



MEDIA RELEASE

FOREIGN MEDIA COVERS RAINFOREST WORLD MUSIC FESTIVAL

Tourism Malaysia is hosting a total of 110 participants from 19 countries to a mega familiarisation programme (Mega Fam) in conjunction with the Sarawak Rainforest World Music Festival 2008.

The Mega Fam participants are from Australia, Brunei, Cambodia, Canada, Denmark, Finland, Hong Kong, India, Indonesia, Ireland, Japan, Laos, Norway, the Philippines, Singapore, Sweden, Thailand, United Kingdom and United States.

The participants, comprising travel agents, journalists, TV and radio crew members will attend a tourism seminar at Merdeka Palace Hotel & Suites, Kuching on 10 July 2008, where they will be briefed about the latest tourism developments in Malaysia as well as listen to the presentations by Malaysia Airlines followed by the Sarawak Tourism Board. Later, they will be feted to a dinner hosted by YBhg. Dato' Mirza Mohammad Taiyab, Director General of Tourism Malaysia.

On 11 July, the group will depart for Sarawak Cultural Village in Santubong to watch the Sarawak Rainforest World Music Festival performances. The festival which is held from 11 to 13 July is an award-winning festival that brings together on the same stage, renowned world musicians from all continents and indigenous musicians from the interiors of Borneo

The Mega Fam programme is organised with the support from local and foreign airlines, Malaysian hotels and state governments. Its main objective is to offer the participants a personal experience of what Malaysia has to offer to

tourists. The exposure is also to heighten their awareness about tourist destinations, products and services in Malaysia in order to increase tour packages and publicity on the country as a preferred leisure and MICE destination.

The publicity and exposure gained, especially through the participation of foreign media in this programme, has been very high. A total of 4,790 participants were hosted last year, generating a publicity value of RM67.17 million. Nineteen programmes have been planned for 2008 in conjunction with major festivals and tourism events.

For more information about the Sarawak Rainforest World Music Festival 2008, please contact:

Sarawak Tourism Board
6th & 7th Floor, Yayasan Sarawak Building
Jalan Masjid, 93400 Kuching
Sarawak, Malaysia
Phone : +6082-423600
Fax : +6082-416700
Email : sarren@sarawaktourism.com
Website : www.sarawaktourism.com

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For more information, please contact 03- 2615 8442/ 8447 or

email: sitirahmah@tourism.gov.my

Log on website: www.tourismmalaysia.gov.my
