

Tourism Industry Needs Innovative Tour Packages For Visit Malaysia Year 2014
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KUALA LUMPUR, March 15 (Bernama) -- The tourism ministry has urged industry players to come up with special and innovative tour packages for Visit Malaysia Year (VMY) 2014.

The minister, Datuk Seri Dr Ng Yen Yen, said the ministry was kicking off in a big way, via hosting several tourism carnivals to create awareness and solicit strong support from both public and private sectors.

She said the ministry and Tourism Malaysia were working in tandem with the players of the tourism industry to successfully promote Malaysia worldwide and attract new visitors.

She was speaking at the opening ceremony of the three-day Malaysian Association of Tour and Travel Agents (Matta) Fair 2013 at the Putra Trade Centre (PWTC) here Friday.

Her speech was read by ministry secretary-general Datuk Dr Ong Hong Peng.

Dr Ng said the ministry was focused on making Malaysia the hub for travel in this region as evident by the opening up of air routes to and from Malaysia, and increase in tourist arrivals into Malaysia in recent years.

Malaysia is targeting to receive 28.8 million in foreign tourist arrivals during VMY 2014, with the theme 'Celebrating 1Malaysia...Truly Asia'.

Meanwhile, MATTA Fair 2013 organising chairman Jeffri Sulaiman said, more than 5,000 online counter tickets were sold on the first day today.

Among the exhibitors are Asia Asia Go Holiday, Air France KLM, Air Mauritius, Japan Travel Bureau (Malaysia) Sdn Bhd Travel Agencies, Japan National Tourism Organisation, Korea Tourism Organisation and China National Tour in Singapore.

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