

**Visit Malaysia Year 2014 Is A National Mission, Says Najib  
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KUALA LUMPUR, Jan 19 (Bernama) -- Prime Minister Datuk Seri Najib Tun Razak said, the Visit Malaysia Year 2014 must be turned into a national mission involving all parties, including the people, in order to achieve the target of receiving 28 visitors for the year.

The Prime Minister said the government project not only involved the Ministry of Tourism but every ministry, agency and state government, to ensure its success.

"All of us have a role to play to make Visit Malaysia Year 2014 a success. From the entry point, Immigration officers who stamp the tourists, passports, Customs officers, taxi drivers, hotel staff, business people, tour operators and the Malaysian people.

"We must show our warm welcome. We must give them the feeling that if they visit Malaysia, they will be treated with warmth and courtesy from all of us.

"So we not only need the physical infrastructure but soft infrastructure as well, which is, Malaysians who are always cheerful, courteous and helpful so that visitors experience a truly memorable time here. This is the meaningful impact we want," he said while launching the Visit Malaysia Year 2014 campaign, here Saturday night.

Also present were the Prime Minister's wife, Datin Seri Rosmah Mansor, Tourism Minister Datuk Seri Dr Ng Yen Yen, Information Communication and Culture Minister Datuk Seri Dr Rais Yatim and wife Datin Seri Masnah Rais and Home Affairs Minister Datuk Seri Hishammuddin Tun Hussein and his wife.

Najib said Malaysia has its own unique features which are not found elsewhere, among them its fauna and flora, among the best ecosystem in the world, cosmopolitan cities, fourth best location in the world for shopping and more.

"Malay, Chinese, Indian, Iban, Kadazan, Orang Asli and other cultures can all be experienced here. These are Malaysia's selling-points, which other countries cannot compete with. "Furthermore, the peace and stability here makes our country very attractive as a travel destination," he said.

He also said the government would continue encouraging the tourism industry which is targeting 36 million visitors by 2020.

Najib said the government realised that the tourism industry provided 1.8 million jobs and contributed RM168 billion to the national gross income.

Malaysia's ranking as the 10th friendliest country in the world and the World Bank's recognition as the 12th competitive showed that the national transformation programme implemented by the government has borne fruit and gained global recognition, he said.

"This year, we'll implement all programmes, spruce up, plant trees and prepare everything. We must have all this in place. If we do this, I believe and am confident that 2014 will be a successful year," he concluded.

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