



## MEDIA RELEASE

### MALAYSIA IS TOP CHOICE FOR LONG-STAY PROGRAMME

Malaysia emerged as the top choice for long-stay programmes among the Japanese in a recent poll on 2006 preferences conducted by the Long Stay Foundation of Japan.

Malaysia obtained 14.9 per cent share of the poll responses, outranking Australia (14 per cent), Thailand (11.2 per cent), New Zealand (10.5 per cent) and Hawaii (9.9 per cent).

The poll results reflected Malaysia as a favourite among male respondents, with all age groups in their 50s, 60s, 70s and 80s selecting Malaysia as top choice.

In its report of the poll findings, the Foundation noted, "South Asian countries have grown increasingly popular as is the case with Malaysia and other tourist destinations such as Thailand and the Philippines, pointing to the growing demand among consumers."

Their increased popularity can be attributed to the relatively low cost of living, the short flight times and warm weather, referred to as "Cheap, Near, Warm."

The survey findings also indicated a rising demand for longer stay among long-stay participants from Japan. In fact, some participants prefer to stay more than a year in certain destinations. Countries such as Malaysia is one of them due to the

friendly long-stay policies implemented under its Malaysia My Second Home (MM2H) programme.

The programme, set up in 2002, was initiated to attract foreign citizens of all ages to make Malaysia their second home and enjoy a luxurious life in the country. Participants of the programme are given a 10-year social visit pass which is renewable.

Between 2002 and 2006, Malaysia has attracted 8,723 participants under the MM2H programme, of which 434 are Japanese. Up until November 2007, there are some 190 Japanese participants registered under the programme.

*For further info on the Malaysia My Second Home programme, kindly contact:*

**The Malaysia My Second Home One-Stop Centre**

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