



**PRESS RELEASE**

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## **FOREIGN TOUR AGENTS & MEDIA WITNESS MALAYSIA'S CULTURAL EXTRAVAGANZA**

**KUALA LUMPUR, 17 October 2015** – Tourism Malaysia brought in 125 foreign travel agents and media under its Mega Fam programme to witness Citrawarna@Kuala Lumpur. The country's biggest cultural extravaganza returns tonight with a brand new concept to enthral spectators at Merdeka Square, Kuala Lumpur.

The Mega Fam participants are from Brunei, Cambodia, China, Germany, Hong Kong, India, Indonesia, Japan, Kazakhstan, Laos, Mauritius, Myanmar, Nepal, the Philippines, Singapore, South Korea, Thailand, and Vietnam. They are also here to gain first-hand experience of Malaysia's tourism offerings to enable them to sell Malaysia with more confidence when they return to their respective countries.

Prior to attending the show, they attended a Destination Seminar today at Sheraton Imperial Hotel, organised by Tourism Malaysia. They were given an overview of Malaysia's tourism developments, offerings, as well as its latest and upcoming attractions by Tourism Malaysia's Deputy Director General (International Promotion) Dato' Haji Azizan Noordin.

They were also briefed on Citrawarna@Kuala Lumpur by the Senior Manager of VMY Secretariat from the Ministry of Tourism Culture Malaysia. Besides that, Malaysia Airlines Berhad, Malayan Railways Limited, and Sheraton Imperial Hotel KL also took the opportunity to highlight their services.

The Director General of Tourism Malaysia Dato' Mirza Mohammad Taiyab hosted a lunch to meet the foreign agents and media and thank them personally for their support and assistance in promoting Malaysia during Visit Malaysia Year 2014 and the current Malaysia Year of Festivals.

Citrawarna@Kuala Lumpur will be launched by the Minister of Tourism and Culture Malaysia Dato' Seri Nazri Abdul Aziz. Spectators will be taken on a magical journey and be mesmerised by a spectacular display of stunning visuals, music, dance, and special effects that showcase Malaysia's culture, nature, and future.



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The Mega Fam participants have also visited The School of Hard Knocks at the Royal Selangor Visitor's Centre in Kuala Lumpur and attended the musical theatre MUD KL. They will proceed with their post tours to various destinations around Malaysia on 18 October.

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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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