

MALAYSIA KEY PARTNERS

Tourism WA works with many travel distributors such as airlines, wholesalers, retail travel chains, inbound tour operators and online tourism agents who can sell a wide range of West Australian tourism products to generate bookings.

Key Distribution Partners (KDPs)	Inbound Tour Operators (ITOs)	Online Travel Agents (OTAs)
Airlink Travel & Tour Sdn Bhd	Blue Travel Pty Ltd	Agoda.com
Angel Tours Sdn Bhd	Explore Tours Perth	Booking.com
Apple Vacations Sdn Bhd	Valentino Holiday Pty Ltd	Budgetair.com
Corporate Information Travel Sdn Bhd		Expedia
Forever Travel Service Sdn Bhd	<p><i>Inbound tour operators (ITOs) remain a key link in the distribution of product in the Malaysian market place. However, there is a noticeable trend to direct deals with hoteliers and operators, in particular for accommodation and day tours.</i></p>	Hotels.com
Golden Deluxe Travel Service Agency Sdn Bhd		Klook
Happy Holidays Sdn Bhd		Pick a trip
Holiday Tours & Travel Sdn Bhd		Traveloka
Sedunia Travel Services Sdn Bhd		Trip.com
Sunway Travels Sdn Bhd	<p><i>ITOs also handle a large proportion of FIT and non-group itineraries.</i></p>	Trivago.com
		12Fly

[For more information visit Tourism Australia's website](#)



This information is current as at March 2021