



PRESS RELEASE

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15 BEACHES IN MALAYSIA TO BE FEATURED IN *101 BEST BEACHES.COM ASIA*

PUTRAJAYA, 17 October 2014: The renowned Australian conservationist Brad Farmer along with his photographer and research assistant Jaka Adamic, are visiting Malaysia from 14 to 28 October to inspect, evaluate and document the beautiful beaches in the nation for his new book, *101 Best Beaches.Com Asia*.

With advice from Tourism Malaysia, a total of 15 beaches from 10 states have been selected for the two-week long inspection trip. The beaches in West Malaysia are Pantai Desaru in Johor; Pulau Perhentian and Pulau Redang in Terengganu; Pantai Cenang in Pulau Langkawi, Kedah; Pantai Teluk Kemang in Port Dickson, Negeri Sembilan; Pantai Juara in Pulau Tioman, Pahang; Pantai Batu Feringghi in Penang; and Pulau Pangkor in Perak.

As for East Malaysia, Tanjung Datu and Pantai Santubong in Sarawak; Tanjung Aru, Pulau Mantanani, Pulau Sipadan and Pulau Sibuan in Sabah; and Pantai United Nations in Labuan were selected for inspection.

The *101 Best Beaches.Com Asia* is a book to understand and promote Asian beaches which are defined as ranging from rivers, lakes, to resort-style beaches. It aims to provide comprehensive and unique experiences to beach enthusiasts all around the world.

101 Best Beaches.Com Asia is expected to be Asia's version of the *101 Best Australian Beaches*, which is the first authoritative guidebook of beaches in the world and is also supported by Tourism Australia.

For more information, please visit <http://101bestbeaches.com>.

About Brad Farmer:

A fifth generation Gold Coaster (in Australia), Brad Farmer has spent a lifetime exploring the world's iconic, perfect and threatened beaches – and in many locations, trying to protect them. Farmer has created a number of key not-for-profit initiatives - Surfrider Foundation Australia, National (NSR) and World Surfing Reserves (WSR), Ocean Care Day - and most recently, developed Surf Councils to represent the interests of local surfing communities and surf cities globally.



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Farmer pioneered the model of a 'national' Surfing Reserve in 1993. He has written for tTRACKS, an Australian surfing magazine for 25 years, and his best-selling books on beaches include the first *Surfing Guide to Australia* in 1985, co-authored by Nat Young. His latest book (2012) is the *101 Best Australian Beaches*, co-authored with Andy Short, between them visiting all 11,761 Australian beaches. His hard hitting reports on coastal issues over the years have resulted in new policy thinking around coastal resources and community capacity.

As a former Senate adviser, he is well qualified to appreciate sustainable approaches for beach dependent tourism industries as major contributors to socio-economic development. Farmer is a pioneer advocate for coastal preservation.

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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 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started in 2013 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 **Tourism NKEA (National Key Economic Area)**.

Through the Tourism NKEA, collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination. The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

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