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## **TOURISM MALAYSIA & KOPPEMA TEE UP MALAYSIA TRULY ASIA TOURISM GOLF CHALLENGE 2023 TO BOOST GOLF TOURISM**

**SHAH ALAM, 25 October** – Tourism Malaysia, in collaboration with Koperasi Kakitangan Kementerian Pelancongan dan Kebudayaan Malaysia Berhad (KOPPEMA), today hosted the inaugural Malaysia Truly Asia Tourism Golf Challenge 2023 held in Saujana Golf & Country Club.

The tournament attracted 200 players comprising corporate sectors and government agencies, including local and international golfers from China, Singapore, Thailand, and Japan , competing for a purse of RM500,000.

With more than 40 esteemed organisations joining as strategic partners and sponsors, the primary objectives of the tournament are to strengthen collaborations within Malaysia's travel industry and attract local and international golf enthusiasts to promote Malaysia as the ultimate holiday destination.

Organised in conjunction with the 50<sup>th</sup> anniversary of Tourism Malaysia, this exciting tournament featured three distinct sessions, each designed to offer a comprehensive view of what makes Malaysia special, which included System 36 Handicap of the Day format and a shotgun start.

The prize-giving ceremony was graced by Dato' Dr Ammar Abd Ghapar , Director General Tourism Malaysia.

Dato' Dr Ammar said: "The tournament is a golden opportunity for us to promote our country as a premier golfing destination as we believe the propulsive thrust that tourism generates from the organisation of major sporting events."

"Golfers will never have to travel far to find a memorable new golf experience with over 200 golf courses across the nation. Our diverse culture, rich history, scenic golf courses, astounding choice of food, beautiful natural attractions, and home to a melting pot of Asian races will surely make for a lasting memory to bring home."

"We are excited to collaborate with KOPPEMA to showcase Malaysia's beautiful courses and attractions in promoting Malaysia as a premier destination for golfers. With enhanced travel packages and connectivity, we are confident this will captivate international travellers to choose Malaysia as a preferred destination for golfing."

**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. The next Visit Malaysia Year, set to take place in 2026, will commemorate the sustainability of the nation's tourism industry, which is also in line with the United Nations Sustainable Development Goals (UNSDG). Furthermore, Tourism Malaysia actively endorses the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), working towards the realisation of the IMT-GT Visiting Year 2023-2025, with the shared aim of promoting the region as a unified tourism destination. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), and [TikTok](#).

### **About KOPPEMA**

Koperasi Kakitangan Kementerian Pelancongan dan Kebudayaan Malaysia Berhad (KOPPEMA) was established on 27 May 2011 with the vision of becoming the primary driver of the tourism sector in Malaysia by the year 2023 (in line with National Cooperative Policy 2020). For more information, visit <https://linktr.ee/koppemaberhad>.

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