

TOURISM MALAYSIA®

Malaysia Asian capital of hospitality

Tourism Malaysia with its contingent of 75 exhibitors will be unveiling its many diverse product offerings in Arabian Travel Market 2023 to attract & educate travel trade on many new areas, destinations, products, hotels, attractions, among others.



 Shehara Rizly

Over the years, Malaysia has grown to be one of the most hospitable destinations in Asia serving a diverse range of offerings for all its visitors. The GCC has been one of the key markets for Malaysia mainly due to its similarities in more ways than other destinations in Asia. Since April 2022, Malaysia fully opened its borders for tourists with some SOPs and restrictions in place. In July 2022, Malaysia removed all the restrictions due to which tourist numbers surged to Malaysia during the remaining months of last year. In total, Malaysia received a total of 10.07 million tourists in 2022.

Sustainability at its core

This year, Malaysia wants to highlight its natural and sustainable side, offering visitors an authentic ecotourism experience. This is demonstrated by the launch of the National Ecotourism Plan 2016-2025 under the slogan "tourism protects, preserves and conserves nature,

culture and heritage". In this way, Malaysia aims to create synergies between local communities, the economy and tourism to encourage respectful interaction between locals and visitors, where visitors can discover Malaysian culture through locals and with a positive impact on the community.

Latest products and events

Malaysia offers a wide range of tourist attractions. Nature and culture are very significant for the tourism industry. Within the different natural attractions, it is possible to experience numerous sports and adventure activities, such as kayak, hiking, zip line, rafting, and many more. The country is also a great destination for families travelling together, with excellent options for kids, such as bird watching at KL Bird Park, thrilling hikes at Sunway Lagoon theme park or water activities at Legoland.

Some of the latest new products include Genting Skyworlds Theme Park which is Southeast Asia's most anti-

pated Theme park at 6,000 feet above sea level.

Another exciting destination in the southern part of peninsula Malaysia is Desaru Coast. Nestled against 17 km of pristine beachfront and home to 4 world-class and ultra-luxury hotels, Desaru Coast also boasts a curated and refined mix of attractions and experiences, including two world-class golf courses and the region's largest adventure waterpark.

Malaysia is also proud to announce Merdeka 118, the second largest skyscraper in the world. Located in Kuala Lumpur, Merdeka 118 has a total height of 644m and it will include highest observation deck in Southeast Asia as well as 118 Mall.

The annual Rainforest World Music Festival (RWMF) organised by Sarawak Tourism Board will see musicians and fans of world music all over the globe congregating, sharing and experiencing different sounds from across the world. The 26th RWMF 2023

(23-25 June 2023) will be Sarawak's unforgettable 'ambassador', delivering sounds of Sarawak, for the ears and hearts of music lovers, worldwide. The festival's line-up will feature a total of 199 musicians from 12 countries, from 4 continents to perform a diverse range of music genres, including Grammy Awards winner, Gipsy Kings featuring Tonino Ballardo from France of such hits as 'Djobi Djoba' and 'Bamboleo' set to enthrall visitors with their pop-oriented music, distantly derived from traditional flamenco and rumba genres.

GCC Market

Middle East and GCC markets are very important markets for Malaysia mainly due to its similarity in every aspect. Speaking to TravTalk ME, Director Tourism Malaysia Dubai Office, Rosnah Mustafah invites all travel trade partners from the Middle East and the rest of the world to witness their sustainable strategies, rainforests and natural landscapes that would wow them, adventure and experiential tourism etc.

She said, "Malaysia is a country full of diversity. It is one of the twelve most biologically diverse countries in the world with thousands of flora and fauna species. Nature is one of their symbols, which makes Malaysia a perfect country for sustainable tourism development. Many regions in the country offer an authentic ecotourism experience, such as the state of Sabah, with the Sepilok Orangutan Sanctuary, Sarawak and Mulu National Park. Malaysia is also a country full of culture, where living the community experience with their locals is possible in some areas thanks to the Malaysia Homestay Programme to support local communities. Not to be forgotten the inclusion of the Country among the 30 must-visit destinations in the annual Lonely Planet Best in Travel list. Kuala Lumpur is, in fact, among five other destinations in Lonely Planet's Best in Travel 2023: Eat Category. We look forward to see everyone at our stand at ATM – Hall 6 (Stand No: AS6410)."



Honourable Khairul Firdaus Akbar Khan

*Deputy Minister of Tourism,
Arts & Culture, Malaysia*

Ahlan Wa Sahlan and welcome to Malaysia!

The Arabian Travel Market continues to be one of the best platforms for our Malaysian tourism partners to engage with Middle East travel industry members. It is here that we get to experience firsthand the latest developments on tourism products, and share with you our new tourist attractions in efforts to revive Malaysia as a top tourism destination in the world.

Through our Malaysia Truly Asia campaign, we successfully achieved a total of 10.07 million tourist arrivals worth RM28.2 billion (US \$6.34 billion) in tourist receipts in 2022. This surpassed our initial target of 9.2 million international tourist arrivals.

Malaysia's unique landscape and family-friendly destinations have proven to be of high interest to this region's market. As we prepare for Visit Malaysia 2025, we are looking forward to new, exciting initiatives and joint co-operations with airlines and tourism entities. We are excited to further expand on tourism development, marketing strategies and brand awareness throughout the world.

Malaysia and our partners are ready and willing to collaborate. So come and see all the wonders Malaysia has to offer.

Come, visit our Malaysia Pavilion at Hall 6, stand number AS6410.

We look forward to welcoming you all soon to Malaysia, Truly Asia.





Dato' Dr. Ammar Abd. Ghapar
*Director General,
Tourism Malaysia*

Selamat Datang to Malaysia!

We are thrilled to welcome everyone to experience Malaysia with the sights, sounds, flavours and tastes offered today. With our involvement in the Arabian Travel Market 2023, this helps to boost our extensive tourism offerings and to support the objectives of the Malaysia Truly Asia campaign.

For the year 2023, Malaysia is targeting 16.1 million international tourist arrivals with RM49.2 billion in tourism receipts. The main objective of this participation is to strengthen marketing efforts and raise Malaysia's profile, and to highlight Malaysia's projection in organising Visit Malaysia 2025.

Our participation in the Arabian Travel Market 2023 marks our 29th year of involvement since 1994. It is always a great pleasure to return to Dubai for networking with our travel trade partners in the Middle East. Total of 75 organizations consisting of Malaysian delegates from hotels and resorts, tour operators, destinations management companies, product partners and state tourism boards under the Malaysia Pavilion. Our stand pavilion is located at Hall 6, stand number AS6410.

Come and experience the Malaysia Truly Asia environment.



Malaysian partners at ATM 2023

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Rainforest World Music Festival
since 1998
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 KUCHING, SARAWAK, MALAYSIA
 23-25 JUNE 2023
AWARD WINNING
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ORGANISED BY: STB
 SUPPORTED BY: [Logos of Sarawak, Malaysia, and other entities]
 ENDORSED BY: TOURISM MALAYSIA
 SARAWAK MERDEKA 60th ANNIVERSARY SARAWAK MAJU AKAMUKU

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