

# Malaysia named one of the top value-for-money destinations in the world

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Malaysia is the fourth most price-competitive country in the world, according to the Travel and Tourism Competitiveness Report (TTCR) 2009 - published by the Geneva-based World Economic Forum (WEF).

The selection criteria out of 133 countries was based on a number of factors, including the cost of services, accommodation airfares, taxes and airport charges, fuel price levels, and overall taxation in the country.

Director of Tourism Malaysia Sydney, Mr Shahrin Mokhtar, says Malaysia has always been one of the most affordable countries to visit, offering many items of comfort, luxury, world class services and activities at a fraction of what one may pay in other countries.

"More and more Australians are interested in travelling to Malaysia and the strong dollar is an important incentive," says Shahrin.

"Savvy travellers are realizing that the cost of a week in the US or Europe is more or less equivalent to about three weeks in Malaysia – all luxuries included."

Malaysia was also ranked quite highly in other categories in The TTCR 2009, including:

1. **Presence in all major international tourism fairs (1st place)** – Malaysia was highly commended for its commitment in prioritizing the tourism sector.
2. **Accessibility (1st place)** – Malaysia's requirement of visas from very few countries makes it an accessible destination for visitors.
3. **Development (9th place)** - Malaysia's policy environment was considered highly conducive to the development of the sector.
4. **Effective destination-marketing campaigns (12th place)** – Malaysia was also recognised for its branding campaign.
5. **Rich natural resources (21st place)** - the oldest rainforest in the world and two World Heritage Natural Sites, both located on the island of Borneo were both highlighter. The report also applauded Malaysia's efforts to preserve the cultural heritage, while supporting the development of new hotels, convention centers, and tourist attractions. (The preservation and promotion of Malaysia's historical and national heritage led to Melaka and Georgetown's listing in the UNESCO World Heritage list in 2008).
6. **Tourism (23rd place)** - Malaysia is not just a value for money destination, but is diverse in what it has to offer its visitors.
7. **Infrastructure (28th place)** – Malaysia's roads and railroads were noted for their high quality.
8. **MICE (30th place)** - Malaysia hosts an average of 82 international fairs and exhibitions every year.