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TOURISM SALES PROMOTION TO CHINA

KUALA LUMPUR, Sept 1 (Bernama) -- A delegation led by Deputy Culture, Arts and Tourism Minister Datuk Teng Gaik Kwan left for China today to promote Malaysia to the mainland China tourism market.

The delegation, comprising tourism officers, tour operators and hoteliers, will visit Shanghai, Dalian and Guangzhou.

Teng, in a press statement before her departure, said the ministry had developed a new strategy to promote tourism products with new packages which would consolidate and promote the opening of China's huge 1.2 billion tourist market.

Prime Minister Datuk Seri Dr Mahathir Mohamad's fifth visit to China recently had brought the two countries closer and the Tourism Promotion Board would maximise efforts to promote Malaysia even though Chinese tourists to Malaysia were already increasing, she said.

She said outbound travel had become a trend in China which had made good economic progress and Malaysia was one the popular destinations.

In the first six months of 1999, 112,648 Chinese visited Malaysia, an increase of 59.3 per cent from the corresponding period last year, she said.

Teng expressed the hope that the promotion mission would open an effective network, strengthening the bond of Malaysian and Chinese operators to create a win-win situation for both parties.

-- BERNAMA

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