



PRESS RELEASE

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INDUSTRY PLAYERS ACKNOWLEDGED FOR TOURISM CONTRIBUTION

KUALA LUMPUR, 10 January 2014 – A total of 27 corporations from the local and international tourism industry were feted at a recent Tourism Malaysia event in recognition of their support for Malaysian tourism industry.

The corporations had contributed generously to the Tourism Malaysia Mega Familiarisation Programme (Mega Fam) throughout 2013 and were each presented a certificate of appreciation by the Minister of Tourism and Culture, the Hon. Dato' Seri Mohamed Nazri Abdul Aziz.

The event took place at Hotel Shangri-La Kuala Lumpur during a dinner to welcome 219 Mega Fam participants from 26 countries who were in Malaysia for the Visit Malaysia Year Grand Launch.

Among the recipients were Malaysia Airlines, Air Asia and Firefly. Foreign airlines given the same recognition were: Air Mauritius, Cathay Pacific, Cebu Pacific, Egypt Air, Etihad Airways, Japan Airlines, Mahan Air, Oman Air, Qatar Airways, Singapore Airlines, Turkish Airlines and Xiamen Airlines.

Express Rail Link Sdn. Bhd., which is the high-speed train operator, was awarded for sponsoring ERL tickets to the Kuala Lumpur International Airport (KLIA) for Mega Fam participants.

Other tourism counterparts who received the certificate of appreciation were KL Hop On Hop Off, Seri Pacific Kuala Lumpur, The Royal Bintang Damansara, Kidzania, Sunway Lagoon, Arch Collection Sdn. Bhd., I-City Berhad and Suria KLCC. Kuala Lumpur City Hall (Tourism Unit), Tourism Selangor and Tourism Sabah who organised pre tours for Mega Fam participants were also presented with certificates.

Background – Mega Fam

The Tourism Malaysia Mega Familiarisation Programme (Mega Fam) is a publicity initiative organised with the support from local and foreign airlines, Malaysian hotels and state governments. Its main objective is to heighten awareness among foreign media and tour operators 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



programme gives an opportunity to participants from around the world to experience Malaysian hospitality first-hand.

Since year 2000 when Mega Fam was first implemented, a total of 48,257 Mega Fam participants have been invited to Malaysia. The publicity value generated from the 2013 programme was RM1.15 billion (USD350 million). In addition, about 7,500 articles were published from year 2000 until 2013.

In 2013 alone, a total of 1,259 foreign guests participated in the programme, out of which 584 were travel agents while 536 were media representatives, and the rest were corporate guests from the international tourism industry. The commercial value of the publicity generated from the 2013 programme as at Nov was RM53.5 million (USD17.8 million). This was achieved through articles published in foreign print media with the publicity value of RM31.8 million (USD10.6 million). Apart from that, the revenue garnered from documentaries and electronic media releases was worth RM21.6 million (USD7.2 million).

In conjunction with the Visit Malaysia Year 2014 Grand Launch, Tourism Malaysia had invited a total of 219 international travel agents and media from 26 countries to Malaysia to provide coverage of the event.

ENDS

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 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts, placing the country firmly as the 10th most popular tourism destination in the world.

*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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