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MALAYSIA RECEIVES AWARD BY LONELY PLANET MAGAZINE INDIA



Director of Tourism Malaysia Mumbai Office Manoharan Periasamy receiving the award from the Managing Director of Fantasie Fine Chocolates Zeba Kohli

MUMBAI, 13 June 2013 – Malaysia bagged the Best Destination for Food & Drink (International) Award at Lonely Planet Magazine India Travel Awards 2013. The prestigious event took place at ITC Grand Central, Parel, Mumbai on 7 June.

The Director of Tourism Malaysia Mumbai Office Manoharan Periasamy said that the country is pleased and honoured to receive this recognition. “It will further motivate us to intensify our efforts in positioning Malaysia as the world’s leading food and drink destination, while sustaining and preserving its natural environment,” he added.



“We Malaysians are very lucky as the country enjoys a wide mixture of culinary style due to our multi-racial community. As a result, we get to enjoy a symphony of flavours, which make Malaysian cuisines highly exotic and unique. In addition, we also organise a three-month food drive every year called Fabulous Food 1Malaysia to promote various delicious foods in the country ranging from gourmet to street.

“Besides food, Malaysia also offers tourists a wide range of adventurous and ecotourism-based activities such as caving, hiking, jungle trekking, white water rafting, rock climbing, bird watching, snorkelling, diving and river cruising,” Manoharan explained.

For the second year running, Lonely Planet Magazine India (LPMI) invited the country’s increasingly sophisticated travellers to choose their favourite destinations, preferred travel facilitators and most treasured travel experiences. Nominations for some of the awards were shortlisted by a panel of travel experts and professionals, and LPMI readers voted both online and in the magazine.

“The second edition of the Lonely Planet Magazine India Travel Awards reaffirms the commitment of the magazine to pointing Indian travellers to the best experiences and holidays they can find.

“This year, the awards are particularly relevant as the nominations were provided by an expert panel of travel facilitators who know exactly what Indian travellers are looking for. We believe that this format will continue to reward the best in travel, and offer great suggestions to travellers in years to come,” said Vardhan Kondvikar, Editor of Lonely Planet Magazine India.

The event was compered by former American television presenter and IPL anchor Shibani Dandekar and was graced by Bollywood celebrities including John Abraham, Nargis Fakhri, Aditi Rao Hydari, Aditya Roy Kapur, Dia Mirza, Soha Ali Khan, Kunal Khemu and Tushar Kapoor.

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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. While the Ministry of Tourism & Culture implements tourism policies, conducts studies and offers incentives for industry players, Tourism Malaysia focuses on the specific task of promoting Malaysia at the domestic and international level. Driven by its aspiration to promote Malaysia as a destination of excellence in this region, Tourism Malaysia has grown by leaps and bounds since its inception and has emerged as a major player in the nation's socio-economic landscape. In 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts.

In 2014, Malaysia will celebrate its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started this year 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.

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