



THE EUROPEAN TRAVEL AGENTS'
AND TOUR OPERATORS' ASSOCIATIONS

PRESS RELEASE

Malaysia selected as ECTAA's Preferred Destination for 2018.

The European travel agents' and tour operators' Association will cooperate closely with Tourism Malaysia to boost European outbound tourism to Malaysia in 2018

A Memorandum of Understanding (MoU) has been signed between Malaysia Tourism Promotion Board (Tourism Malaysia) and the European Travel Agents' and Tour Operators' Associations (ECTAA) on 9 March at the International Tourism Fair ITB in Berlin, Germany.

With this agreement, ECTAA pledges to promote Malaysia as its Preferred Destination among the 70.000 travel agents and tour operators across Europe, highlighting the diversity of travel and tourism products, such as breath-taking beaches and islands, a rich tapestry of cultures and history, well-preserved heritage treasures, world-class modern facilities, a fascinating collection of flora and fauna, beautiful nature reserves, and delicious cuisine. ECTAA will become an essential partner in the travel and tourism promotion programme outside of Malaysia by fostering relations between European travel agents and tour operators with the local destination management companies, travel agents and other partners.

The objective of the agreement is to help boost tourism flows from Europe to Malaysia. Tourist arrivals to Malaysia have increased steadily over the last 10 years. Main European outbound markets to Malaysia include United Kingdom, Germany, France, Netherlands, Sweden, Italy, Switzerland, Spain, Denmark, Ireland, Poland, Norway and Belgium.

Said Merike Hallik, President of ECTAA: "Malaysia is a cherished tourist destination for Europeans. We are confident that the collaboration between the Malaysian tourism authorities and industry with European counterparts will be productive and translate into more tourist arrivals."

The 'Preferred Destination' agreement was officially signed by Datuk Seri Mirza Mohammad Taiyab, Director General of Tourism Malaysia and Mr. Michel De Blust, ECTAA Secretary General. It was witnessed by Dato' Sri Nazri Abdul Aziz, Tourism and Culture Minister and Malaysian Ambassador to Germany Dato' Zulkifli Adnan. The agreement has been the fruit of the excellent cooperation enjoyed between ECTAA and MATTA, the Malaysian Association of Tour and Travel Agents.

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ECTAA regroups the national associations of travel agents and tour operators of 30 European countries, of which 27 are within the European Union, and represents some 70.000 enterprises. It also has three International Members from Israel, Morocco and Tunisia.

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