



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **FOREIGN MEDIA AND TOUR AGENTS JOIN MALAYSIA DEEPAVALI OPEN HOUSE 2015 CELEBRATIONS**

**PUTRAJAYA, 10 NOVEMBER 2015** – A total of 152 international media and travel agents from 19 countries arrived in Malaysia yesterday to witness the Malaysia Deepavali Open House 2015 on 11 November at Padang Awam Kulim, Kedah. The group is specially invited by Tourism Malaysia, under its Mega Familiarisation Programme.

The Mega Fam participants, who come from Australia, Azerbaijan, Brunei, China, Hong Kong, India, Indonesia, Iran, Korea, Laos, Philippines, Russia, Saudi Arabia, Sri Lanka, Singapore, South Africa, Thailand, USA and Vietnam are here to report and publicise the event, and in the case of travel agents, to help develop and promote Malaysia holiday packages to their clients.

Prior to the open house celebration, the participants will attend a Destination Seminar where they will be briefed by Kedah and Perlis State Tourism on local tourism products as well as Ministry of Tourism and Culture on the national open house event. A “Tell and Sell” networking session will also be held during the seminar for the international agents to mingle with the local tourism trade members and learn about Malaysian tourism offerings.

At night, the participants will enjoy a Deepavali themed dinner hosted by Kedah State Tourism. The dinner event will also be graced by Kedah state Chief Minister, Dato’ Seri Paduka Hj. Mukhriz Tun Mahathir.

On the morning of 11 November 2015, the Mega Fam participants will enjoy a visit to Kulim Golf and Country Club and experience the Tree Top Walk at Sg. Sedim, Kulim.

Later that evening, the Mega Fam Participants will witness the Malaysia Deepavali Open House 2015 at Padang Awam Kulim, Kedah. The open house event will be graced by the Prime Minister, Dato’ Seri Mohd. Najib Tun Abdul Razak and wife, Datin Paduka Seri Rosmah Mansor; Deputy Prime Minister of Malaysia, Dato’ Seri Dr. Ahmad Zahid bin Hamidi; Kedah state Chief Minister, Dato’ Seri Paduka Hj. Mukhriz Tun Mahathir; Minister of Health, Dato’ Seri Dr. Subramaniam K.V. Sathasivam; Minister of Tourism and Culture, Dato’ Seri Mohamed Nazri bin Tan Sri Abdul Aziz; and Deputy Minister of Tourism and Culture, Datuk Hajah Mas Ermieyati bin Samsudin.



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On 12 November 2015, all Mega Fam participants will be brought to G Hotel, Penang to witness the launch of the 1Malaysia Year-end Sale Campaign 2015 and Malaysia shopping maps. A presentation on “Malaysia Shopping Landscape” will be held by Head of Secretariat Shopping Malaysia, Baizuri binti Baharum. The Kuala Lumpur Fashion Weekend preview and a press conference will also be held in conjunction with the launch of the event.

The following day, the participants will proceed to their post tours to selected tourists destinations around Malaysia, which include Penang, Langkawi and Royal Belum Forest.

**ENDS**

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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