



## MEDIA RELEASE

# TOURISM MALAYSIA PROMOTES MALAYSIA TO THE BENELUX MARKET

A total of 79 participants comprising travel agents and media from Benelux the Netherlands, Belgium and Luxembourg are taking part in the “Familiarisation Programme” to Sarawak initiated by Tourism Malaysia-The Hague and Singapore Airlines from 17 to 24 May 2011.

The programme was mooted following the Minister of Tourism, the Hon. Dato’ Sri Dr. Ng Yen Yen’s sales mission to Brussels, Antwerp and Amsterdam in November 2010. The trip had been successful in raising interest in Malaysia’s tourism offerings.

The objectives of the programme are as follows:

- To introduce Sarawak as a culture, adventure, nature and business destination and encourage media coverage as well as the creation of suitable Malaysia holiday packages for the Benelux market.
- To introduce the Singapore Airlines and Silk Air Amsterdam/Singapore/Kuching flight routes.
- To provide a platform and opportunity for networking between the foreign and local media and travel trade players through the scheduled travel mart.

This is the first “Make-It-Malaysia” programme organised for the Europe market this year. The participants are divided into five groups of between 10 and 21 participants each. The first group’s programme covers the cities of Kuching and Mulu (Mulu National Park, the Deer, Wind and Clear Water Caves and Penan Longhouse at Batu Bungan) while the second and third groups are visiting touristic

places in the city of Kuching and the longhouses at Lemanak, Nanga Sumpa and Batang Ai. All three groups are travelling from 17 to 22 May, 2011.

Meanwhile, from 20 to 24 May 2011 the fourth and fifth groups will be visiting the city of Kuching, Gunung Gading National Park, Semenggoh Orang Utan Rehabilitation Centre, Anah Rais Longhouse and Santubong Homestay.

The highlight of the programme is the travel mart session at the Four Points Hotel in Kuching on 21 May 2011. An expected number of 50 sellers from the local tourism sector comprising of travel agents, state governments and the airline companies from Sabah and Sarawak will meet the 74 buyers from the Netherlands, Belgium and Luxembourg.

The foreign trade and media will make a short presentation of their experiences and expectations for the Sarawak trip on 21 May 2011.

The Sarawak Tourism Board will also be hosting a dinner themed “The Head Hunters Nite” on 21 May 2011 at the Sarawak Cultural Village, Kuching.

The programme also supported by Sarawak Tourism Board, MAS Wings, Borneo Adventure, Borneo Transverse, Borneo Highland Resort, Cat City Holiday, CPH Travel, Tropical Adventure, Masama JS Adventure, Damai Beach Resort, Four Points Hotel, Grand Margherita Hotel, Riverside Majestic Hotel, Merdeka Palace Hotel, Hilton Kuching & Batang Ai Resort, Pullman Hotel, Permai Rainforest Resort, Royal Mulu Resort, Santubong Homestay, and Layar Warisan River Cruise.

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Issued by: Communications and Publicity Division, Tourism Malaysia

Date: 21 May 2011

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