



**PRESS RELEASE**

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## **TOURISM MALAYSIA KEEN TO PROMOTE “GLAMPING”**

**PUTRAJAYA, 5 June 2015:** Tourism Malaysia is participating in this year’s Royal FLORIA Putrajaya, Malaysia’s largest flower and garden festival, with a unique pavilion themed “Back into Wilderness.” The design of the pavilion is inspired by the growing demand for luxurious outdoor experiences, a new niche tourism trend known as glamorous camping or “glamping,” that Tourism Malaysia is keen to promote.

This fairly new tourism trend has been gaining popularity worldwide for it elevates the typical ecotourism holidays to an indulgent experience by bringing the world of luxury into nature. Also known as luxury camping, glamping emphasizes unique accommodations that give discerning holiday-makers direct access to the outdoors without compromising on comfort, luxury and convenience. Imagine treehouses on private islands, romantic log cabins in tropical rainforests, and opulent tents under the stars, while service staff is at your beck and call to pamper and deliver your every whim and fancy.

Deputy Director General, Dato’ Haji Azizan Noordin, says, “With Malaysia’s rich biodiversity and numerous natural assets such as our pristine islands, 130-million year old rainforests, crystal clear rivers, and cool highland retreats, the possibilities to develop glamping as a niche tourism product are endless.”

He continues, “Tourists are becoming a discerning lot these days and they are willing to fork out thousands of ringgit for unique experiences, which translates into potentially high returns for Malaysia’s tourism industry.”

Dato’ Haji Azizan was at Royal FLORIA Putrajaya today to brief industry players and the media of the potential of glamping in Malaysia.

While it is a new concept in Malaysia, several accommodation operators have popped up offering unique nature-based experiences with the comforts of modern living. Among them are Canopy Tribes in Nusajaya, Johor, with their cozy set-up in cotton bell tents that bring to mind images of Arabian Nights under moonlit skies; and Sailor’s Rest which provides an experience of living in a village deep in the cool, misty highlands of Janda Baik, Pahang.



### **MALAYSIA TOURISM PROMOTION BOARD**

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While current glamping options in Malaysia focus more on providing comfort and convenience, there are a handful few that offer more deluxe experiences such as Sekeping Serendah in Rawang, Selangor, with their mud and glass houses built by award-winning architect Ng Sek San within a small forest with waterfalls cascading nearby; and Japamala Resort in Tioman Island with their romantic treetop “love-nests” overlooking the blue seas below.

Caravan Serai and Tanah Aina are among the glamping accommodation operators who are participating in Royal FLORIA Putrajaya this year under the Tourism Malaysia pavilion. Both offer accommodations that allow holiday-makers to be near nature without the hassle of hauling tents and lugging heavy equipment.

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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 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

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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