



PRESS RELEASE

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SARAWAK MINI DIVE EXPO 2015

KUCHING, 30 OCTOBER 2015: The Sarawak Mini Dive Expo 2015 is the first to be organized, from 30 October to 1 November at the new wing of the Boulevard Shopping Mall in Kuching, Sarawak. The expo, which showcased diving packages, diving equipment/merchandise, and dive courses, aims to promote Sarawak as a potential dive destination in Malaysia.

A total of 14 agencies and companies participated in the expo, which included dive operators, suppliers, travel agents, and government agencies.

In conjunction with the event, the Domestic Promotion Director, Mr. Iskandar Mirza Mohd Yusof, launched the 'Experience Sarawak Best Packages Dekat Je', which features 50 packages by 16 travel agents divided into several segmentations such as adventure & nature, city tours, culture & heritage, cycling and bike ride, sport tourism, volunteerism, Edu-tourism, Golfing and Diving.

It is noteworthy to mention that the production of the packages was in collaboration with Sarawak Tourism Board.

He lauded the move, saying, "Sarawak, being the largest state in Malaysia, is blessed with a rich diversity of tourism products...This rich diversity can lead to the development of many innovative and unique packages to suit every budget, interest, market and requirement."

He added, "It is my hope that the private sector involved in tourism will continue to push the boundaries of tourism development to promote Sarawak in a fresh, new way."

Tourism Malaysia's State Director for Sarawak, Mr. Salahuddin Mohd Ariffin said, "We are very proud of Malaysia's diving attractions, and we have taken great steps in preserving and promoting these dive sites to the world. This brochure will be useful in promoting Sarawak's dive sites and highlight the many interesting facets of Sarawak as a holiday destination."

As part of the promotional efforts by Tourism Malaysia to promote diving in Sarawak, a recent seminar and dive activity was organised on 19 – 21 August 2015 in Miri. The event was participated by local media, the Malaysia Scuba Diving Association (MSDA), Sarawak Forestry Corporation, PADI, Jabatan Laut Sarawak, JKKN Sarawak, local travel agents and Malaysia's Tourism Ambassador, Mr. Clement Lee.



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Last year, Sarawak recorded a total of 4.8 million visitor arrivals, comprising of 3 million international visitors and 1.8 million domestic visitors. Tourism receipts from that year came up to RM10.686 billion.

The top five international source markets for Sarawak in 2014 were Brunei (1.96 million visitors); Indonesia (547,158 visitors); Philippines (135,861 visitors); Singapore (49,059) and China (39,735)

Up to August 2015, Sarawak has received a total of 3.1 million visitors comprising of 57% domestic visitors and 43% international visitors. Sarawak's target for 2015 is 5 million visitors.

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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.

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme "Endless Celebrations" emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).

Through the Tourism NKEA, 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. 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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