



PRESS RELEASE

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TOURISM MALAYSIA & MAB COLLABORATE TO PROMOTE TOURISM

PUTRAJAYA, 18 July 2016 – Tourism Malaysia and Malaysia Airlines Berhad have renewed their collaboration in the interest of tourism in Malaysia.

Through the collaboration, Malaysia Airlines will sponsor flight tickets to bring in foreign media and tour agents, under Tourism Malaysia's Mega Familiarisation Programme, from the United Kingdom and Asia, ASEAN, and Oceania regions.

The projects and programmes in this collaboration will begin in July and end by December 2016.

The Mega Familiarisation Programme is one of Tourism Malaysia's most effective efforts to generate wide publicity on Malaysia as a preferred leisure and business destination and boost the country's tourist arrivals and receipts. It is the most cost-effective way to promote Malaysia as it garners the support of industry players to subsidise the cost of the programme through various sponsorship of air fares, accommodation, and ground support.

Introduced in the year 2000, the programme provides first-hand information and experience of the various tourist destinations and tourism products in Malaysia to the participants, comprising representatives of the international travel trade, journalists, travel writers, corporate house buyers and planners. Many successful tour packages and articles have been produced as a result of this programme.

Besides attending the respective events and tours, the Mega Fam participants are also required to attend a half-day tourism briefing and a travel mart, which provides a platform for the participants and local industry players to network and establish business opportunities.

Last year, Tourism Malaysia brought in 904 Mega Fam participants to the country, in conjunction with 15 major festivals and tourism events. A total of 50,542 Mega Fam participants have attended the programme from 2000 to 2015.

ENDS

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
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For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

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 2015, Malaysia registered 25.7 million tourist arrivals and RM69.1 billion in receipts.

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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