



PRESS RELEASE

FOR IMMEDIATE RELEASE

TOURISM MALAYSIA INTRODUCES BEST OF LABUAN HOLIDAY PACKAGES 2016 TO BOOST TOURISM IN LABUAN

LABUAN, 10 May 2016 – Tourism Malaysia introduced 16 holiday packages today to promote Labuan as a holiday destination. The ‘Best of Labuan Holiday Packages 2016’ was launched by the Deputy Director General (Strategic and Domestic) Tourism Malaysia Madam Chong Yoke Har at Grand Dorsett Hotel in Labuan. Also present was the Deputy Chief Executive Officer Office (Development) of Labuan Corporation Mohd Zamri B. Mohd Esa.

Tourism Malaysia collaborated with four local tour agencies to produce the packages. They consist of LGM Tour & Travel Sdn. Bhd., Borneo Star Dive Sdn. Bhd., Destination Borneo Sdn. Bhd., and Jiwaja Rent A Car Sdn. Bhd.

Each package offers different activities to make it easier for tourists to choose the destination that they want to visit based on their interests. Among the activities include reef diving at Marine Park, diving at World War II and 1980’s shipwreck sites, exploring a coal mining tunnel, shopping at Labuan market and duty free shops, and many more.

For instance, the Dive Our WWII & 1980’s Shipwrecks package offers consumers wreck diving at four dive sites comprising American wreck, Australian wreck, Cement wreck, and Blue Water wreck starting from RM408 per person (minimum four people). The Trail & Trek Tanjung Kubong package gives consumers the opportunity to explore the 18th century coal mining tunnel in Tanjung Kubong as well as tour the island and shop for duty free items. This 3D2N package starts from RM658 per person with minimum four people. The 2D1N Battlefield package, which starts from RM718 per person with minimum two people offers a guided war history tour to the battlefield sites, Brown Beach, St. Anne’s school, Pitch 1 & Pitch 2, Surrender Points & World War II Memorial.

The 3D2N Par-Fect Experience At LIGC package offers consumers the best golfing experience at the Labuan International Golf Club which opened in 2013. It costs RM748 per person with minimum two people. The Island Hoping Fun Tastic package promises an unforgettable snorkeling experience at the Marine Park comprising Kuraman, Rusukan Kecil, Rusukan Besar and Papan Islands. The one day tour package starts from RM1,208 per person with minimum of 12 people.

Additional efforts by Tourism Malaysia to boost travel to Labuan includes the arrangement of six charter flights to bring in holidaymakers from China, which will begin on 15 July this year.

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; Official: malaysia.travel; Corporate: tourism.gov.my
Facebook: [friendofmalaysia](https://www.facebook.com/friendofmalaysia); Twitter: [tourismmalaysia](https://twitter.com/tourismmalaysia); Blog: blog.tourism.gov.my



MEDIA FAMILIARISATION TRIP TO LABUAN

In an effort to promote Labuan as a top-of-mind tourist attraction, Tourism Malaysia had organised a familiarisation (fam) trip to Labuan for 13 local media and bloggers from 9 to 11 May 2016.

The 3D2N fam trip for the media comprise a visit to the Kg Air Patau-Patau Homestay, Labuan International Golf Club, Peace Park and Surrender Point, Rusukan Island, Labuan Museum, WWII Memorial, Labuan Duty Free Shop, Tip of Labuan, Gedung Ubat and The Chimney.

The media also attended the launch of 'Best of Labuan Holiday Packages'.

A total of 1,015,427 tourists visited Labuan in 2015 compared to 1,042,221 tourists in 2014, registering a 2.6% decrease.

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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.

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.

Press contact:

Media Relations Unit:

Shukri Hanafiah, Senior Deputy Director, Corporate Communication Division

Tel: +603-8891 8767

Email: shukrihanafiah@tourism.gov.my

Editorial Unit:

Anis Rozalina Ramli (Ms), Senior Editor, Corporate Communication Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my

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(MINISTRY OF TOURISM & CULTURE, MALAYSIA)

No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia

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