

Mon 6 - Thu 9
May 2024

TOURISM MALAYSIA



Kuching
Sarawak

MALAYSIA UNVEILS its new products @ATM

Tourism Malaysia will unveil its latest offerings at the Arabian Travel Market from 6 to 9 May 2024 with 104 participants, 75 organisations and 64 booths. Malaysia offers diverse range of tourist attractions, especially catering to Middle East market.

 Dr. Shehara Rizly

Malaysia Truly Asia

As the slogan states, Malaysia has proven to be one of the most hospitable Asian countries in the world, which attracts tourists from across the globe. In 2023, Malaysia received 20.14 million visitors compared to the 10.07 million in 2022. Middle East has always been a key focus for Malaysia as they share quite similar cultural and religious heritage.

Second largest skyscraper in the world - Merdeka 118

The iconic skyscraper "Merdeka" which means

"independence" in Malay is situated in the capital of Kuala Lumpur. With 118 storied standing at 678.9 metres (2,227 feet) tall, it is the second-tallest building and structure in the world, only behind the Burj Khalifa, which stands at 828 metres (2,717 feet). It is also stated that this building will be the first in Malaysia to receive a triple platinum rating from worldwide sustainability certifications, including Leadership in Energy and Environmental Design (LEED). Just as the Burj Khalifa, the Merdeka 118 will be a different precinct with retail, business, residences, hotels, entertainment, four

acres of urban and linear parks, among others, catering to the domestic and international visitors, who will be in the capital in Kuala Lumpur. The entire area will become a destination, attracting new and vital sectors to the market.

Plethora of experiences

From the capital of Kuala Lumpur to Genting Highlands, heritage and cultural sites on Malacca, to the beautiful and pristine beaches of Langkawi or Penang to the adventurous and sustainable nature reserves in Sarawak and Sabah, Malaysia has a

plethora of experiences, especially catering to varied visitors from across the globe.

Kuala Lumpur

This is the heart of the country where business thrive in full swing along with some of the greatest attractions that a city can offer. The Petronas Towers also known as the Petronas Twin Towers or KLCC Twin Towers is still a landmark in the city, which is visited by travellers across the world. The 88 storied skyscraper standing at 451.9 metres (1,483 feet) was the tallest from 1998 to 2004, until others surpassed its height. However, this still is one of the major attractions, which is visited by travellers from across the globe.

Genting SkyWorlds

The latest theme park added to its long list of must visits in the bucket list is "Genting SkyWorlds"—an amusement park at Resorts World Genting Highlands, which is one of the most interesting and adventurous destinations in the world. The cable car, which reaches

the Highlands is a must try experience for travellers, as you experience the best of nature enjoying the wondrous surroundings of pure greenery and creation as well as the beautiful sounds of the varied species just below. The amusement park features some of the world's best rides, showcasing attractions from 20th Century Studios and Blue Sky Studios. The theme park is 26 acres in size and would feature roughly 25 thrill rides and attractions based on a wide range of films and franchises such as Ice Age, Rio and Epic, Life of Pi, Night at the Museum, Planet of the Apes, Family Guy, Futurama, Titanic, Sons of Anarchy, and Independence Day.

Sunway lagoon

This is a long-time favourite of many travellers, where you have theme parks, hotels, attractions all in one area dedicated to entertainment. Middle East travellers enjoy the various activities for the whole family from a lazy river to an adrenaline kicking ride, or a more relaxed

ride with the young ones and their parents.

Golfing haven

Malaysia is home to over 200 golf courses and some of the hotels and resorts have their own golf course, where visitors can enjoy the game. A significant number of tourists participate in "golfing tourism", particularly to experience the variety of courses available, attracting numerous visitors from around the world.

Sustainability

Malaysia has been highlighting its sustainable drive for many years. At Expo 2020 in Dubai, the world had the opportunity to learn about the sustainable practices and holiday offerings provided by Malaysia Tourism, along with its rainforests and natural reserves boasting rich fauna and flora.

Make Malaysia your bucket list destination for 2024! Visit Malaysia at ATM, booth number AS7310.

Malaysia Truly Asia! 



Langkawi
Kedah





Honorable Dato Sri Tiong King Sing *Minister of Tourism, Arts and Culture*

Marhaba and Selamat Datang to Malaysia!

