



## MEDIA RELEASE

### TOURISM MALAYSIA PENANG BRINGS BACK DURIAN PACKAGES

**PENANG, 1 JULY:** To promote the durian season in the state, [Ministry of Tourism, Malaysia](#) collaboration with Tourism Malaysia Penang is once again organising the Durian Packages “Back by Popular Demand” - Eat Durian As Much As You Can campaign. The month-long event, from 1 - 31 July, will be inaugurated today by the Deputy Director General of Tourism Malaysia YBhg. Dato’ Haji Azizan Noordin. This will be the third time that the durian campaign has been held since 2010.

The campaign is jointly organised by Naza Talyya Penang, [selected travel agencies](#) (MATTA), [AirAsia](#) and TRI Dynamic Venture who have worked vigorously with Tourism Malaysia Penang to make this campaign a success. Last year, a total of RM 82,500 worth of durian packages were sold, with 150 rooms with 300 guests, and another 600 walk-in visitors.

The promotion which takes place at Naza Talyya Penang daily, from 4pm to 8pm, aims to introduce unique durian packages where durian can be enjoyed at a hotel. It is also set to boost the state’s agro-tourism industry with the introduction of locally produced durian.

Tour operators have created some interesting durian packages to boost the arrivals of both foreign and domestic tourists to Penang. They include the ‘Durian Buffet’ which is priced from RM55 (Adults) and RM33 (Children); the 2-day/1-night Durian Package from RM115; the 3-day/2-night Durian Package from RM335; and the Super Sunday Durian Package Lover from RM95.

In addition, all package buyers stand a chance to win return tickets to Hong Kong or Bandung, Indonesia courtesy of AirAsia.

During the durian eating promotion, guests at Naza Talyya Penang will also get to taste more than 15 durian-based dishes and beverages.

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