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TOURISM MALAYSIA EMBRACES SUSTAINABLE TOURISM THROUGH BAH, MARI PIGI SABAH & LABUAN ROADSHOW 2023

KUALA LUMPUR, 23 May 2023 – Following the success of My Destination Sabah & Labuan Meet Johor and Putrajaya Roadshow last year, Tourism Malaysia continues the promotional efforts by organising ‘Bah, Mari Pigi Sabah & Labuan Roadshow 2023’. With the tagline “Sustaining Tourism for Our Future”, the programme targets travel trades, expatriates’ communities as well as students at international schools and private higher learning institutions in Kuala Lumpur, Selangor and Putrajaya.

Held in collaboration with Sabah Tourism Board and Malaysia Aviation Group (MAG) as strategic partners, the 34 strong delegates from Sabah and Labuan consist of tour operators, namely Borneo Excursions AHSB Rentacar Sdn Bhd, Borneo Sandakan Tours & Travel, Camp Borneo Travel and Tours Sdn Bhd, Intrepid Tours & Travel, TYK Adventure Tours Sdn Bhd, YTL Gaya Island Resort, Malaysia Aviation Group, members of Federal of Rural Tourism Association Sabah (FERTAS) namely Ranau Tourism Association, Kadamaian Tourism Association and Tambunan Tourism Association; Kadaiku and officials from Tourism Malaysia Sabah and Sabah Tourism Board.

The roadshow begins on 23rd May 2023 with Destination Presentation & B2B Session for Klang Valley agents at Ibis Kuala Lumpur City Centre targeting 100-120 pax hosted buyers, followed by Roadshow and Get Together dinner at Parkroyal Collection; Roadshow and B2C Session at Management & Science University (MSU) on 24th May 2023, Sunway University on 25th May 2023 and the roadshow’s finale at Nexus International School Putrajaya on 26th May 2023. Expected participants to attend this roadshow are between 1,000 – 2,000 pax throughout the roadshow period.

“This year, the roadshow concept is different from the previous roadshow, where previously it was just B2B and destination update session, and the target audience were the travel trade in West Malaysia. This roadshow aims to promote community-based and rural tourism destinations, products and packages in Sabah and Labuan and subsequently to create awareness among the target audience on sustainable tourism in line with Tourism Malaysia’s new focus on promoting Malaysia as the most recognisable must-visit ecotourism destination of the world,” said Mr Shahrin Mokhtar, Director of Package Development Division, Tourism Malaysia representing Dato’ Dr Ammar Abd Ghapar, Director General Tourism Malaysia.

“Undoubtedly, this is the right time to intensify Tourism Malaysia’s promotion effort for Visit Malaysia Year in 2025 to achieve the target of 23.5 million international tourists with a projected revenue of RM 76.8 billion,” he added.

The event was officiated by Mr Shahrin Mokhtar, Director of Package Development Division Tourism Malaysia. Also present were Mr Ahmad Johanif Mohd Ali, Senior Deputy Director Domestic & Event Division Tourism Malaysia; Mr Azmi Abdullah, Director of Tourism Malaysia Central Region; Ms Trecey J Tojuka, Deputy Director of Tourism Malaysia Sabah; and Ms Zarinah Amiluddin, Marketing Manager of Sabah Tourism Board and Malaysia Aviation Group (MAG) representatives and Government Officials.

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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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