



PRESS RELEASE

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MEGA FAM PARTICIPANTS LIVE LIFE IN THE FAST LANE AT THE MALAYSIA MOTORCYCLE GP 2015

KUALA LUMPUR, 23 OCTOBER 2015 – A total of 87 Mega Fam participants from 16 countries were brought in by Tourism Malaysia to help promote Malaysia as a holiday destination in conjunction with the Malaysia Motorcycle Grand Prix 2015 race happening at the Sepang International Circuit from 23 to 25 October this year.

The participants, which consist of members of the media and travel agents, come from Australia, Austria, Brunei, Cambodia, China, Dubai, Germany, India, Indonesia, Korea, Mauritius, Myanmar, Philippines, Russia, Sweden, and Thailand. They were welcomed by the Deputy Director General (International Promotion) of Tourism Malaysia, Y.Bhg. Dato' Hj. Azizan Noordin, who delivered his welcome remarks at a destination seminar earlier today.

During the seminar, the participants were given a presentation by the CEO of Sepang International Circuit Sdn. Bhd, Y.Bhg. Dato' Razlan Razali, as well as a presentation by the National Department for Culture & Arts (JKKN) on The International Aborigines & Indigenous Arts Festival. Movie Animation Park Studios (MAPS) also had a chance to deliver a presentation on their theme park in Perak which is scheduled to open in 2016 and will add to the exciting tourist attractions in Malaysia.

Later in the evening, Director General of Tourism Malaysia Y. Bhg Dato' Mirza Mohammad Taiyab hosted a dinner for the Mega Fam participants at the Renaissance Kuala Lumpur Hotel, before presenting them with a certificate of participation. He also took the opportunity to present awards to deserving locally-recruited staff who served the Tourism Malaysia offices overseas.

On 24 October the Mega Fam participants will head to the Sepang International Circuit to witness the start of the two day race, before attending the launch of The International Aborigines & Indigenous Arts Festival at Taman Tasik Titiwangsa later in the afternoon.

They will then proceed to the Tourism Night Dinner with Bikers at the Impiana Hotel, KLCC, where there will be video presentations of the award winning "Malaysia Truly Asia" video by Yuna, as well as Sepang International Circuit. There will also be a soft launch of the "Bike Tour Package"



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during the dinner.

After the race, the participants will depart to their respective post tour programmes around the country.

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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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