



PRESS RELEASE

FOR IMMEDIATE RELEASE

TOURIST ARRIVALS FOR FIRST QUARTER CONTINUE TO SOAR

PUTRAJAYA, 12 June 2014: Tourism Malaysia's aggressive promotional efforts in line with the celebration of Visit Malaysia Year 2014 has kicked off the year with encouraging tourism performance.

Malaysia welcomed a total of 7.09 million (7,091,433) tourists for the first quarter of 2014, registering a hike of 10% compared to 6.45 million (6,449,398) tourists for the same period last year.

The top 10 tourist generating markets to Malaysia from January to March 2014 were Singapore (3,548,301), Indonesia (676,328), China (520,466), Thailand (333,131), Brunei (296,119), India (172,899), Australia (156,662), Japan (149,859), the Philippines (144,932), and the United Kingdom (125,814).

The ASEAN region continued to be the largest contributor of tourist arrivals with 72.1% share (5.1 million) of Malaysia's total arrivals. Among ASEAN countries, Vietnam registered the highest growth of 30.1%, followed by Thailand (+20.9%), Cambodia (+12.6%), the Philippines (+10.3%) and Singapore (+10.2%).

The upsurge of arrivals from Vietnam was due to the holiday season in February for the Vietnamese, as well as attractive promotions and discounts offered by Malaysia Airlines, AirAsia and Vietnam Airlines.

Malaysia's participation in the Philippines Travel Agencies Association (PTAA) Travel Tour in February 2014 contributed to the increase in arrivals from the Philippines as a large number of tour packages to Malaysia for January to March 2014 period was sold.

Indonesia, with a 7.3% growth in arrivals, has benefited from the four new Citilink's weekly flights from Surabaya to Johor Bahru and Surabaya to Kuala Lumpur since March 2014.

The medium-haul markets contributed 20.1% or 1.4 million tourists to Malaysia's total arrivals. Countries that registered double-digit growth were South Korea (+37.1%), Saudi Arabia (+21.4%), Australia (+19.2%), New Zealand (+14.6%) and India (+11.2%).



MALAYSIA TOURISM PROMOTION BOARD
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>
www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my





The growth in arrivals from South Korea was a result of the 11 charter flights from Incheon to Kota Kinabalu in March 2014. For Saudi Arabia, it was due to their school holiday in January 2014, as well as Tourism Malaysia's promotional activities and participation in Jeddah Travel and Tourism Exhibition (JTTX) 2014 in February 2014.

The promotions of cheap flight tickets from Darwin to Kuala Lumpur by Malaysia Airlines and Adelaide to Kuala Lumpur by AirAsia X have contributed to the increase in arrivals from Australia.

The growth in arrivals from India was because of the seven additional weekly flights by Malindo Air which connects Delhi and Kuala Lumpur since December 2013, as well as seven weekly flights from Trichy and Kuala Lumpur beginning January 2014, and five weekly flights from Mumbai to Kuala Lumpur since February 2014.

A total of 0.5 million tourists or 7.9% of Malaysia's total arrivals were contributed by the long-haul markets. The markets that posted double-digit growth were Russia (25.3%), Italy (18.3%), France (17.5%), Germany (15%), USA (12%), the Netherlands (11.8%) and Canada (10.4%).

A hike in arrivals from France was due to the three different spring holiday zones in France from February to March, which allowed French tourists to spend a longer holiday overseas.

The upsurge of arrivals in Germany was attributed to the convenient air connectivity offered by international airlines such as Emirates, Qatar Airways, Etihad Airlines and Turkish Airlines.

Tourist arrivals from the United States of America also registered an increase. It was due to the improvement in economic status of the country and the sales mission to Los Angeles led by the Minister of Tourism and Culture Malaysia in October 2013.

Note: Data on tourist arrivals is supplied by the Immigration Department of Malaysia.

ENDS

For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).



MALAYSIA TOURISM PROMOTION BOARD
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>
www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my





Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started in 2013 with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government's target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.

Press contact:

Media Relations Unit:

Mr. Razaidi Abd Rahim, Senior Asst. Director, Communications & Publicity Division

Tel: +603-8891 8768

Email: razaidi@tourism.gov.my

Editorial Unit:

Ms. Anis Rozalina Ramli, Senior Editor, Communications & Publicity Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my



MALAYSIA TOURISM PROMOTION BOARD
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>
www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my

