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MINISTRY OF TOURISM, MALAYSIA

NEWS RELEASE

TERENGGANU NAMED AS “OVERALL BEST FLOTILLA”

“1Malaysia International Tourism Night Floral Parade” produces first-time winners

PUTRAJAYA, 17 July 2011 – Terengganu’s flotilla bags the first place for the “Overall Best Boat” at the “1Malaysia International Tourism Night Floral Parade 2011”. The event, which was held here for nine consecutive nights starting 9 July 2011, draws its curtain down tonight.

Minister of Tourism Malaysia, YB Dato’ Dr Ng Yen Yen presents the trophies to all winners and officially closes the ceremony. Also present are President of Putrajaya Corporation, YBhg Tan Sri Samsudin Osman and other distinguished guests.

List of the first-time winners:

Overall Best Boat

- Terengganu (Prize Winner)
- Ministry of Tourism / Tourism Malaysia
- Putrajaya
- i-City

Most Creative

- YTL Hotels (Prize Winner)
- Resort World, Genting
- AirAsia

Best Lighted

- i-City (Prize Winner)
- Resort World, Genting
- YTL Hotels

Most Popular (Public Sector)

- Ministry of Tourism / Tourism Malaysia (Prize Winner)
- Johor
- Terengganu

Most Popular (Private Sector)

- AirAsia (Prize Winner)
- i-City
- YTL Hotels

Background information

The Ministry of Tourism launched its inaugural and first-of-its-kind “1Malaysia International Tourism Night Floral Parade 2011” on 9 July 2011, showcasing 13-lighted boats participated by the government and private sectors.

Themed “Magic of the Night”, the “1Malaysia International Tourism Night Floral Parade 2011” is aimed at introducing and promoting the diversity and richness of nature, culture and tradition of the country.

The event, which is held in conjunction with Putrajaya’s annual signature event - “Floria Putrajaya 2011”, is to add excitement and colours to the Federal Government Administrative Centre’s night life. “Floria Putrajaya 2011” displays the best of Malaysia’s landscape designs and as well as parks and gardens.

Apart from that, it is also to cultivate environmentally-friendly culture, increase awareness and appreciation of the country’s beautiful flora and fauna as well as to create an innovative tourism product to attract international tourists to the region and locals to Putrajaya.

Previously, there was a street parade with floats beautifully decorated with colourful fresh flowers. However, due to unsuitable climate to organise such an event which required high maintenance cost, the Ministry decided to replace it with lighted night flotilla parade.

For nine consecutive nights, 13 flotilla measuring from 40ft to 80ft by 12ft, decorated with colourful lights and items depicting the exotic flora and fauna and icons cruise along a three-kilometre stretch at the Putrajaya Lake after sunset.

INTERNATIONAL	STATES IN MALAYSIA	ORGANISATION
1. Brunei	2. Melaka 3. Perlis 4. Terengganu 5. Perak 6. Johor 7. Pahang 8. Putrajaya	9. Ministry of Tourism / Tourism Malaysia 10. AirAsia 11. i-City 12. YTL 13. Resort World, Genting 14. Sunway Group (did not take part due to technical problem)

All participating flotillas were on static display after the parade to enable visitors and tourists to have a closer look and appreciate the designs and details of each boat.

Apart from the parade and static display, there were some 20 tourism-related booths offering various tourism products and packages to visitors, including “1Malaysia Green, 1Malaysia Clean” and “Tarian Cuti-Cuti 1Malaysia”.

The beautiful and outstanding local singer Shafinaz sang the event’s theme song which was played for the first time. Every night, there was fireworks display as well as performances by musical and cultural groups such as Rhythm of Borneo Group, No Noise Percussion Group, Balle Balle, Nakasutra Group, Mokaba Group, PCC Orchestra, Kiruba Group, Fresco Harmonica Group, fun activities and many more.

Some 700,000 spectators flocked the “1Malaysia International Tourism Night Floral Parade 2011” throughout the nine-day event.