



PRESS RELEASE

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MALAYSIA YEAR OF FESTIVALS 2015 LAUNCHED AT ATF 2015

NAY PYI TAW, MYANMAR, 28 January 2015 – Malaysia is taking part in the ASEAN Tourism Forum (ATF) in Nay Pyi Taw, Myanmar, this year. The week-long ATF offers Malaysia a strong marketing platform to market and create awareness for the Malaysia Year of Festivals or MyFest 2015 to its ASEAN counterparts.

The Malaysia delegation is headed by the Secretary-General of the Ministry of Tourism and Culture, Datuk Dr. Ong Hong Peng, the Deputy Chairman of Tourism Malaysia, Dato' Sri Maznah Mazlan, and the Director General of Tourism Malaysia, Dato' Mirza Mohammad Taiyab.

MyFest 2015 is a continuation of the Visit Malaysia Year campaign from last year, and aims to promote Malaysia's cultural aspect as a tourist attraction. Themed "Endless Celebrations", a total of 50 cultural events and festivities have been identified as key cultural attractions in Malaysia. The campaign is expected to significantly boost arrivals of tourists to Malaysia, with targets of 29.4 million tourist arrivals and RM89 billion in tourist receipts in 2015.

As in previous years, the ATF 2015 sees the participation of an elite Malaysian delegation, comprising of 55 hoteliers, travel agents, theme park operators, and state tourism boards (Penang State Tourism, Sabah Tourism Board, and Tourism Selangor Sdn. Bhd), who will make their sales pitch at the three-day ATF TRAVEX (Travel Exchange) to over 400 international buyers.

On 28 January, Tourism Malaysia will give a presentation to the media on the MyFest 2015 campaign and the 50 events which are happening this year. Later in the evening, the MyFest 2015 campaign will be launched at the 'Malaysia Gala Night Dinner' at MAX Hotel. The attendees consisting of buyers, media, Malaysian sellers, and invited guests will have the chance to watch the award-winning video titled 'Malaysia Truly Asia - The Essence of Asia' recorded by internationally renowned Malaysian singer, Yuna.

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