



PRESS RELEASE

FOR IMMEDIATE RELEASE

FOREIGN MEDIA AND TOUR AGENTS HELP PROMOTE MALAYSIA AS MOTORSPORTS DESTINATION

KUALA LUMPUR, 27 March 2015: The most eagerly anticipated annual Formula 1 Petronas Malaysia Grand Prix is back! Apart from local and international 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 28 and 29 March 2015.

This year, a total of 133 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 come from 12 countries, namely Australia, China, Dubai, India, Indonesia, Myanmar, Nepal, Philippines, Russia, Thailand, United Kingdom, and Vietnam. 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 attended a Destination Seminar today at the Renaissance Hotel Kuala Lumpur. They were welcomed by the Deputy Director General (Promotion) of Tourism Malaysia Dato' Haji Azizan Noordin, who also updated them on the country's tourism performance, developments and upcoming attractions. It was followed by two more presentations by Mitsui Outlet Park KLIA, as well as Royal Floria Putrajaya.

The programme of the day continued with a buffet lunch hosted by Tourism Malaysia and a musical theatre - 'MUD: Our Story of Kuala Lumpur' - at Panggung Bandaraya, Kuala Lumpur.

Over the next two days, the Mega Fam participants will be transferred to Sepang International Circuit to witness the Formula 1 race, before proceeding to their post tours to selected tourist destinations around the country.

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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



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billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme “Celebrating 1Malaysia Truly Asia”. The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme “Endless Celebrations” emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country’s target of 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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