



# MEDIA RELEASE

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FOR IMMEDIATE RELEASE

No. 70/2023

## TOURISM MALAYSIA ORGANISES SECOND ROADSHOW IN INDIA

**GOA, 24 August 2023** – Tourism Malaysia continues with its second roadshow to India this year across six 2<sup>nd</sup> tier cities from 14<sup>th</sup> to 26<sup>th</sup> August 2023. The roadshow kicks off in the city of Amritsar followed by Lucknow, Nagpur, Pune, Goa, and Coachin.

Headed by the Deputy Minister of Tourism, Arts and Culture, YB Khairul Firdaus Akbar Khan, the roadshow consists of 45 local organisations comprising hotels and resorts, travel agents, tourism product owners, visa consultants, Malaysia-based airlines, and representatives from state tourism boards.

Following its first successful roadshow to five major cities in India that took place from 30<sup>th</sup> January to 7<sup>th</sup> February 2023, as well as its participation in the recent South Asia Travel & Tourism Exchange (SATTE) 2023 and Travel Wedding Show in Udaipur, Tourism Malaysia aims to further expand its promotional efforts to the country through this second series.

The two-week-long roadshow is packed with networking programmes including business-to-business (B2B) sessions, seminars, and emphasises promotions on niche segments such as wedding, golfing, filming, and shopping. In addition, the roadshow also serves as a platform for Tourism Malaysia to highlight the next anticipated Visit Malaysia Year, scheduled to take place in 2026.

This year, Malaysia is currently targeting 16.1 million international tourist arrivals with RM49.3 billion in tourism receipts. India remains to be among the top countries to contribute tourist arrivals to Malaysia. In 2022, Malaysia welcomed a total of 324,548 Indian tourists, while in the first quarter of 2023, Malaysia received as many as 164,566 Indian tourists compared to 13,370 in the same period last year.

Currently, there are 158 flights with 30,032 seats offered weekly between India and Malaysia through Malaysia Airlines, Batik Air, AirAsia and IndiGo. Indian tourists can now apply for Malaysia's eVISA Multiple Entry Visa (MEV) via <https://malaysiavisa.imi.gov.my/evisa/evisa.jsp>.

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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:**

**Noriah Jaafar**  
Overseas Director  
Tourism Malaysia Mumbai  
[noriah@tourism.gov.my](mailto:noriah@tourism.gov.my)  
Tel: +91 90760 00540

**Razaidi Abd Rahim**  
Overseas Director  
Tourism Malaysia Chennai  
[razaidi@tourism.gov.my](mailto:razaidi@tourism.gov.my)  
Tel: +91-44-45068080

**Muhammad Akmal Hafiz Abdul Aziz**  
Deputy Overseas Director  
Tourism Malaysia New Delhi  
[akmalhafiz@tourism.gov.my](mailto:akmalhafiz@tourism.gov.my)  
Tel: +91 1141 5061 05/ 08

**Muadz Samat**  
Assistant Director  
Corporate Communications Division  
[muadz@tourism.gov.my](mailto:muadz@tourism.gov.my)  
Tel: +603 8891 8755