



**PRESS RELEASE**

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**CUTI-CUTI 1MALAYSIA `DEKAT JE'-TRAVEL FAIR  
ENCOURAGES DOMESTIC TRAVEL**

**PUTRAJAYA, 5 February 2016** – A total of 60 participants comprising travel agencies, hotel, resort, and tourism product owners from all states in Malaysia are expected to take part in the inaugural Cuti-Cuti 1Malaysia `Dekat Je' Travel Fair, which will be organised by Tourism Malaysia from 26 to 28 February at KSL City, Johor Bahru.

“This tourism fair is part of Tourism Malaysia’s latest domestic campaign, Cuti-Cuti 1Malaysia Dekat Je, which was launched on 17 June last year,” said the Secretary General of the Ministry of Tourism and Culture Tan Sri Dr. Ong Hong Peng to the media at the pre-launch event for the Cuti-Cuti 1Malaysia `Dekat Je' Travel Fair, here, today.

According to Tan Sri Dr. Ong, Tourism Malaysia was targeting RM1 million in sales of domestic tour packages which would be offered to the 15,000 visitors expected at the fair.

“Proper and early holiday planning will save you money on flights and hotels. A tourism fair like this will help the public to plan their holiday with family and friends throughout 2016 at a much lower cost,” stated Tan Sri Dr. Ong.

He suggested that Malaysians travel within their own country in light of the high foreign currency exchange rates.

“Apart from the tourism fair, Tourism Malaysia will also hold a Cuti-Cuti 1Malaysia Dekat Je Travel Mart session on 25 February 2016 at the Mutiara Hotel, Johor Bahru. The business to business (B2B) programme will be held between participants from the whole country and tourism operators from Johor and Singapore,” he added.

Domestic tourists have increased by 11.6% from 54.4 million in 2013 to 60.7 million people in 2014.

In 2014, the number of domestic tourists staying at hotels had also increased by 32.4% with a total of 45.4 million tourists.

The Cuti-Cuti 1Malaysia `Dekat Je' Travel Fair will include various exciting activities such as cultural dances from various states, lucky draws and interesting games for the visitors.

**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; Twitter: tourismmalaysia; Blog: blog.tourism.gov.my



The tourism fair will be open from 10 am till 10 pm and admission is free.

*For more details, please contact Miss Syazalena Amir, Assistant Director, Domestic Marketing Division, Tourism Malaysia or Mr. Hisham Hak, Tourism Officer, Domestic Marketing Division, Tourism Malaysia at 08-8891 8440/8412.*

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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 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

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](mailto:shukrihanafiah@tourism.gov.my)

**Editorial Unit:**

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

Tel: +603-8891 8759

Email: [anisramli@tourism.gov.my](mailto:anisramli@tourism.gov.my)

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(MINISTRY OF TOURISM & CULTURE, MALAYSIA)

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