



PRESS RELEASE

(For immediate release)

Malaysia's Largest Travel Trade Fair To Promote Guam USA

(Thursday, August 7, 2008; Tumon, Guam) The Malaysian Association of Tour and Travel Agents (MATTA) will be holding the MATTA Fair - Kuala Lumpur 2008 from September 5 – 7 at the Putra World Trade Centre in Kuala Lumpur, Malaysia. During the event, which is touted as Malaysia's number one travel fair, visitors can take advantage of special packages to Guam that will be available through select travel agents participating in the event. Malaysia is one of the approved countries participating in the Guam Visa Waiver Program, allowing Malaysian visitors to travel to Guam and stay for fifteen days without a visa. Travelers are not allowed to travel to any other US destination during their visit to Guam USA.

The MATTA Fair – Kuala Lumpur 2008 attracts thousands of visitors who come to hear about the latest range of travel and holiday packages being offered to potential travelers. During this year's MATTA Fair – Kuala Lumpur, special packages to Guam via Continental and Philippine Airlines will be available through Parlo Tour, Resort World, Tour Land, Skyworld, Orange Holiday World, and First Travel.

The Guam Visitors Bureau is supporting the effort to garner increased visitors from Malaysia by providing posters, brochures, and other promotional items from Guam to all of the agents selling the special Guam packages.

MATTA is the largest travel trade organization in Malaysia with over 2,000 members and is also the national representative for the travel industry in the region. In addition to operating the MATTA School of Tourism, MATTA also organizes seminars, conventions, and workshops regularly throughout the year to improve public awareness in Malaysia of the tourism industry. The MATTA Fair - Kuala Lumpur 2008 is the largest of the many events MATTA coordinates each year.

The GVB is very happy that these fine travel agents have selected to promote Guam as part of the packages they'll be offering to the MATTA Fair – Kuala Lumpur participants. "GVB's participation in the MATTA Fair, while limited, is an excellent example of how GVB is diversifying its target markets and increasing the interest in our beautiful island from emerging markets in a manner that is both effective and extremely economical," said Marketing Manager Pilar Laguana.

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