dive sites, and strong cultural connections, Malaysia offers a captivating blend of adventure, natural beauty, and cultural experiences."

"We recognise the growing interest of Chinese travellers in scuba diving, and Malaysia is the perfect destination to fulfil their desires for adventures, natural beauty, and cultural immersion. Thus, we aim to provide an incredible experience showcasing Malaysia's best scuba diving industry while fostering sustainable practices."

The event will also highlight Malaysia's commitment to sustainable tourism practices, promoting responsible diving and marine conservation. By collaborating with environmental organisations, dive operators in Malaysia aim to preserve the country's stunning underwater ecosystems for future generations of Chinese and global travellers to enjoy.

The Malaysian delegation headed by Mr Sulaiman Suip, Senior Deputy Director of the Package Development Division, Tourism Malaysia, comprises travel agents, representatives from Sabah Tourism Board, and Mr Wizani Rosmin, Director of the Tourism Malaysia Shanghai office.

Malaysia's scuba diving industry holds immense appeal for Chinese travellers due to several fascinating factors. The abundance of extraordinary dive sites that cater to divers of all skill levels—from the renowned Sipadan Island hailed as one of the world's top dive destinations, to the breathtaking dive spots on Redang Island and Tioman Island.

Moreover, Malaysia's reputation for warm hospitality resonates strongly with Chinese travellers. The friendly locals, diverse culinary offerings, and rich cultural heritage provide a well-rounded experience beyond the realm of scuba diving. Chinese visitors can immerse themselves in Malaysia's unique traditions and customs, forging lasting memories while exploring the country's captivating underwater wonders.

Another compelling element for Chinese travellers is the ease of access to Malaysia. There are currently 175 weekly flights from China to Malaysia. The extensive network of international flights connecting major Chinese cities to Malaysia offers convenience and contributes to achieving Malaysia's target of welcoming 5 million Chinese tourist arrivals this year.

Malaysia's underwater realm promises awe-inspiring encounters with vibrant coral reefs, exotic marine life, and historic shipwrecks. With breathtaking dive sites, warm hospitality, and seamless accessibility, Malaysia's scuba diving industry promises to create lifelong memories and forge strong connections between Chinese visitors and the country's vibrant marine ecosystems.

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](#).

**For enquiries, please contact:**

**Said Ismail Mohd Said**

Assistant Director

Package Development Division

[said@tourism.gov.my](mailto:said@tourism.gov.my)

Tel: +603 8891 8533

**Muadz Samat**

Assistant Director

Corporate Communications Division

[muadz@tourism.gov.my](mailto:muadz@tourism.gov.my)

Tel: +603 8891 8755