



PRESS RELEASE

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MALAYSIA DAY WELCOMES INTERNATIONAL TRAVEL AGENTS & MEDIA
A TRIP TO EXPLORE SARAWAK

KUCHING, 15 September, 2013 – In conjunction with Malaysia Day 2013 celebration, Tourism Malaysia has brought in a total of 18 foreign travel agents and media under its Mega Familiarisation Programme. The group is here to attend a special tourism briefing as part of the Visit Malaysia Year 2014 promotion and awareness campaign.

The Mega Fam participants attending the briefing and networking session today are from seven countries, namely Canada, China, Germany, Italy, Japan, New Zealand and Singapore.

During the event, the participants were briefed by the Sarawak Tourism Board on the latest tourist attractions in Sarawak, followed by a video presentation on Luxury Malaysia and Visit Malaysia Year 2014. Later in the evening, they joined the “Lighted Boat Parade”, in conjunction with the 50th year of Sarawak’s independence.

Besides attending the briefing, the participants also visited a few tourist spots in Kuching, such as New Medan Niaga Satok, Kuching Orchid Garden, SaraCraft Pavillion – Sarawak Arts and Craft Heritage Center and Semenggoh Nature Reserve. They also enjoyed the Sunset Cruise along the Sarawak River.

The Mega Fam participants are scheduled to attend the Malaysia Day Celebration tomorrow, which will be graced by His Majesty Yang di Pertuan Agong and Her Majesty Queen at Padang Merdeka, Kuching.

The next day, they will proceed with their post tours to selected tourist destinations around Sarawak, which includes Batang Ai, Mulu and Bako national parks, Penan Settlement, Sarawak Cat Museum and Sarawak Cultural Village.

ENDS



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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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