



PRESS RELEASE

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TOURISM MALAYSIA PROMOTES "JOHOR HOLIDAY PACKAGES"

KUALA LUMPUR, 12 March 2016: The Chairman of Johor Tourism, Trade & Consumerism Datuk Tee Siew Kiong launched the "Johor Holiday Packages" brochure today at the Putra World Trade Centre (PWTC) during MATTA Fair.

Published by Tourism Malaysia, the "Johor Holiday Packages" contains 25 holiday packages on eco-tourism, city tours, golf, theme parks, edutourism and special interest tourism destinations in Johor, which were developed with the cooperation of seven travel partners in the state.

Each package offers different activities to make it easier for tourists to choose the destination that they want to visit based on their interests. Among the activities include a visit to Johor Darul Takzim (JDT) Stadium during a match, theme park marathon, a stay at Tiram Indah Village in Ulu Tiram, visits to the Bugis Village, Jawa Village, and many more.

For instance, the JDT Stadium package offers consumers a visit to the stadium, as well as watch a football match, worth RM30 per pax. The theme park marathon package offers families the opportunity to spend four days at various theme parks comprising Legoland, Angry Bird, Hello Kitty and Austin Hill Adventure Park. The package which includes accommodation and private vehicle costs RM1,295 per pax. A "Homestay 3D2N" package in Bugis and Jawa villages promises a unique taste of the Bugis and Jawa food and cultures, and costs RM300 per pax at each homestay.

The 2D1N stay at Tiram Indah Village package offers a horseback riding experience from as low as RM60. It offers a basic horse riding lesson which is ideal for people of all ages.

The publication of the brochure is in line with Tourism Malaysia's efforts to boost tourist arrivals to Johor.

MATTA FAIR 2016

A total of 110 organisations is participating under Tourism Malaysia in the MATTA Fair of 2016. They are comprised of 55 tour operators, 33 operators of hotels/resorts, and 20 tourism products operators.

Various attractively priced holiday packages are being offered at the three-day Fair to boost the sale of packages to tourist destinations around the country. The effort is also in line with the Cuti-Cuti 1Malaysia Dekat Je campaign.



Tourism Malaysia is targeting the sale of 17,896 packages, which will contribute to a total of RM4,653,688, through its participation in this MATTA Fair in March 2016.

Those who bought the tour packages have the chance to redeem various attractive prizes at Tourism Malaysia Pavilion at MATTA Fair.

Domestic tourism showed double digit growth in terms of the number of tourists and receipts for the year 2014. The number of domestic tourists was up by 11.6% to 60.7 million compared to 54.4 million in 2013 while receipts increased by 16.3% to RM41.1 billion compared to RM35.6 billion in 2013.

For further details, please contact Syed Mohd Shahmi (Tourism Officer), Tourism Malaysia Johor at +607-2223590/3591 or via email at syedmohdshahmi@tourism.gov.my.

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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.

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