



**PRESS RELEASE**

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## **NEW ATTRACTIONS TO ENTICE TOURISTS FROM SINGAPORE TO RE-VISIT MALAYSIA**

**SINGAPORE, 16 October 2015:** Singaporeans now have a new reason to re-visit Malaysia with the unveiling of two new tourism packages by the Minister of Tourism and Culture Malaysia YB Dato' Seri Mohamed Nazri Abdul Aziz during the launching of Travel Malaysia Fair Serie II at the Singapore Expo Convention & Exhibition Centre, here, today.

The new tourism packages are aimed at promoting Perak as a new destination choice for Singaporeans already familiar with Johor, Melaka and Kuala Lumpur. The I@venturous package offers visitors eco-adventure activities in Gopeng, while the Moasangking@Ipoh is a food trail package tailor-made for durian fanatics. A fun map of Perak's capital city, Ipoh, was also unveiled, providing tourists a fun way of discovering the many exciting attractions in the city.

Dato' Seri Nazri, in his speech, said there was a demand from Singaporeans for new destinations in Malaysia such as Perak with the increased connectivity to Ipoh by Tiger Air, Malindo Air and Firefly.

"The Perak Experience offers tourists a mix of history, bountiful nature, heritage, and some of the best street-food and authentic cuisines in Malaysia. It is a gem of a state waiting to be discovered by the Singaporeans," he added.

Dato' Seri Nazri also praised Express & Excursion Bus Association (EEBA) for their on-going effort in assisting Malaysia to increase tourist arrivals from Singapore during the year-end school holidays through the Travel Malaysia Fair.

"Such commitment shown by EEBA over the last 10 years is exemplary and should be applauded and appreciated," he said.

Organised by IBT Investment Pte Ltd and supported by Express & Excursion Bus Association (EEBA) and Tourism Malaysia, Travel Malaysia 2015 which is held from 16 to 18 October, is Singapore's largest-ever travel and consumer fair that promotes Malaysia as a unique and favourite tourist destination.

More than 120 booths and close to 40 exhibitors are taking part in the three-day exhibition. Among the participants include express bus ticketing agents, travel agents, resort operators,



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homestay operators, lifestyle products, state tourism, food vendors and various major players in the tourism industry.

Visitors to the fair will be entertained with daily stage performances by Hello Kitty and Angry Bird, and traditional music performances by Aura Maltra; they will also have a chance to participate in exciting stage games.

Singapore is Malaysia's top tourist generating market. Last year, Singapore arrivals into Malaysia was 13.9 million, a growth of 5.7 percent, however, the first three months of 2015 showed an 8.6 percent drop.

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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.

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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