



MEDIA RELEASE

INTERNATIONAL MEDIA AND TRAVEL AGENTS IN MALAYSIA FOR 1MALAYSIA MEGA SALE CARNIVAL 2011

Tourism Malaysia has invited almost 100 members of the foreign media and travel trade from 16 countries to Malaysia in conjunction with the launch of '1Malaysia Mega Sale Carnival.'

The participants, here under the Mega Familiarisation Programme (Mega Fam), are travel agents, TV crew, and journalists from Algeria, Australia, Bangladesh, Brunei, Germany, Hong Kong, India, Indonesia, Japan, Latvia, the Netherlands, the Philippines, South Korea, Sweden, Thailand and Vietnam.

They will attend a business seminar at Grand Millennium Hotel on 15 June on the topic of Malaysia's tourism destination, presented by the Director of Communications & Publicity, Tourism Malaysia, Mr. Mohmed Razip Hasan. During the seminar, they will be briefed on the niche tourism products offered by Malaysia, such as the Homestay Programme, Park and Gardens tourism, ecotourism as well as luxury shopping experiences here. Later, they will attend and report on the launching ceremony of 1Malaysia Mega Sale Carnival as well. During their stay in Malaysia, they will also get the chance to visit selected shopping complexes as arranged by Shopping Malaysia Secretariat, and embark on post-event tours to Terengganu, Sabah and Pahang, among others.

The 1Malaysia Mega Sale Carnival is being organized for the 12th year and offers shoppers great discounts and promotions. For almost 11 weeks, shoppers from Klang Valley especially, are going to witness the fantastic and exciting performances, fun

activities, fashion shows, as well as mall contests that will take place throughout the sale period.

This year, the Ministry of Tourism has rebranded the tourism event, previously known as “Malaysia Mega Sale Carnival,” as “1Malaysia Mega Sale Carnival” to complement the government’s efforts towards promoting racial harmony, national unity as well as efficient governance and to better reflect the Malaysian identity.

To complement the Ministry of Tourism’s efforts in promoting Malaysia as a leading shopping destination, the Ministry of Domestic Trade, Co-operatives and Consumerism is introducing the 1Malaysia Unified Sale. The sale sees all sectors of the economy - including retail, food and beverage, hotel, spa, tourist attraction and transport - participate by offering discounts, incentives and added services to consumers.

Both sale campaigns will be launched on 15 June at Suria KLCC, and will run concurrently until 31 August.

BACKGROUND INFORMATION

The Mega Fam programme was initiated by Tourism Malaysia in 2000 with the cooperation of various tourism-related organisations, such as airlines, hotels, as well as state governments to showcase Malaysia’s best tourism products to foreign media and trade partners. The main objective of the programme is to increase the awareness of participants about tourist destinations around Malaysia and to provide an opportunity for them to sample Malaysia’s beautiful country and courteous hospitality.

Last year, 788 Mega Fam participants were brought in from all over the world in conjunction with 19 mega tourism events; it generated a total of RM37 million of publicity value in terms of print and media visibility.

For more information on the Mega Fam programmes, please contact:

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