



# MEDIA RELEASE

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## TOURISM MALAYSIA VISITS DOWN UNDER TO BOOST INTERNATIONAL ARRIVALS THROUGH ROADSHOW

**SYDNEY, 30 August 2023** – In gearing up for Visit Malaysia Year (VMY) 2026, Tourism Malaysia visits the Land Down Under for a roadshow to Sydney, Melbourne, and Adelaide from 29<sup>th</sup> August to 3<sup>rd</sup> September 2023.

Headed by Datuk Musa Haji Yusof, 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 Australian buyers will participate in the travel mart sessions, destination presentations, and networking dinners throughout the 5-day roadshow around the country's three major cities.

Serving as a platform to share Malaysia's latest offerings, the roadshow aims to entice more tourist arrivals from Australia besides establishing potential partnerships and 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.

Australia is one of Malaysia's essential long-haul markets. In 2022, Malaysia recorded 152,265 tourist arrivals from Australia. There are currently 234 weekly direct flights from Australia to Malaysia via Malaysia Airlines, Air Asia X, and Batik Air, with a seating capacity of 50,371.

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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:**

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