



PRESS RELEASE

FOR IMMEDIATE RELEASE

## FOREIGN TOUR AGENTS & MEDIA AT THE 17<sup>TH</sup> EDITION OF COLOURS OF MALAYSIA

**KUALA LUMPUR, 25 SEPTEMBER 2016** – A total of 63 foreign travel agents and media from 11 countries have arrived in the country under Tourism Malaysia’s Mega Fam programme to attend the Colours of Malaysia 2016 event held at Merdeka Square here.

The Mega Fam participants, who come from Bangladesh, Cambodia, Germany, Indonesia, Laos, Mauritius, Myanmar, the Philippines, Singapore, Thailand and Vietnam are here to experience first-hand Malaysia’s many beautiful attractions and help promote Malaysia as a top-of-mind holiday destination.

All participants were brought to visit the Handicraft Complex at Jalan Conlay where they learned about Malaysia’s local handicraft, such as batik, wood carving, blow pipe, hand woven songket, pottery ware, and mengkuang products. A free and easy session was arranged in the afternoon where participants had time to explore the rest of the city on their own.

After having dinner, they proceeded to Merdeka Square to witness the launching of Colours of Malaysia 2016 by the Minister of Tourism and Culture Dato’ Seri Mohamed Nazri Abdul Aziz. Themed “Myth and Folklore”, the show was a spectacular display of stunning visuals, music, dance, and special effects that showcased Malaysia’s culture, nature, and folklore.

On 26 September, the Mega Fam participants will depart to their respective post-tour programmes to various destinations around 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.*

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*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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