It's show time. Yup, Visit Malaysia Year (VMY) 2007 kicks off this month.

Visit Malaysia Year 2007 will be the third in 12 years that Malaysia has undertaken such mammoth promotion to boost the tourism industry of Malaysia. Up to 1990 Malaysia was regarded as just an element of wider "tourist circuit." Visit Malaysia Year 1990 and 1994, propelled Malaysia into the big league.

Up to the late 1990's, Malaysia did not have a clear tourist image changing "Beautiful Malaysia" to "Only Malaysia" to "Fascinating Malaysia." Currently it is a more confident "Malaysia- Truly Asia." Indeed the previous VMY promotions have proved to be quite successful.

According to the report from Tourism Malaysia, the first VMY boosted tourist arrivals by 53.6%. That year, the country attracted 7.44 million tourists bringing RM4.5 billion in revenue, an increase of 60.5% over the previous year. Revenue surged to RM9.1 billion in 1994 although tourist arrivals dropped to 7.2 million, indicating that the country managed to attract higher-spending tourists. The average arrivals recorded between 1994 and 1999 were about seven million tourists per year.

In 2000, arrivals exceeded 10 million and tourism raked in over RM17 billion in revenue. Since then, tourism has been our second largest foreign exchange earner after manufacturing.

promoting malaysia

For VMY 2007, RM462 million has been set a side to promote the country extensively among the local and international tourists. With a bold target of 20.1 million tourist arrivals and RM44.5 billion in tourist receipts, VMY 2007 is going to be a challenge to all stakeholders.

The bulk of tourist arrivals to Malaysia are from the Southeast Asia region, in which tourists from Singapore formed the largest group, followed by Thailand.

Another new market that has the biggest increase in tourist arrival was recorded by arrivals from the emerg-
The Ministry of Tourism and its promotion arm, Tourism Malaysia, are upbeat about VMY 2007, which will be bigger and better than previous ones, as it will coincide with our 50th year of independence. As Malaysians celebrate this Golden Jubilee, the country will offer visitors even more chances to get to know this Asian nation whose colourful culture features a melting pot of races and religions.

In the pipeline are more than 50 grand events starting with the VMY 2007 Grand Launch on January 6 and the Floral Fest and Parade from January 20 to February 4, to 50 Years of Nationhood celebration in August and the Langkawi International Maritime and Aerospace (LIMA) in December.

According to Datuk Seri Tengku Adnan Tengku Mansor, the Minister of Tourism, Malaysia: “Malaysians must think tourism. We must treat tourists well or risk losing them. We must learn to be more courteous and to ensure that tourists have a memorable stay and leave with a good impression.

"It is our hope that Malaysia will continue to be the choice destination for travellers from around the world," he further adds.

**a wonderful paradise**

Malaysia is a paradise for visitors, with a wide range of attractions that include thousands of unspoiled white-sandy
beaches, cultural landmarks, natural wonders, unlimited shopping and entertainment options, and opportunities to practice all kinds of sports and adventure. With largely English-speaking population, foreign

tropical islands off the coast of Kedah in the far north-west of Peninsular Malaysia, and along with postcard picturesque beaches.

Malaysia's rainforests, just a few degrees north of the equator, are among the oldest in the world - 130,000 years old to be exact. Even before Malaysia's independence in 1957, the administrators of the then

Malaya recognised the great potential these vast natural resources held and placed much of them under federal care. With more than 31 protected areas and ecotourism facilities and two nature-based World Heritage sites in Mulu National Park and Kinabalu National Park, Malaysia is an ideal destination for eco-travellers.

Malaysia is recognised as one of the twelve mega-biologically diverse countries in the world, with at least 15,000 species of flowering plants, 286 species of mammals, 150,000 species of invertebrates, 4,000 species of fishes in addition to the countless microorganisms. With about 10% of the tourist arrival annually to Malaysia are nature-based or ecotourism lovers, indeed we have what it takes to be a top destination in the region where tourist are able to get close to the unbeaten track. - Mr.

Kuala Lumpur is the main gateway to Malaysia. This City of Light combines towering skyscrapers, state-of-the-art business services, sophisticated hotels and happening night-entertainment, with such traditional scenes as a bustling night-market and roadside stalls selling exotic and local delicacies.

Beyond the capital, Malaysia offers some of the world's most beautiful tropical beaches and island paradises. One of the best island resorts in the world is the Pulau Pangkor - home of Pangkor Laut Resort. Then you have the legendary and mystique island of Langkawi, comprising more than 99

Half Year Calender of Events for

Visit  
Malaysia 2007  
(Tourism Malaysia, 2006)

JANUARY
> Visit Malaysia Year (VMY) 2007 Grand Launch
  - 6 January 2007
  - Borneo Series, Kuala Lumpur
> Eve on Malaysia
  - 7 January 2007 until 31 December 2007
  - Kuala Lumpur
> Festa
  - 20 January 2007 until 4 February 2007
  - Taman Wahyu and Tinggi Valley

FEBRUARY
> Festival of Colours
  - 1 February 2007
> Federal Territory Day
  - 1 February 2007
> Kuala Lumpur: Labuan and Melaka
> Le Tour de Langkawi
  - 2 February 2007 until 11 February 2007
  - Langkawi
> Malaysia Open Golf Championship
  - 6 February 2007 until 11 February 2007
  - Penang
> Chinese New Year Celebration and Open House
  - 18 February 2007
  - Kuala Lumpur and Throughout Malaysia

MARCH
> Malaysia GP Gala 2007
  - 24 February 2007 until 22 April 2007
  - Kuala Lumpur
> Taman Negara Eco-Challenge
  - 13 March 2007 until 16 March 2007
  - Taman Negara

APRIL
> KL GP City Festival
  - 4 April 2007 until 8 April 2007
  - Kuala Lumpur
> Petronas Malaysian F1 Grand Prix
  - 6 April 2007 until 8 April 2007
  - Sepang
> Royal Go Kart Competition
  - 19 April 2007
  - Sepang

MAY
> Websak Day
  - 1 May 2007
  - Throughout Malaysia
> National Water Festival: Labuan International Sea Challenges
  - 1 May 2007 until 6 May 2007
  - Labuan
> John International Orchid Show
> World Harvest Festival 2007 & Gawai Dayak Sarawak
  - 26 May 2007 until 31 May 2007
> Colours of Malaysia
  - 26 May 2007
  - Kuala Lumpur
> Tadak Kaamatan
  - 20 May 2007 until 31 May 2007
  - Sabah

JUNE
> Malaysia International Aerospace Exhibition
  - 6 June 2007 until 11 June 2007
  - Sultan Abdul Aziz Shah Airport, Selangor
> Penang International Dragon Boat Festival
  - 8 June 2007 until 10 June 2007
> Malaysia Mega Sale Carnival
  - 16 June 2007 until 2 September 2007
  - Throughout Malaysia
> Japan GT
  - 24 June 2007 until 26 June 2007
  - Segrang
> Fiestas San Pedro
  - 29 June 2007 until 7 July 2007
  - Penang
> Penang Bridge International Marathon
  - 14 June 2007
  - Penang
Emirates Vies for More Growth in Malaysia

The Dubai-based airline eyes the country as fertile ground for more business and growth.

Urban Lee, Emirates Country Manager Malaysia.