



MEDIA RELEASE

PM LAUNCHES VISIT MALAYSIA YEAR 2014 PROMOTION CAMPAIGN CARNIVAL

BUKIT JALIL, 19 JANUARY 2013: Malaysia is targeting to receive 28 million in foreign tourist arrivals during the Visit Malaysia Year (VMY) 2014.

Prime Minister Dato' Seri Najib Tun Razak said this target is achievable by enhancing the growth momentum of the country's tourism industry through the VMY 2014 promotional campaign. The campaign, which runs for one year, not only promotes Malaysia on an international level but also highlights various pro-active initiatives by the Ministry of Tourism to ensure Malaysians understand the economic benefits of a successful VMY 2014.

The Prime Minister said this during the launch of the VMY 2014 Promotional Campaign Carnival at the Bukit Jalil National Stadium here today.

Also present were the Prime Minister's wife, Datin Paduka Seri Rosmah Mansor, Minister of Tourism Dato' Seri Dr. Ng Yen Yen, the Minister of Information, Communications and Culture, Dato' Seri Utama Dr. Rais Yatim and the Deputy Minister of Tourism, Dato Dr James Dawos Mamit.

The theme song for VMY 2014, *Celebrating 1Malaysia...Truly Asia*, also made its debut to the public at the event. The theme song will be used worldwide for the VMY 2014 promotion.

Additionally, a three-day tourism carnival is also being hosted by the Ministry of Tourism and Tourism Malaysia from 18 to 20 January in conjunction with the launch of the VMY 2014 promotional campaign. Admission is free.

Visitors can enjoy and take part in various fun-filled activities which include the *1Malaysia Truly Asia Gangnam Style Dance Competition*, performances by popular artistes including Ella, Dato Khatijah Ibrahim, Azlan and the Typewriter, Jimmy Palikat and others.

Visitors also stand a chance to win over 2,000 exciting lucky draw prizes such as the 125cc Jet Power scooter, bicycles, holiday packages, flight tickets, theme park tickets, a Naza Blade 250cc motorcycle and the grand prize of a 7-seater Chevrolet Orlando MPV sponsored by Naza World.

Visitors to the carnival will also have an opportunity to learn more about national tourism festivals and activities such as Fabulous Food 1Malaysia, 1Malaysia International Shoe Festival, Malaysia My Second Home, Malaysia

Homestay programme, 1Malaysia Contemporary Arts Tourism Festival, Parks and Gardens, Bike Rides and more.

The carnival also includes the participation by various other government ministries and agencies such as the Ministry of International Trade & Industry, Ministry of Youth and Sports, Ministry of Home Affairs, Ministry of Higher Education, Ministry of Science, Technology and Innovation, Ministry of Agriculture & Agro-Based Industry, Ministry of Information, Communication and Culture, Ministry of Rural & Regional Development, Ministry of Works, Ministry of Natural Resources and Environment, Department of Marine Parks, Forestry Department and the Kuala Lumpur City Hall.

Theme park operators such as Kidzania and Legoland are also taking part in the carnival by having their own exhibition areas. Apart from that, over 1,000 super bikes from popular makes such as Harley Davidson, Ducati, BMW and GIVI are also showcased at the *1Malaysia Chopper* marquee. Visitors can also purchase affordable and exciting holiday packages from over 200 booths manned by hotels, tour agents and tourism product operators.

A total of 110 foreign media journalists and photographers from 25 countries have also been invited to witness the launch of the tourism carnival.

BACKGROUND

Tourism related industry has employed almost 2.0 million persons in 2011. Employment in the related tourism industries registered a growth of 7.7 per cent in 2011 as compared to 4.7 per cent in 2010. In 2011, the share of employment in the related tourism industry was 16.4 per cent as against 15.6 per cent in the previous year.

In 2011, Malaysia received 24.7 million tourists, a huge increase compared to the 7 million tourists recorded in 1999.

Tourism industry is the third largest contributor to foreign exchange earnings with tourist receipts of RM58.3 billion in 2011. This translates to tourism revenue of RM4.85 billion each month, RM1.12 billion a week, RM160 million each day and RM6.6 million each hour.

The industry has been identified as a national key economic area (NKEA) with potential to generate high revenue for the country. A total of 12 entry point projects have been identified under the Tourism NKEA to develop the industry further until 2020 and create half a million job opportunities to Malaysians.

By 2020, Malaysia's tourism industry is expected to attract 36 million tourists and record RM168 billion tourist receipts.

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