



MEDIA RELEASE

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TOURISM MALAYSIA RETURNS TO ENTICE KIWIS TO VISIT MALAYSIA

AUCKLAND, 29 August 2023 – In gearing up for Visit Malaysia Year (VMY) 2026, Tourism Malaysia organises a sales mission to Auckland, New Zealand on 28th August 2023 to reconnect and establish potential partnerships with travel trade partners.

Led by Datuk Musa Haji Yusof, the Deputy Director General of Tourism Malaysia, the delegation consists of Malaysian travel operators, hoteliers, state tourism bodies, and medical tourism industry players. Both Malaysian sellers and New Zealander buyers will participate in the travel mart session, destination presentation, and networking dinner.

Serving as a platform to share Malaysia's latest offerings, the programme aims to entice more tourist arrivals from New Zealand besides strengthening networks among the industry players. The programme will highlight Malaysia's latest ecotourism products – including eight national geoparks, community-based tourism, niche products such as cycling, and special segments such as medical tourism.

"We are focusing heavily on ecotourism and cultural attractions, which we believe will be the interest of this market. One of the biggest draws is Malaysia's racial and cultural diversity resulting in a mixed yet harmonious legacy that manifests itself in our festivals, architecture, clothing, language, cuisine, and other aspects of daily life. Indeed, Malaysia is Truly Asia," says Datuk Musa Haji Yusof.

New Zealand is one of Malaysia's essential long-haul markets. In 2022, Malaysia welcomed 18,238 tourist arrivals from New Zealand. There are currently eight weekly direct flights from Auckland to Malaysia via Malaysia Airlines, with a seating capacity of 2,295. Batik Air also recently launched its inaugural flight from Auckland to Malaysia via Perth, currently offering six weekly direct flights with a seating capacity of 162.

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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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