

**Matta Fair 2013 Chooses Japan As Preferred Destination**  
**Bernama**  
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KUALA LUMPUR, March 14 (Bernama) -- The Malaysian Association of Tour and Travel Agents (Matta) has chosen Japan as its top destination partner to be promoted as the preferred destination in its 2013 fair.

Matta Fair 2013 organising chairman Jeffri Sulaiman said Japan was selected based on the close relations with Japan National Tourism Organisation (JNTO) which had never failed to participate in the fair since it was first held.

"JNTO is also cooperating with Malaysian tour agents in this fair as they will also actively promote Malaysia as a Muslim tourism destination," he told reporters at a pre-launch of Matta Fair 2013, here Thursday.

About 1,000 booths and 103 tour agents are joining in the fair from March 15-17 at Putra World Trade Centre.

Jeffri said the association is targeting RM90 million in sales and 90,000 visitors at the exhibition.

Unlike previous years, Jeffri said visitors now can download Matta Fair 2013 application for free to enable them to find the location of the stall they wished to visit with their smartphones.

"Apart from the application which could prevent visitors from getting lost. it will enable them to find out attractive offers at the stalls," he said.

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