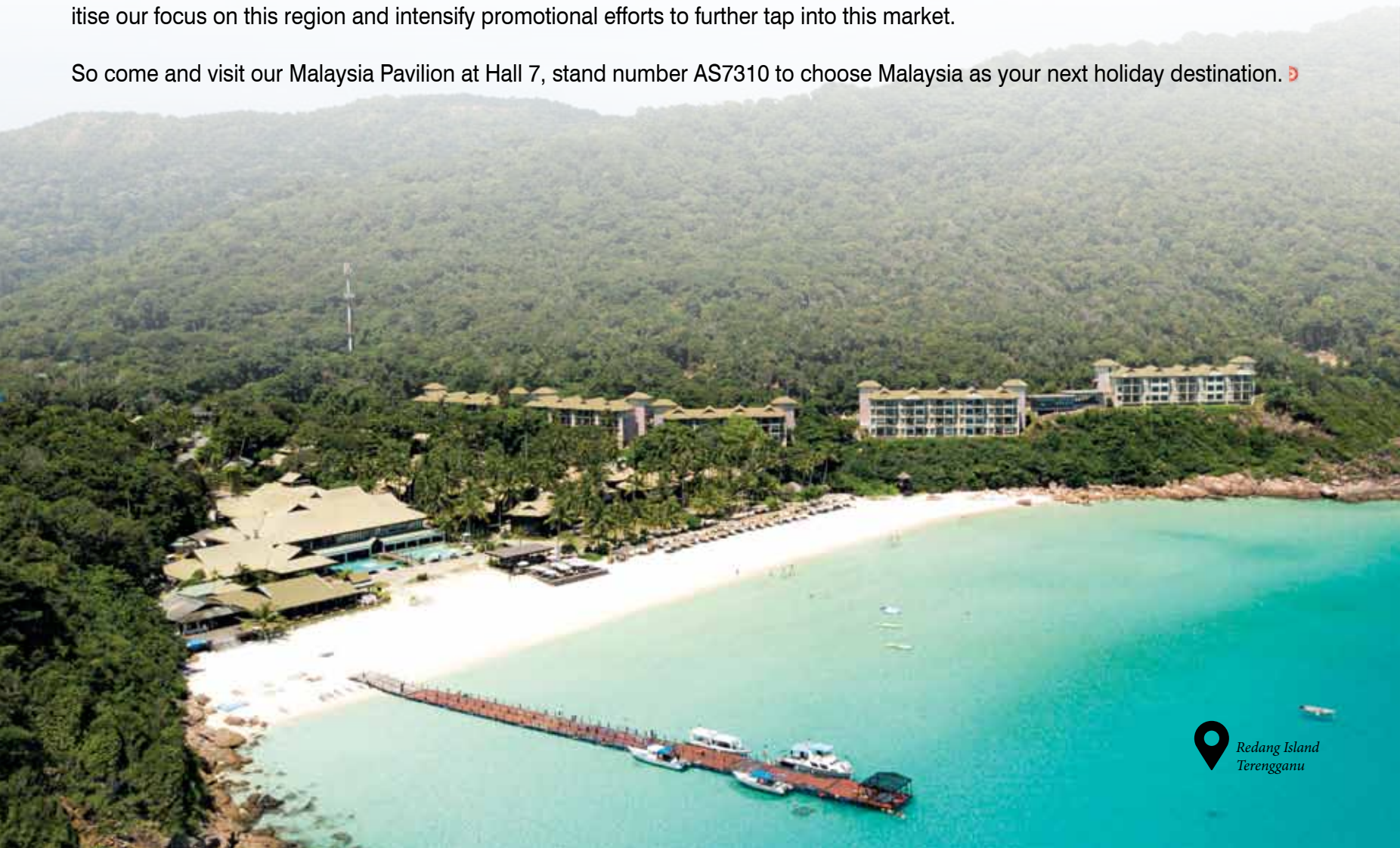
For the past 30 years, the Arabian Travel Market (ATM) has served as an excellent platform for Malaysia to promote and showcase tourism products and services to the West Asian market.

Each year, ATM provides us with an invaluable platform to reconnect with industry leaders, forge strategic partnerships, and stay informed about the latest trends in this market. Our consistent participation underscores the significance of this event, and we are delighted to be back here in Dubai to meet our counterparts.

Last year, Malaysia welcomed 164,568 tourists from the region, representing a substantial increase of 85.88 per cent compared to 88,534 tourists in 2022.

Recognising the significant potential of the West Asian market in terms of tourism, trade, and investment, we will continue to prioritise our focus on this region and intensify promotional efforts to further tap into this market.

