



www.tourism.gov.my

JOINT MEDIA RELEASE

No. 105/2023

TOURISM MALAYSIA & PERODUA IN A 3-YEAR TEAM-UP TO CO-PROMOTE AND BOOST TOURISM

KUALA LUMPUR, 28 November 2023 – Tourism Malaysia and Perodua inked a 3-year memorandum of collaboration (MoC) to co-promote tourism in Malaysia.

This collaboration will take effect from 2024 to 2026. It is built on a foundation of mutual commitment to advancing Malaysia's tourism sector, facilitating accessibility, and enhancing the overall tourist experience.

The MoC seeks to achieve several critical objectives that are sure to benefit the country's tourism industry and the economy.

Enhanced Accessibility: Perodua, Malaysia's leading automotive brand, will play a pivotal role in improving accessibility for domestic and international tourists.

Sustainable Tourism: Both organisations are committed to sustainable tourism practices. This partnership will actively promote eco-friendly travel options, and simultaneously reducing the environmental impact of tourism. Perodua's focus on energy-efficient vehicles aligns perfectly with this vision.

Cultural Exchange: Malaysia boasts a rich tapestry of cultures, traditions, and heritage. Together, Tourism Malaysia and Perodua will facilitate cultural exchange programmes, which will enable tourists to immerse themselves in the diverse customs and traditions of Malaysia.

Marketing and Promotion: The collaboration will see the two organisations pooling their resources to market and promote Malaysia as a premier tourist destination. This

will involve joint advertising campaigns, promotional events, and leveraging digital platforms to attract a global audience.

Customer Experience: Perodua, renowned for its customer-centric approach, will work closely with Tourism Malaysia to enhance the overall tourist experience. From transportation services to recommendations for cultural events and attractions, tourists will have a seamless and memorable visit to Malaysia.

Dato' Dr. Ammar Abd. Ghapar, Director General of Tourism Malaysia said: "We are thrilled to embark on this transformative journey with Perodua. Our collaboration signifies a united commitment to making Malaysia even more attractive to tourists. By joining forces, we can provide tourists with an unforgettable experience that showcases the beauty, diversity, and warmth of our country."

Perodua President and Chief Executive Officer, Dato' Sri Zainal Abidin Ahmad said: "For Perodua, this collaboration and its objectives are in line with our "mobility as a lifestyle" initiative.

Dato' Sri Zainal explained that through this MoC, Perodua would be able to expand its new business model, specifically vehicle subscription, while at the same time get real-time feedback from foreign travellers on their opinion of Perodua.

This collaboration between Tourism Malaysia and Perodua is set to usher in an exciting era for Malaysia's tourism industry, and it promises to benefit the nation, its tourists, and its environment.

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](#).

For enquiries, please contact:

Said Ismail Mohd Said

Assistant Director

Package Development Division

said@tourism.gov.my

Tel: +603 8891 8533

Muadz Samat

Assistant Director

Corporate Communications Division

muadz@tourism.gov.my

Tel: +603 8891 8755