

## TOURISM MALAYSIA'S STRIKING PRESENCE AT THE FAMOUS DUTCH FLOWER PARADE



*Tourism Malaysia's float at Bloemencorso Bollenstreek*

**Amsterdam, 27 April 2017** – In line with its effort to promote Malaysia to Dutch tourists, Tourism Malaysia participated in the 70<sup>th</sup> edition of Bloemencorso Bollenstreek on 22 April 2017.

Tourism Malaysia's beautifully decorated flower float showcased the diversity of Malaysia, the Twin Towers, and the flora and fauna of the country, including the largest flower in the world, Rafflesia, and Malaysia's national flower, the hibiscus.

The Minister of Tourism and Culture Malaysia Dato' Seri Mohamed Nazri Abdul Aziz, who was leading a Malaysian delegation on a working visit to Netherlands, was also present at the event, along with more than a million spectators.

### **MALAYSIA TOURISM PROMOTION BOARD**

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)

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“I know the people of Netherlands will appreciate the natural beauty of our country. By participating in this colourful event with our own ‘Malaysia Truly Asia’ float, we can give Dutch tourists a glimpse of the attractions that Malaysia offers. The fact that this event will be broadcasted on national television and via live streaming also gives us the opportunity to reach millions of Dutch consumers,” said Dato’ Seri Mohamed Nazri.

The annual Flower Parade is one of the largest in the world to show Dutch flower bulb cultivation in all its glory. The 12-hour journey started from the city of Noordwijk and arrived in the centre of Haarlem. Performers and marching bands were also on hand to accompany the procession of the 17 beautifully decorated floats through the entire bulb-growing area.

The Dutch bulb region is a district located in the west of the Netherlands, between the cities of Haarlem and Leiden. It is famous for its bulb-growing cultivation that flourishes till this day. Every spring, the whole stretches of land are covered with row upon row of colourful blooms, attracting millions of fans from around the world.

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**MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA** is an agency under the Ministry of Tourism & Culture, Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. In 2016, Malaysia registered 26.8 million tourist arrivals and RM82.1 billion in receipts, placing it among the major tourism destinations of the world.

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