

# TOURISM MALAYSIA®

## Malaysia exhibits with their diverse offerings at ATM 2022

Malaysia, whose borders were recently opened to international travellers, will once again exhibit at the Arabian Travel Market, which will be held from 9 to 12 May at the Dubai World Trade Center, with 32 partners. This will be an opportunity to showcase their diversified offerings to the world on one platform.

 Shehara Rizly

**T**ourism Malaysia will be participating at the Arabian Travel Market for the 28<sup>th</sup> consecutive year with partners from state tourism boards, destination management companies (DMCs), tour operator partners, product partners, as well as hotels and resorts from Malaysia.

As always, they will be exhibiting on the Asia floor at Sheikh Saeed Hall 3, Stand number AS2030. One of the most sought after countries in the Middle East and across the world, Malaysia has the diversity that makes it, as the slogan says, "Malaysia Truly Asia".

The Arabian Travel Market is the most important global travel trade event that connects the travel fraternity across the globe. From tourism boards to travel technology, hotels,

resorts, airlines, attractions, transport and, most importantly, travel agents, DMCs, and tour operators meet on one platform where they can conduct business face-to-face.

Over the years, Malaysia's participation at the Arabian Travel Market has been phenomenal as they have been bringing different partners catering to different markets.

Tourism Malaysia has been proactively working during the past two years of the pandemic to make sure that the destination will be at the top of travellers' lists. One of the first initiatives taken by the government of Malaysia was to conduct a vaccination drive to ensure that every individual engaged in the travel, tourism, and hospitality sectors was vaccinated.

Their regular updates with standard operational pro-



cedures (SOPs) ensure not just the safety of the residents of the country but also that of its visitors.

They were cautious about opening their borders so that it ensured and built the confidence of every resident and visitor. The opening of Langkawi last

year, first to the domestic market and later on to international visitors, was a great move which provided them an opportunity to analyse and combat the situation.

Participation at the Arabian Travel Market this year is very special for Tourism

Malaysia as they have fully opened their borders to international visitors since 1 April 2022, for quarantine-free entry for vaccinated travellers. They are ready to once again welcome guests with their warm hospitality.

The Arabian Travel Mar-

ket will once again become a solid platform for Tourism Malaysia and its 32 partners to connect, network, and plan for the year ahead. The Middle East market has been one of their most important source markets as they meet the requirements of Middle Eastern travellers.



## The Honourable Dato' Sri Hajah Nancy Shukri Minister of Tourism, Arts & Culture Malaysia



The Honourable Dato' Sri Hajah Nancy Shukri  
Minister of Tourism, Arts & Culture Malaysia

Assalamualaikum Warahmatullahi Wabarakatuh!

Selamat Datang!

"Malaysia Truly Asia" is ready to welcome you with its warmest hospitality and cheerful smiles as we greet you on 1 April 2022. Our borders have opened up and we would like you to come and visit and enjoy the amazing beauty of Malaysia.

From the oldest tropical rainforest around, to vast white beaches, clear blue waters, and colourful flora and fauna from coast to mountain top, we warmly invite you to explore our diversity. Be eager to try the ethnic cuisine, shop for the latest products, bargain for unique handicrafts, or simply marvel at the skyline.

Malaysia is also for you. The diversity of people and genuine friendliness have also attracted visitors from all around the world previously. Visitors can relax and enjoy all these on their Malaysian holiday with the greatest piece of mind as we have also implemented international standard operating procedures, or SOPs, post COVID-19.

Your safety and health is our top priority. We look forward to saying "Selamat Datang" once again as we have missed you.

## HIS EXCELLENCY DATO' ZAINUDDIN ABDUL WAHAB Director General, Tourism Malaysia



His Excellency Dato' Zainuddin Abdul Wahab  
Director General, Tourism Malaysia

Today, Malaysia is more than ready to welcome more travellers worldwide. As of 1 April 2022, Malaysia has allowed quarantine-free entry for fully-vaccinated travellers, ending almost two years of stringent border controls introduced to contain the COVID-19 outbreak. Malaysia is thrilled to welcome back tourists to experience our country again. It is a timely opportunity for us to network with travel agents and tour operator partners from the Middle East again.

This year's participation in the Arabian Travel Market (ATM) 2022 marks our 28<sup>th</sup> year of participation since 1994. It is always a great pleasure to return to Dubai for ATM. This prestigious event has helped boost awareness of our extensive tourism offerings and support the objectives of the "Malaysia Truly Asia" campaign.

To share the development and implementation of safety for all travellers, especially for the Middle East market, Malaysia is having its own pavilion with 32 booths consisting of Malaysian delegates from state tourism boards, destination management companies (DMCs), tour operator partners, product partners, as well as hotels and resorts from Malaysia. Our stand pavilion is located at Sheikh Saeed Hall 3, Stand number AS2030.

Since our international borders have reopened, I would like to urge everyone to choose Malaysia as their next holiday destination.

See you in Malaysia!

### COVID-19 SOP RELAXATIONS FROM 1 MAY 2022

#### MASKS

- **Mandatory indoors**, including public transports and e-hailing rides
- **Optional when outdoors** but encouraged in crowded places. High risk individuals are also encouraged to wear a mask

#### PHYSICAL DISTANCING

- **No longer required**
- **Encouraged when not wearing a mask**

#### MYSEJAHTERA CHECK-IN AND VACCINATION STATUS

- **Check-in is no longer required**
- Entry to premises is allowed regardless of vaccination status, except for those with 'High Risk' status or under HSO

#### COVID-19 POSITIVE (TEST AND RELEASE)

- By default, COVID-19 positive cases are required to quarantine for 7 days. However, under Test and Release, they will have an option to **undergo a supervised RTK-Ag test on the fourth day**. If tested negative, they may be released from quarantine

#### TRAVEL

- **Fully vaccinated travellers and children aged 12 and below are exempted from pre-departure and on-arrival tests**
- **Partially or not vaccinated travellers must take an RT-PCR test 2 days before departure and a supervised RTK-Ag test within 24 hours of arrival. They will also have to quarantine for 5 days**
- **COVID-19 insurance is no longer required for all travellers while entering Malaysia**

# Malaysian Participants at ATM



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# DISCOVER ARTS & CULTURE

THAT ARE *Truly Asia*

Malaysia's intriguing diversity sets it apart from other Asian destinations.

A delightful mix of races and indigenous ethnic groups have blended and lived together for generations, positively influencing each other to create a uniquely Malaysian art and cultural scene.

Immerse yourself in our heritage.

CULTURAL VILLAGE, SARAWAK



*Malaysia*  
*Truly Asia*



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