



**PERSATUAN EJEN-EJEN PELANCONGAN DAN PENGEMBARAAN MALAYSIA
MALAYSIAN ASSOCIATION OF TOUR AND TRAVEL AGENTS**

PRESS STATEMENT - FOR IMMEDIATE RELEASE

**“MATTA FAIR MARCH 2023 RECEIVED
CONTINUOUS SUPPORT FROM TOURISM
MALAYSIA TO SHOWCASE DOMESTIC
TOURISM”**

KUALA LUMPUR, 20 February 2023 – The Malaysian Association of Tour and Travel Agents (MATTA) is pleased to announce that Tourism Malaysia has continued to support MATTA Fair, which will take place March 17-19, 2023. As a result, it will contribute to boost the number of international visitors to Malaysia and strengthen our domestic tourism.

Located at Malaysia International Trade and Exhibition Centre (MITEC), Kuala Lumpur – Tourism Malaysia Pavilion occupies 46 booths at Ground Level (Level 1). There are also participation from States Tourism Organisations (STO) such as Kedah, Penang, Perak, Selangor, Kuala Lumpur, Putrajaya, Melaka, Johor, Pahang, Terengganu, Sarawak and Sabah will also participate in this year MATTA Fair indicating that the states are pushing their domestic tourist offerings vigorously.

Malaysia is expecting 15.6 million tourist arrivals in 2023 with the receipts of RM47.6 billion. Tourism Malaysia is ramping up their promotional efforts by participating in the largest consumer fair to attract more holidaymakers and showcase exciting local destinations through our diversity of culture and heritage.



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MATTA Fair's partnership with Tourism Malaysia is considered a pivotal source of economic growth which serves as a catalyst for tourism development and continues to be one of the largest contributors to the national account. Similarly, the participation from Tourism Malaysia creates more opportunities to promote Malaysia as a top-of-mind tourist destination since our country has much more to offer.

This year, Tourism Malaysia is coming back with a Nature & Adventure theme, and we anticipate generating sales of RM1.5 million as the fair provides great opportunities for consumers to find holiday packages and theme park admission tickets at attractive prices. The Tourism Malaysia Pavilion will showcase up to 46 booths from all states, as well as several activities including quizzes and guitar performances. Visitors will have the opportunity to redeem Tourism Malaysia merchandise with the purchase of tourism packages worth RM500.00 and above.

“This fair aligns with our ‘Inilah Masanya, Cuti-Cuti Malaysia’ campaign, which encourages Malaysians to travel domestically and support the domestic tourism industry. Tourism Malaysia aims to inspire more tourism activity across various states in Malaysia and contribute to local economic growth,” said Dato' Zainuddin Abdul Wahab, Director General of Tourism Malaysia.

This collaboration between MATTA Fair and Tourism Malaysia will produce more greater outcomes in the future that propelling the tourism sector back to pre-pandemic levels and create more opportunities to serve the industry market.

It is free admission to the Fair and it is open from 10am-9pm for the three days, Friday to Sunday. To reiterate, shuttle service to MITEC will be provided from KL Sentral and Sunway Putra Mall.



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Please visit our MATTA Fair's website, social media platforms on Facebook, Twitter, and Instagram, or subscribe to our new Telegram channels @MATTAHQ to obtain the most recent information updates.

ROCKY KHO

MATTA Fair March 2023 Organizing Chairman

ABOUT MATTA

MATTA is the leading and largest national travel association in Malaysia, with close 3000 members, comprising local tour and travel agents and overseas affiliations. With a full time secretariat in Kuala Lumpur, its headquarters, MATTA has state chapters in Kuala Lumpur, Selangor, Melaka, Negeri Sembilan, Pahang, Terengganu, Kelantan, Johor, Penang, Perak, Kedah/Perlis, Sabah and Sarawak.

MATTA's vision is to be the key driver of growth in the travel and tourism industry in Malaysia and to champion the tourism industry by creating valuable content of activities designed for members and the industry through promotions and overseas sales missions, training and education, and forging closer business ties with both regional and international markets.

www.matta.org.my