



PRESS RELEASE

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FOREIGN MEDIA AND TOUR AGENTS ATTEND F1 GRAND PRIX

KUALA LUMPUR, 28 March 2014: The most eagerly anticipated annual Formula 1 Petronas Malaysia Grand Prix is back! Apart from local and foreign fans flocking to Sepang to witness the world's biggest motor racing event, foreign media and tour agents are also here to experience the event live at the Sepang International Circuit on 29 and 30 March 2014.

This year, a total of 130 international travel agents and media have been invited by Tourism Malaysia under its Mega Familiarisation Programme to watch the adrenaline-pumping race and experience other exciting attractions in the country.

The Mega Fam participants are from 19 countries, namely Australia, Bangladesh, China, Cambodia, Egypt, France, India, Indonesia, Japan, Mauritius, Pakistan, Philippines, Russia, South Africa, Thailand, UAE, United Kingdom, Vietnam and Yemen. All invited media representatives are here to report and publicise the event while the tour agents will help create more holiday packages to Malaysia.

The participants enjoyed a tour around Kuala Lumpur this morning which also gave them the opportunity to explore the great bargains offered by top shopping malls during the 1Malaysia GP Sale.

In the afternoon, they attended a Destination Seminar, where they were briefed by the Director of Industry Development Division of Tourism Malaysia Saidi Bundan on Malaysia's latest tourism developments and offerings, followed by a presentation by the Senior Vice President of Express Rail Link Sdn. Bhd. Yeow Wei Wen. In addition, the General Manager of Visit Malaysia Year (VMY) 2014 Secretariat, Nor Yahati Awang also delivered a presentation to highlight the VMY 2014 campaign. There was also a video presentation on VMY 2014.

After the Destination Seminar, the participants enjoyed a dinner hosted by the Deputy Director General (Planning) of Tourism Malaysia Dato' Azizan Noordin, where they were presented with a certificate for their participation in the Mega Fam Programme.

The Mega Fam participants will be transferred to Sepang International Circuit to witness the Formula 1 race over the next two days.



Other activities for them include the Putrajaya Lake Cruise on 29 March where they get to enjoy the magnificent views of the federal administrative capital and witness hot air balloons at the Putrajaya International Hot Air Balloon Fiesta.

The following day, they will proceed to their post tours to selected tourist destinations around the country.

Express Rail Link Sdn. Bhd., which is Malaysia's high-speed train operator, is sponsoring a one-way ERL ticket to the Kuala Lumpur International Airport (KLIA) for all the Mega Fam participants.

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For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

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 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 Malaysia Tourism Transformation Plan (MTTP) 2020.

Press contact:

Media Relations Unit:

Mr. Razaidi Abd Rahim, Senior Asst. Director, Communications & Publicity Division

Tel: +603-8891 8768

Email: razaidi@tourism.gov.my

Editorial Unit:

Ms. Anis Rozalina Ramli, Senior Editor, Communications & Publicity Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my