



**PRESS RELEASE**

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## **SARAWAK - THE NEXT DIVING HAVEN**

**MIRI, 30 September 2014** – Tourism Malaysia introduced six scuba diving packages today to help make Sarawak the next diving haven. The state-level launching of the “Sarawak Adventure Dive” 2014/15 package was officiated by Tourism Malaysia’s Director of Domestic Marketing Division Datuk Musa Yusof at the Imperial Palace Hotel in Miri, Sarawak, today.

Tourism Malaysia collaborated with four local tour agencies to produce the dive packages. They consist of the Borneo Exploration Tours & Travel Services and CPH Travel Agencies in Kuching; and Minda Nusantara Tour & Travel Agencies and Planet Borneo Tours & Travel Services in Miri.

The six dive packages that are being offered until December 2015 are as follows:-

- Wreck Dives (Kuching) – A 4D/3N package from RM1,860 – RM2,400 per person (a minimum of four people without equipment).
- Dive Package 1 (Kuching) – A 3D/2N package, starting from RM719 per person.
- Dive Package 2 (Kuching) – A 4D/3N package, starting from RM1,132 per person.
- Dive Miri – A 4D/3N package, starting from RM850 – RM1,350 per person (minimum two people).
- Miri Dive Holidays – A 5D/4N package, starting from RM1,080 – RM1,450 per person.
- Miri Dive & Stay Package @cocohouse – A 4D/3N package, starting from RM748 per person.

In conjunction with the event, a total of 30 divers comprising media, dive centre operators, and travel agents from all over the country, as well as Miri-based tourism industry players were invited to experience the diving activities in Sarawak waters.

They will have the opportunity to dive at the Anemone Garden, Kenyalang Wreck, Atago Maru WW2 Wreck and Eve’s Garden, as well as explore the Gua Niah (Niah Great Cave).

Earlier, the participants had also attended a seminar on diving organised by Tourism Malaysia Sarawak featuring experts such as PADI Course Director Clement Lee, Regional Manager of PADI Asia Pacific Johnny Chew and Director of Kids Scuba Malaysia Syed Abdul Rahman Syed Hassan.

The “Sarawak Adventure Dive” 2014/15 package was first unveiled at the Cuti-Cuti 1Malaysia Travel Fair at Mid Valley shopping centre on 8 August 2014.



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### **Dive spots in Kuching**

The World War 2 shipwreck near Santubong is a favourite dive spot for local and international diving enthusiasts, who revel in the chance to explore the remnants of Japanese warships, such as the Katori Maru, Hisyoshi Maru and Sagiri.

The remnants of the warships also play an important role in the marine ecosystem, because they act as shelters and artificial habitats for the local marine life. The shipwrecks are about 22 metres below the water's surface, which is considered an easy depth for divers to explore.

Aside from diving, there are plenty of other tourist activities, such as a visit to the Sarawak Cultural Village, the Semenggoh Wildlife Centre, Bako National Park, or even an exploration of *Gua Sireh & Gua Sebyan* in Bau.

### **Dive Spots in Miri**

Miri is among the earliest places that have been designated as a diving destination. There are more than 30 dive sites around Miri's waters, with a visibility of 10 to 30 metres. The best season to dive in Miri is from March to September or November, depending on the weather.

Aside from its natural dive spots, Miri also has 5 shipwreck dive spots. Among the most beautiful of them are the artificial reefs named the Kenyalang Wreck, which was a joint development by Shell and Petronas from 7 years ago. Other areas to explore include the Anemone Garden, Siwa Reef and Hawa Reef.

The effort to develop the "Sarawak Adventure Dive" 2014/15 package is a continuation of the 'Product Introduction & Packaging – Kuching Adventure Dive' programme which was organised by Tourism Malaysia Sarawak on May 2013 in Kuching, Sarawak.

The programme received the attention of the Sarawak Tourism Minister, YB Datuk Amar Abang Haji Abdul Rahman Zohari, who visited the *Katori Maru* Wreck dive site in Santubong on 25 May 2014.

For more information on the packages, please contact Sitinor Zuliawati Mohd Din, Tourism Officer, Tourism Malaysia Sarawak at +082-246575 or via email at [sitinorzuliawati@tourism.gov.my](mailto:sitinorzuliawati@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



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tourism scene. In 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started in 2013 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 **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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