So come and visit our Malaysia Pavilion at Hall 7, stand number AS7310 to choose Malaysia as your next holiday destination. ▶



VISIT MALAYSIA 2026

NEW JOURNEY BEGINS AT ATM

Malaysia Tourism continues to attract Middle Eastern travellers with a variety of experiences, from luxury escapades to eco-adventure tours, while also promoting Visit Malaysia 2026 to further enhance its tourism appeal.

Dr. Shehara Rizly

The West Asian market has consistently been a significant contributor to the Malaysian tourism industry. Last year, Malaysia welcomed 164,568 tourists from this region, representing a substantial increase of 85.88 per cent compared to 88,534 tourists in 2022. At the Arabian Travel Market this year, Malaysia will unveil some of their latest attractions, from the Merdeka 118 to Genting SkyWorlds followed by the attractions across Kuala Lumpur. There are numerous diverse offerings, too many to list individually. However, all of them will be shared with visitors from around the world attending the Arabian Travel Market.

Travel agents will have the opportunity to engage in special B2B sessions with the contingent, who will personally meet them. From their intricate batik works to various other heritage and cultural expressions showcased in their booth, Malaysia Tourism will once again have the most engaging and attractive booth this year. They will continue to promote their flagship tourism products that West Asian travellers love, such as luxury escapades, shopping, fun-filled holidays with the whole family, honeymoon, and eco-adventure tours.

Eco-tourism and sustainability are key practices promoted by Malaysia Tourism. They will be showcasing their rainforests and eco-friendly

resorts, offering attractions that promise to deliver some of the most unforgettable experiences in the world. From cultural trips to Batu Caves or Malacca, Malaysia offers a plethora of experiences for visitors from the region. The Middle East has been one of their key source markets for Malaysia.

Batik Air connects to Dubai

Starting off operations in partnership with dnata, Malaysian based carrier Batik Air, formerly known as Malindo Air will bolster the airline's newly launched route between Dubai and Kuala Lumpur. Batik Air began operating four weekly services from Dubai to Malaysia's capital city in November 2023. This marked the airline's second route

launch in the Middle East this year, following its successful introduction of flights between Jeddah (KSA) and Kuala Lumpur in August. dnata Representation Services will act as the airline's general sales agent (GSA) in the UAE, providing a comprehensive range of travel services and local infrastructure for sales, marketing and distribution support. In Malaysia, cosmopolitan Kuala Lumpur and the beautiful coastlines beyond – including Langkawi – are increasingly popular. Malaysia is rapidly gaining recognition as a vibrant destination, known for its natural beauty, cultural richness, and warm hospitality, with a growing significance for business partnerships and cultural exchanges. With the


launch of direct flights from Dubai to Kuala Lumpur, travellers now will have easier access to explore the country. Whether planning a leisurely getaway, a family vacation, or a business trip, the affordable fares make exploring Malaysia more accessible than ever before.

Flight OD714 departs from Dubai International (DXB) every Monday, Tuesday, Thursday, and Saturday at 4:05 am, arriving in Kuala Lumpur (KUL) at 3:35 pm (local time). The return flight, OD713, operates on Monday, Wednesday, Friday, and Sunday, departing at 11:05 pm (local time) and arriving at DXB at 2:25 am. The airline operates its Dubai service with a brand-new Boeing 737-8 aircraft,

with 12 Business Class and 150 Economy Class seats. Meals and drinks are available for sale on board all Batik Air flights. The airline also offers a selection of pre-purchased meals and additional baggage allowance at discounted rates.

Visit Malaysia 2026

Malaysia will also showcase 'Visit Malaysia 2026' at the Arabian Travel Market. This event will be crucial in attracting more visitors to Malaysia as they embark on a new journey to showcase their diverse offerings to visitors of various ages and regions.

Please do visit their booth to unlock Malaysia's stunning sights, delectable cuisines, and memories to last a lifetime. 



Malaysian Partners at ATM 2024

HOTELS & RESORTS

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Lexis Hotel & Resort



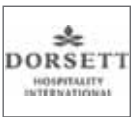
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Sunway Lagoon

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AL Safer Travel & Tours



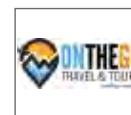
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Sunway Lagoon



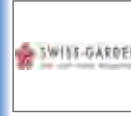
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KL Tower BASE Jump, Kuala Lumpur, Malaysia

SCAN ME



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