



PRESS RELEASE

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SPECIAL BENEFITS FOR LOCAL BUSINESS TRAVELLERS WITH “CORPORATE TRAVEL PROGRAMME”

SUBANG, 6 OCT 2013: Tourism Malaysia, with the cooperation of Fireflyz Sdn. Bhd launched the “Corporate Travel Programme” today at Subang Skypark Terminal in Selangor, which aims to offer exclusive benefits for the convenience of local business travellers.

The “Corporate Travel Programme” was officiated by the Director General of Tourism Malaysia, Y.Bhg Dato’ Mirza Mohammad Taiyab.

The programme is tailored to meet the needs of the local business community who often travel on official duty for meetings, conventions, exhibitions, trip incentives and other official matters.

Through this programme, corporate travellers will be able to enjoy special privileges, such as unlimited penalty-free changes to flight dates, time, and passenger names; the option of selecting passenger seats at no charge, and the use of the ‘Firefly Biz Zone’ for free at Subang Skypark Terminal.

The “Corporate Travel Programme” is a product of the smart partnership between Tourism Malaysia and Fireflyz Sdn. Bhd.

In conjunction with the launch, Tourism Malaysia has invited a total of 26 participants representing 25 corporations in Malaysia, and nine representatives from the media to try the new Firefly service under the “Corporate meet Sellers – Discover Penang” programme.

Participants of the programme will be flown to Pulau Pinang for a tourism product familiarisation visit from 6 to 8 October.

The 3 day 2 night programme aims to promote various places of interest in Pulau Pinang that are suitable for corporate events, such as meetings, seminars, conferences, corporate retreats, incentive trips, and other such events in Malaysia.

Among the corporations attending the programme include PLUS Malaysia Berhad, Sapura Kencana Petroleum Bhd., Pos Berhad, Alam Flora, Sankyo Sanyo, Touch N Go Sdn Bhd., KTM Berhad, AEON CO. (M) Bhd., Panasonic, RHB Bank, Tetra Pak, TASCOS Berhad, UM Niaga, Nistran (M) Sdn. Bhd. and other corporations.

Aside from visiting various destinations and tourism products around Pulau Pinang, participants of the programme will also attend the “Corporate Travel Bazaar” event which begins from 8 to 9 October at the Eastin Hotel, George Town, at the end of their trip.



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The participants will have a chance of meeting participants of the “Corporate Travel Bazaar” consisting of 73 local travel agents that offer various MICE (Meetings, Incentives, Conventions and Exhibitions) packages to the domestic business market.

The “Corporate meet Sellers – Discover Penang” is a continuation of the success of the “Corporate meet Sellers Siri 1” held in Perak in March 2013. Efforts between corporates and Tourism Malaysia such as this, shall act as catalysts in spurring domestic business tourism towards the next level, more so during the Visit Malaysia Year 2014

For more information, please contact Mr. Noraffendi Nordin and Puan Rozita Hussain, Tourism Officer, Tourism Malaysia Selangor at 03 5510 9100 or email at noraffendi@tourism.gov.my, or rozita@tourism.gov.my.

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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 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts, placing the country firmly as the 10th most popular tourism destination in the world.

In 2014, Malaysia will celebrate its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme “Celebrating 1Malaysia Truly Asia”. The VMY 2014 promotional campaign has started this year with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government’s target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.

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