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Myanmar Tourism Federation joins first ITB China

From 10 to 12 May, Myanmar Tourism Federation (MTF) will join the first ITB China in Shanghai as an exhibitor. At the ITB, Myanmar Tourism Federation will be joined by two of its partners: Unique Paragon International Travels & Tours and Htoo Hotel Business Unit.

Yangon, 9 May 2017 – MTF's participation at ITB China is part of the bid to attract more visitors from the mainland with packages that are tailored for Chinese travelers. China is one of the largest source markets for Myanmar tourism. In 2016, Myanmar received some 500,000 visitors from China arriving in Yangon Airport and through overland border crossings.

"The Chinese market is really important and we are delighted to see a steady surge in number of Chinese visitors to our country. The Chinese enjoy the food, the sights, and shopping especially for exotic fabrics, jade and other gemstones. They are always pleasantly surprised to discover the diverse attractions and experience that Myanmar has to offer," says U Maung Maung Swe, Vice Chairman of Myanmar Tourism Federation.

China and Myanmar's partnership to promote two-way tourism recently got a boost from the meeting between China National Tourism Administration and the Myanmar Ministry of Hotels and Tourism in Nay Pyi Daw from 28 February to 4 March 2017.



Mandalay Palace

China has two direct flights a day arriving from Kunming to both Yangon and Mandalay.

The proximity of Myanmar makes it a great and easily accessible destination for Chinese people; for example, during the Golden Week in October when temperatures are not as high as in the summer season. Also the Chinese New Year period is a popular time for Chinese tourists to visit Myanmar.

Mrs May Myat Mon Win, Vice Chairman (Marketing), Myanmar Tourism Federation, explained further: "There is a strong perception that the best time to visit Myanmar is

from October to March but the Chinese people living and working in Myanmar actually noticed that the best kept secret of the country is a visit during the green season as it's cooler, greener, cheaper and has many other advantages." She continues, "We now realize it might be the right time to give away this best kept secret and share the advantages of travelling in the green season with the rest of the world."

Myanmar is a unique country, which has a lot to offer to Chinese tourists. Myanmar is internationally known for its high-quality jade and gemstones, and great place to buy and see jade from Myanmar is the Jade Market in Mandalay or the Bogyoke Aung San Market in Yangon.



Burmese snacks

Myanmar food is exceptional, thanks to the country's ethnic diversity. Chinese cuisine is widespread within the country, too; and there are plenty of other Asian or international options for those who desire more variety.

Natural and cultural attractions are equally rich – from the plains of Bagan scattered with temples to the Mandalay Palace and the National Museum in Yangon. Altogether, this makes Myanmar a perfect tourism destination for Chinese tourists.

"MTF's participation at the ITB China travel fairs demonstrates Myanmar's commitment to China to welcome more Chinese tourists in the future. The target is to increase the number of tourist arrivals in Yangon and Mandalay by flight into our major airports," U Maung Maung Swe added.

MTF is also organising FAM trips for Travel Agents, Travel Bloggers, Travel Journalists and Media from China. The FAM trips will take place in the green season, from May to September. Please visit us at the ITB China at booth number 371 to learn more

about Myanmar.

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About Myanmar Tourism Marketing

Myanmar Tourism Marketing (MTM) aims to promote Myanmar as a sustainable tourism destination that can be visited the whole year round. It is part of the Myanmar Tourism Federation and is mainly privately funded by key members of the tourism industry in Myanmar. The MTM team is happy to assist press and media to publish more about



Myanmar in the green season

tourism in Myanmar. Visit www.tourismmyanmar.org and follow us on www.facebook.com/myanmartm

For editors & journalists

Editors can request more images directly from Myanmar Tourism Marketing office



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