

2020 馬來西亞旅遊年 Visit Malaysia 2020

馬來西亞旅遊促進局
Malaysia Tourism Promotion Board

2020年的馬來西亞旅遊年，將為來自全球的遊客提供一連串旅遊活動。

2020馬來西亞旅遊年的標誌由馬來西亞首相敦馬哈蒂爾醫生於7月22日正式發佈後，旅遊年的推廣活動隨即展開。

馬來西亞是一個多種族、多文化的國家，2020馬來西亞旅遊年將以生態旅遊和文化勝地為重點，通過節日、建築、服裝、語言、美食及日常生活的各方面，把共冶一爐的多元文化展現出來。馬來西亞果然是亞洲魅力所在！

除了文化，馬來西亞的生態旅遊和既美麗又原始的自然景觀同樣備受稱許；此外更有寶貴的天然旅遊資源——百萬年前已形成的熱帶雨林、島嶼和海灘、河流和湖泊等。無論是檳城的海灘生活、金馬倫高原的美妙景觀，還是砂勞越的文化、吉隆坡興旺的大都會與時尚購物天堂，遊客都可以一一優悠其中。在雪蘭莪的天空之鏡，遊客可坐船到海中心的沙洲上感受超現實體驗，而探索聯合國世界遺產的馬六甲和檳城時，則又可沉醉在幾個世紀的非凡故事和歷史中。

我們希望於2020年能接待3,000萬名來自世界各地的遊客，讓他們體驗馬來西亞的美麗和奇觀。



2020 will be the Visit Malaysia Year with a series of travel activities offering to tourists from all over the world.

With the official launch of the Visit Malaysia 2020 campaign logo on 22 July by YAB Tun Dr Mahathir Mohamad, Prime Minister of Malaysia, the marketing and promotional activities have started.

Drawing on Malaysia's diversity of races and cultures, the Visit Malaysia 2020 campaign will be focusing heavily on ecotourism and cultural attractions, showcasing its mixed yet harmonious facets through

festivals, architecture, clothing, language, cuisine and various aspects of daily life. Indeed, Malaysia is truly Asia!

Alongside culture, Malaysia's ecotourism and beautiful and pristine natural assets are also highly appreciated. Malaysia has valuable natural tourism assets – million-year-old rainforests, islands and beaches, rivers and lakes, etc. Tourists can enjoy beach life in Penang, the fabulous landscape in the Cameron Highlands, the culture of Sarawak, the booming metropolis and modern shopping heaven in Kuala Lumpur. Sky Mirror in Selangor is where tourists will be ferried to a sandbar in the middle of the sea for a surreal experience. In exploring the UNESCO World Heritage site of Melaka and Penang, they will be immersed in centuries of remarkable storytelling and history.

We hope to welcome 30 million tourists from all over the world next year and let them experience the beauty and wonders of Malaysia.

