

**Malaysia Intensifies Initiatives to Promote Luxury Tours - Najib  
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KUALA LUMPUR, May 30 (Bernama) -- Malaysia must intensify further plans, preparations and implementation of various initiatives to attract more mass tourists and luxury travellers, said Prime Minister Datuk Seri Najib Tun Razak.

He said this was in line with the latest trend in the tourism sector which focused on elite tourism.

Quoting the report from 'The World Travel Monitor', in 2014, the world population undertook 46 million international luxury trips.

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