

Tourism Malaysia launches roadshow in South Korea to boost tourist arrivals

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KUALA LUMPUR: Tourism Malaysia embarks on a two-week roadshow to South Korea from June 22 to July 1 to boost inbound tourism following the international border reopening on April 1.

Tourism Malaysia, in a statement, said the launch of Malaysia Week and Travel Mart will take place in Seoul, and the Malaysia Week promotion will be held in Nami Island, while several travel marts sessions will be conducted in Busan, Daegu, Gwangju and Daejeon.

"The mission aims to attract more international tourists, newcomers and regulars alike, to further boost the economy for a strong rebound in the tourism industry since Malaysia and South Korea enjoy air connectivity via Malaysia Airlines, Asia X, Korean Air, and Jin Air," the statement said.

According to Tourism Malaysia, the roadshow headed by the Deputy Minister of Tourism, Arts and Culture Datuk Seri Dr Santhara Kumar brings together Malaysia's tourism fraternity consisting of travel associations, hoteliers, product owners, as well as government and private agencies.

The statement added that tourists from South Korea ranked among the top 10 tourist arrivals and per capita expenditure, besides recording a longer average length of stay before the Covid-19 pandemic.

Malaysia received 673,065 tourist arrivals from South Korea in 2019, followed by 119,750 in 2020 and 3,028 in 2021. - Bernama