



NEWS RELEASE

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Tourism Malaysia, Air Mauritius and Labourdonnais Waterfront Hotel launch annual Malaysian Week

Tourism Malaysia, Air Mauritius and Labourdonnais Waterfront are again joining hands for The Malaysia Week Promotion in Mauritius from 27th of May to 5th of June 2010. This year's event includes a business session where Malaysian hoteliers and tour operators will meet the Mauritian travel trade followed by a product presentation for travel agents and media. A cultural show and Malaysian cuisine will also be showcased during the whole week.

"This original programme which is called 'Food & Cultural Promotion' marks eight consecutive years of collaboration between Tourism Malaysia together with Air Mauritius and Labourdonnais Hotel. The promotion which is led by Tourism Malaysia also showcases the other five entourage members of the Malaysian travel trade fraternity to lure and further promote Malaysia to the Mauritians", states Noran Bin Ujang, Senior Deputy Director of Tourism Malaysia.

Air Mauritius operates two weekly flights to Malaysia on Tuesdays and Fridays. The national airline also operates additional frequencies during peak periods.

"We are delighted to be participating in this promotion for the eighth consecutive year along with our longstanding partners – Tourism Malaysia and Labourdonnais Waterfront Hotel. This shows the commitment of all parties to promote a destination over the long term. We are indeed pleased with the growing number of Mauritians travelling to Malaysia. We are also pleased that we also attract customers from the region on these flights hence making of Mauritius an ideal gateway to Malaysia and beyond", says Manoj R. K. Ujoodha, G.O.S.K., Chief Executive Officer of Air Mauritius.

Rolph Schmid, General Manager of Labourdonnais Waterfront Hotel stated: *'For the Labourdonnais Waterfront Hotel, it has now become a yearly rendez-vous to present the Malaysian cuisine and culture to our clientele. Taking into consideration the difficult times that the tourism and hotel industries are going through, it is still exceptional to bring chefs for a food promotion considering the costs and logistics that are involved, and we take the opportunity to thank Air Mauritius and Tourism Malaysia to bring authentic Malaysian food to our guests.'*