



PRESS RELEASE

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**CC1M `DEKAT JE'- TRAVEL FAIR
TO BOOST DOMESTIC TRAVEL**

JOHOR BAHRU, 15 February 2016 – Various domestic holiday packages with attractive prices as low as RM169 per person will be offered to the visitors of the inaugural Cuti-Cuti 1Malaysia `Dekat Je' Travel Fair, which will be organised by Tourism Malaysia from 26 to 28 February at KSL City, Johor Bahru.

The holiday packages are categorised by segments such as eco adventure, honeymoon, theme parks, island and beaches, and so on. Among the packages available include the 3 day 2 night trip to Taman Negara (National Park) in Pahang, the Lost World of Tambun package for a family of three for 2 days 1 night, and a 3 day 2 night tour package for Kota Kinabalu, Sabah.

According to the Deputy Director General, Tourism Malaysia Madam Chong Yoke Har, the tourism fair was an excellent platform for the local industry players to offer their creative and innovative domestic holiday packages that can satisfy the needs of increasingly educated and sophisticated domestic tourists.

She said this at the pre-launch event for the Cuti-Cuti 1Malaysia `Dekat Je' Travel Fair, which was held at Hotel Mutiara in Johor Bahru, today.

A total of 60 participants comprising travel agencies, hotel, resort, and tourism product owners from all states in Malaysia are expected to take part in this Cuti-Cuti 1Malaysia `Dekat Je' Travel Fair.

During the pre-launch event for the Cuti-Cuti 1Malaysia `Dekat Je' Travel Fair, which was held on 5 February in Putrajaya, the Secretary General of the Ministry of Tourism and Culture Tan Sri Dr. Ong Hong Peng said that the tourism fair is part of Tourism Malaysia's latest domestic campaign, Cuti-Cuti 1Malaysia Dekat Je, which was launched on 17 June last year.

According to Tan Sri Dr. Ong, Tourism Malaysia was targeting RM1 million in sales of domestic tour packages which would be offered to the 15,000 visitors expected at the fair.

"Proper and early holiday planning will save you money on flights and hotels. A tourism fair like this will help the public to plan their holiday with family and friends throughout 2016 at a much lower cost," stated Tan Sri Dr. Ong.

He suggested that Malaysians travel within their own country in light of the high foreign currency exchange rates.



“Apart from the tourism fair, Tourism Malaysia will also hold a Cuti-Cuti 1Malaysia Dekat Je Travel Mart session on 25 February 2016 at the Mutiara Hotel, Johor Bahru. The business to business (B2B) programme will be held between participants from the whole country and tourism operators from Johor and Singapore,” he added.

Domestic tourists have increased by 11.6% from 54.4 million in 2013 to 60.7 million people in 2014.

In 2014, the number of domestic tourists staying at hotels had also increased by 32.4% with a total of 45.4 million tourists.

The Cuti-Cuti 1Malaysia `Dekat Je` Travel Fair will include various exciting activities such as cultural dances from various states, lucky draws and interesting games for the visitors.

The tourism fair will be open from 10 am till 10 pm and admission is free.

For more details, please contact Miss Syazalena Amir, Assistant Director, Domestic Marketing Division, Tourism Malaysia or Mr. Hisham Hak, Tourism Officer, Domestic Marketing Division, Tourism Malaysia at 08-8891 8440/8412.

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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Through the Tourism NKEA (National Key Economic Area), collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia’s position as a leading tourist destination and achieve the country’s target of 36 million tourist arrivals and RM168 billion in receipts by 2020.

The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

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