

Resorts World Genting and Tourism Malaysia welcome Vietnamese to explore the new offerings in Malaysia's premier integrated resort via its Welcome To My World Campaign

Vietnam, September 11, 2023 - Resorts World Genting, Malaysia's premier integrated resort, has joined forces with Tourism Malaysia and esteemed Vietnamese travel partners to bolster the strong bond between Vietnam and Malaysia while providing Vietnamese explorers with unique and captivating experiences.

2023 marks the 50th anniversary of diplomatic relations between Vietnam and Malaysia. In June, the Malaysia Madani Week was held in Ho Chi Minh City to celebrate this milestone, organized by the Consulate-General of Malaysia, Tourism Malaysia Vietnam, Malaysia External Trade Development Corporation, Malaysia Business Chamber Vietnam (MBC), and Education Malaysia. The Malaysian Prime Minister, Anwar Ibrahim, embarked on a visit to Vietnam in July, reaffirming the robust ties between the two nations and fostering commitments to enhance bilateral trade and economic cooperation.

The significance of tourism further strengthened these bonds. As of June 2023, Malaysia welcomed 161,795 visitors from Vietnam compared to 173,763 arrivals logged in 2022. This year, Malaysia is targeting 300,000 tourist arrivals from Vietnam, and it is optimistic about achieving this number due to the increased number in flight frequencies and intensified promotional activities.

Resorts World Genting is delighted to partner with Vietnamese travel agents, including Vector Aviation (ATSC), Ben Thanh Tourist, Vietravel, Saigon Tourist, Golden Star Travel, and Leinbang Travelink to launch a series of exclusive travel packages, each thoughtfully tailored to cater to the discerning tastes of Vietnamese travelers.

"For decades, generations of guests – not only from Malaysia, but also from abroad – have come to know and love our offerings at Resorts World Genting which are quite unlike any other. Over the years, we have continued to reinvent and improve ourselves, as we actively seek to provide fresh experiences for our guests," said **Spencer Lee, Senior Vice President of Sales & Marketing and MICE at Genting Malaysia Berhad**.

"The 'Welcome to My World' campaign, in part, gives our guests a sense that this is essentially their place; their world, which they can truly and proudly call 'my world'. If you think you've been here and seen it all, think again because we are constantly creating new experiences. With so much to see and do here, no two trips to RWG are ever the same," he added.

Vietnam, a prized market on the global tourism map, has consistently piqued the interest of Tourism Malaysia. Therefore, Resort World Genting has been diligently shaping enticing programs and comprehensive packages to captivate Vietnamese travelers, showcasing Malaysia's prowess as a compelling entertainment and leisure destination.

Tourism Malaysia also expressed their enthusiastic support for this collaboration, underlining the broader Malaysian experience, presenting a blend of world-class theme park and entertainment offerings, luxurious accommodations, and the enchanting natural beauty of the region.

For those seeking a brief yet exhilarating escapade, Resorts World Genting introduces “Welcome to My World” adventure curated for Vietnamese explorers. This is an exclusive package with preferential pricing applied from September 15th to December 31st, 2023, departing from Ho Chi Minh City to Resorts World Genting and Kuala Lumpur. From the vibrant energy of Resorts World Awana to the awe-inspiring vistas of the Awana Skyway, and the exhilarating thrills of the Genting SkyWorlds Theme Park, these packages provide an array of experiences that will captivate the hearts of Vietnamese tourists. The captivating charm of the Genting Highlands further adds to the allure, offering a tranquil retreat amidst breathtaking landscapes.

To kick off the program, on September 15th, a Famtrip delegation consisting of Travel Agents, Journalists, Travel Bloggers, and Inspirational Travel Influencers including Babykopo Home Family, Hỷ Khí Dương Dương friend group, Jay Quân Chúng Huyền Thanh Family, Tra and Troc couple will embark on the first 'Welcome to my world' journey. This promises to bring numerous exciting experiences and insights to the Vietnamese travel community this year.

With anticipation and excitement, Resorts World Genting and its Vietnamese travel partners extend a warm invitation to Vietnamese travelers to embark on a journey that promises the perfect blend of relaxation, entertainment, and cultural exploration. Experience Malaysia's finest, as you uncover a world of wonder and excitement that awaits your arrival.

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About Genting Malaysia

Genting Malaysia is one of the leading leisure and hospitality corporations in the world. Listed on Bursa Malaysia with approximately RM16 billion in market capitalisation, Genting Malaysia owns and operates major resort properties including Resorts World Genting (RWG) in Malaysia, Resorts World New York City (RWNYC), as well as Resorts World Catskills (RW Catskills) and Resorts World Hudson Valley (which are 49%-owned via an associate company), in the United States (US), Resorts World Bimini (RW Bimini) in the Bahamas, Resorts World Birmingham (RW Birmingham) and over 30 casinos in the United Kingdom (UK), and Crockfords Cairo in Egypt. Genting Malaysia also owns and operates two seaside resorts in Malaysia, namely Resorts World Kijal in Terengganu and Resorts World Langkawi on Langkawi island.

With about 10,500 rooms across seven distinct hotels, RWG is Malaysia's premier integrated resort destination. The resort also features wide-ranging leisure and entertainment facilities, including gaming, theme park and amusement attractions, dining and retail outlets, as well as international shows and business convention facilities. Genting SkyWorlds Theme Park, a first class, world-class theme park is a key attraction in augmenting RWG's integrated entertainment line-up. Additionally, Genting Highlands Premium Outlets (a joint venture between Genting Plantations Berhad and Simon Property Group) at the mid-hill, further complement RWG's extensive premium offerings and exemplifies its position as a leading provider of leisure and entertainment in the region.

Genting Malaysia is a member of the Genting Group, one of Asia's leading and best-managed multinational companies. The Genting Group is led by Tan Sri Lim Kok Thay, a visionary entrepreneur who has successfully established the Resorts World brand as a leader in the leisure and hospitality sector in Malaysia, Singapore, the US, the Bahamas and the UK. Tan Sri Lim Kok Thay also has significant investments in other industries globally including oil palm plantations, property development, power generation, oil and gas and biotechnology.