



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **FOREIGN TOUR AGENTS & MEDIA TO WITNESS HOMEGROWN EVENTS AT PUTRAJAYA**

**PUTRAJAYA, 26 MAY 2016** – A total of 69 foreign travel agents and media have arrived in the country under Tourism Malaysia's Mega Fam programme to attend the launching of the Magic of the Night 2016 and the Royal Floria Putrajaya 2016.

The Mega Fam participants, who come from China, France, Germany, Hong Kong, India, Japan, Pakistan, Russia and Turkey are also here to experience first-hand Malaysia's many beautiful attractions and help promote Malaysia as a top-of-mind holiday destination.

They were brought to experience Fantasy Rainforest Live Performance at Putrajaya International Convention Centre today before proceeding to a Destination Seminar organised by Tourism Malaysia at Putrajaya Corporation.

During the seminar, the participants were given a presentation by Director of Corporate Communication, Putrajaya Corporation, YM Tengku Aina YTM Tengku Ismail Shah, as well as a presentation by the Senior Manager of Movie Animation Park Studio (MAPS) Adelyn Chan. MAPS is scheduled to open in late 2016 and will add to the exciting tourist attractions in Malaysia.

Earlier, Tourism Malaysia Director of Corporate Communication Azizah Aziz, delivered her welcome remarks and Tourism Destination Presentation. Later in the evening, Deputy Director General (Advertising & Digital) of Tourism Malaysia YBhg. Dato' Sri Abdul Khani Daud, hosted a dinner for the Mega Fam participants, before presenting them with a certificate of participation.

On 27 May, the participants will have the opportunity to visit Putrajaya Botanical Garden to explore the diversity of flora and fauna here in Malaysia. Later they would be brought to discover the rest of Putrajaya on a cruise boat by Putrajaya Cruise.

Participants will then proceed to Precinct 4, Putrajaya to take a tour of the Royal Floria Putrajaya 2016 event before witnessing the launching of Magic of the Night 2016 by the Minister of Tourism and Culture Dato' Seri Nazri Abdul Aziz.

On 28 May, the Mega Fam participants will depart to their respective post-tour programmes to various destinations around Malaysia.

**ENDS**

### **MALAYSIA TOURISM PROMOTION BOARD**

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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 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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