



MEDIA RELEASE

FOR IMMEDIATE RELEASE

TOURISM MALAYSIA “EKSPRESI MEDIA – KENYIR 2019” PROGRAMME TO UNCOVER HIDDEN GEMS OF TERENGGANU

PUTRAJAYA, 19 MARCH 2019 – A total of 22 media representatives from various newspapers, magazines and social media platforms, are taking part in the Ekspresi Media - Kenyir 2019 programme from 18 to 21 March. This initiative by Tourism Malaysia is to engage with local media and encourage them to promote tourist destinations in Terengganu, especially as a build-up to the Visit Malaysia 2020 promotion campaign.

Organised for the first time, the programme has elements of sightseeing and product inspections, hands-on experiences and product briefings by professionals in the industry to provide a well-rounded experience of Terengganu and showcase some of the state’s hidden touristic gems. Moreover, the programme also aims to forge closer relations between the tourism promotion board, the tourism private sector players and the media.

The media will gain some fascinating experiences including feasting on local cuisine such as *nasi dagang* at popular establishments that have gone “viral” on social media; praying at the beautiful Tuanku Nur Zahirah Mosque which is also known as Masjid Terapung; trekking to explore the Bewah Cave; staying the night on a houseboat on Kenyir Lake; swimming with the kelah species of fish; and feeding elephants.

They will also have opportunities to get photography tips from Canon Malaysia and learn from the experience of famous Malaysian comic artist, Ujang. Several Terengganu tourism industry players will also come forward to explain about their development plans for the state’s tourism growth.

Tourism Malaysia hopes that the media will share stories of their Terengganu explorations with their readers and audience in their respective publications or social media platforms and in turn create the interest for them to visit Terengganu.

It is expected that some 40 to 50 stories will be generated by this group of participants, consisting of feature articles and postings and stories on Facebook, Instagram, YouTube, Twitter and blogs. From the sharing and re-posting of these entries, Tourism Malaysia looks forward to gain between 2 million and 4 million audience reach as the outcome of the Ekspresi Media – Kenyir 2019 programme.

Fully utilizing the power of social media, hashtags such as #tourismmalaysia, #malaysiatrulyasia, #cuticutimalaysia, #vm2020 and #ekspresimedia2019 will be used throughout the programme to gain more traction for the publicity.

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM, ARTS & 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

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[youtube.malaysia.travel](https://youtube.com/malaysia.travel); blog.malaysia.travel



For this inaugural edition, Tourism Malaysia has partnered with Terengganu Tourism Department, KETENGAH, PERHILITAN, Kuala Terengganu Police Department and Canon Malaysia.

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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, Arts & 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 2018, Malaysia registered 25.8 million tourist arrivals and RM84.1 billion tourist receipts, placing it among the major tourism destinations of the world.

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