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Tourism-Award

TOURISM MALAYSIA'S TRAVEL ADD WINS PATA GOLD AWARD

KUALA LUMPUR, March 14 (Bernama) -- The Malaysia Tourism Promotion Board (Tourism Malaysia)'s travel advertisement has won the Pacific Asia Travel Association (PATA) 2001 gold award for outstanding achievement in the electronic media category.

The travel advertisement entitled, "Malaysia Truly Asia", is currently aired on CNN International as Tourism Malaysia's worldwide marketing campaign.

According to a press release posted on the PATA web site on March 6, the presentation of the award would be made on April 9 in conjunction with the 50th PATA Annual Conference to be held at Putra World Trade Centre from April 8 to 12, 2001.

The Macau Government Tourist Office (MGTO) is the sponsor of the PATA Gold Awards.

Malaysia last hosted the PATA Conference in 1986.

Tourism Malaysia Director-General Abdullah Haji Jonid told Bernama here today that the board was elated with the recognition accorded by PATA.

"Tourism Malaysia is very proud of such recognition and this will spur us to strive further, in years ahead, to make Malaysia one of the premier destination in the region," he added.

Earlier, a delegation from the MGTO, led by its Director Joao Manuel Costa Antunes, called on Abdullah at his office.

Meanwhile, Antunes is confident that Malaysia would be able to organise the PATA conference with tremendous success since Malaysia had a track record in organising international events.

"MGTO will participate in this conference in a very big way to observe how Malaysia organises the event. Macau will host the PATA conference in 2005," he said.

Prime Minister Datuk Seri Dr Mahathir Mohamad will officially open the five-day conference on April 9.

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