



Govt to encourage more Malaysian tourists to visit PHL

January 2, 2012

After more Malaysian tourists visited the Philippines in 2011, Philippine officials there vowed to work to increase Malaysian tourist arrivals in the country in 2012.

Philippine envoy Jose Eduardo Malaya thanked travel agents and the media for drumming up Philippine tourism, such that 80,000 Malaysian tourists visited the Philippines in 2011.

“We thank you for facilitating the visit of some 80,000 Malaysian tourists to the Philippines, which made Malaysia as the 11th major tourist market for the country. We will work closely with you in increasing the tourist arrivals from Malaysia in 2012 and the years to come,” Malaya said at an Appreciation Night for Malaysian travel agents and members of the media at the Gardens Hotel in Kuala Lumpur, according to the Department of Foreign Affairs (DFA).

The appreciation night, which was hosted by the Department of Tourism's Marketing Representative in Malaysia Melissa Ong, featured a fashion show showcasing Filipiniana designs by Manila-based couturier Cora DJ Manimbo.

Manimbo's designs are known for its use of Philippine indigenous fabrics such as abaca, banana and cotton fibers, as well as its meticulous embroidery, beadwork and hand-painted accents.

Malaya said there are several tourist attractions in the Philippines, including five World Heritage sites, Boracay, and other world-renowned beaches at very competitive rates.

The five declared World Heritage sites in the Philippines are:

- Tubbataha Reef National Marine Park
- Rice Terraces in Cordilleras
- historic Vigan in Ilocos Sur
- Puerto Princesa Subterranean River National Park
- the Baroque Churches of Iloilo, Ilocos Norte, Ilocos Sur and Manila.

Philippines Government to Encourage more Malaysian Tourists to Visit Philippines – GMA News, Jan 2012

He also credited frequent flights by AirAsia and Cebu Pacific that he said made Philippine tourist destinations easily accessible to Malaysia tourists.

Starting January 2012, Cebu Pacific will fly the Manila-Kuala Lumpur route with 14 flights per week, twice daily. For the Manila-Kota Kinabalu route, it will fly three times per week.

It also announced plans to fly to Kuching, Sarawak.