



PRESS RELEASE

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## TOURISM MALAYSIA PROMOTES SABAH FOOD TRAIL PACKAGES

**SANDAKAN, 30 October 2015** – Tourism Malaysia Sabah launched a new brochure today to promote Sabah as a food paradise. The “Sabah Food Trail” brochure was launched by **Datuk Kamarlin Hj Ombi**, the Assistant Minister of the Ministry of Tourism, Culture & Environment Sabah. The brochure, which contains nine interesting Food Trail tour packages, is published in collaboration with six travel agencies.

It is created to promote local food and natural attractions in Sabah. The tour packages, which range from 2 Days 1 Night to 5 Days 4 Nights, give foreign and domestic tourists a chance to explore their taste buds by trying local delicacies and mingle with the local community.

Datuk Kamarlin said that Sandakan is clearly the backbone of Sabah’s tourism industry. Sandakan town is blessed with bountiful natural attractions, such as Sepilok Orang Utan Rehabilitation Centre, Sukau-Kinabatangan, Selingan Island, heritage, and fabulous food. He congratulated Tourism Malaysia and participating agents for their effort. This initiative marks yet another milestone in boosting tourist arrivals to Sabah, particularly Sandakan.

Each tour packages offers different attractions. For instance, those who join the **3D/2N Sabah Cooking Experience** get to enjoy Hajah Halimah traditional food cooking experience, along with a guided city tour, local food experience, and a visit to the market.

The **4D/3N Food In Wonderland** package allows tourists to experience local food and market, along with guided tours of Tunku Abdul Rahman Marine Park, Kinabalu Park, Desa Cattle Farm, Poring Hot Spring and Sabah Tea Garden.

Wildlife enthusiasts should opt for the **3D/2N Sandakan Seafood Channel**, which includes guided tours of Sepilok Rehabilitation Centre and Heritage Tour, besides local food experience (seafood) and market.

The **5D/4N Borneo Food Hunter** package allows tourists to participate in a cooking lesson at Rumah Terbalik (upside down house), in addition to guided tours of Mari-Mari Cultural Village, Kinabalu Park, Poring Hot Spring, city tour, local food experience and market.



**MALAYSIA TOURISM PROMOTION BOARD**  
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Other tour packages are **Food Lover In KK, Makan-Makan Kita Bah, KK Food Mania, Sandakan Food Galore, and Pusing-Pusing Cari Makan.**

Those who are interested to join the tour packages can contact any of the six (6) agents for further details.

Tourism Malaysia Sabah will also be promoting the tour packages through websites, online social media, email blast and distribution of brochures at Tourism Malaysia state and overseas offices.

*If you have any enquiries or require further information, kindly contact:*

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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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