



PRESS RELEASE

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MEGA FAM PARTICIPANTS ATTEND THE DEEPAVALI OPEN HOUSE IN SUNGAI SIPUT, PERAK

PUTRAJAYA, 13 November 2017 – Tourism Malaysia brought in 26 media and travel agents from ASEAN countries to Malaysia to attend the recent national-level celebration of Deepavali Open House in Sungai Siput, Perak. They were here under the Mega Familiarisation (Mega Fam) programme to help promote the country as a top-of-mind holiday destination.

The Mega Fam programme participants were from six ASEAN countries, namely Brunei, Laos, Medan, the Philippines, Thailand and Vietnam.

The highlight of their trip was the chance to witness the official launch of Deepavali Open House on 11 November officiated by the Deputy Prime Minister of Malaysia, YAB Dato' Seri Dr. Ahmad Zahid bin Hamidi. Among the VIPs present include Menteri Besar Perak, YAB Dato' Seri DiRaja Dr. Zambry Bin Abd Kadir; Minister of Transport YB Dato' Sri Liow Tiong Lai; Minister of Health who represented the Indian community, YB Dato' Seri S. Subramaniam; and Minister of Tourism and Culture YB Dato' Seri Mohamed Nazri Bin Abdul Aziz. It was reported that some 15,000 visitors celebrated the national level Deepavali Open House event.

All Mega Fam participants, together with the public, had the opportunity to catch various glamorous live Deepavali performances, sample Malaysian cuisine and tidbits usually made during Deepavali, and see how the festival was generally celebrated by Malaysians of all races. Several local renowned artists, namely Ybng. Dato' M. Nasir, Jaclyn Victor and Vivek Ji performed during the event. Exhibitions and demonstration booths from various government and non-government agencies were open for public to visit as well.

During their stay here in Malaysia, the Mega Fam participants had the opportunity to visit several exciting destinations in Perak, including Malaysia's family holiday theme park, Sunway Lost World of Tambun; the historic Kellie's Castle; and Marina Island Pangkor Resort & Hotel. The group was also ferried to Pangkor Island and toured the island's various attractions such as Nipah Bay, Dutch Fort, Sacred Rock, Mini Great Wall of China and Seafood Factory.

A high-tea session was also arranged for the international guests at the award winning Weil Hotel Ipoh to meet up with the Perak Tourism, Arts, Culture, Communications and Multimedia Committee Chairman Dato' Nolee Ashilin binti Dato' Mohammed Radzi.

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)

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Background info on Tourism Malaysia's Mega Familiarisation Programme:

The Mega Familiarisation Programme is one of Tourism Malaysia's signature programmes to assist in the promotions and branding of Malaysia as the preferred tourist destination in the world.

A total of 299 guests from 27 countries participated in eight Mega Familiarisation events in 2016. Of these, 144 guests were representatives from travel agencies, 132 were media representatives while 23 were corporate guests, accompanying officers and representatives from the Tourism Malaysia overseas offices, who were specially invited to attend tourism events held in Malaysia.

The commercial value of the publicity generated by the Mega Fam programme in 2016 was RM34,404,471.03 from 37 feature articles published in international publications, 30 documentaries and online media broadcast.

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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.tourism.gov.my/>

MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. In 2016, Malaysia registered 26.8 million tourist arrivals and RM82.1 billion in receipts, placing it among the major tourism destinations of the world.

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