



PRESS RELEASE

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TOURISM MALAYSIA UNVEILS NEW TOUR PACKAGES BROCHURE TO BOOST SABAH TOURIST ARRIVALS

KOTA KINABALU, 09 October 2013: In line with the efforts to boost tourist arrivals to Sabah, the Deputy Chairman of Tourism Malaysia YB Senator Dato' Maznah Mazlan together with the Vice President (Inbound) of MATTA K.L Tan, launched the "Sabah – Best of Borneo Holiday Packages" brochure today at The Magellan Sutera.

A total of 35 holiday packages under 14 themes, ranging from day trip to 4D/3N tour, have been created by 17 tour operators to cater to every interest and all age groups. All the packages are inclusive of accommodation, meals and guided tour.

"I believe these new tour packages will help ensure the country's tourism continues to prosper. The tourism industry not only contributes to the national GDP but also inculcates the spirit of patriotism, as well as strengthens the racial unity among the public," said Dato' Maznah.

Tourists who love to cook can show off their skills by joining the "Let's Main Masak-Masak with Hajah Limah" tour package, where they get to learn to cook Malaysian dishes using local ingredients and herbs. Another interesting package is 'Mystical Land below the Wind', which revolves around supernatural belief, ancient rites and spiritual realm, promising participants a hair-raising experience.

For photography and nature enthusiasts, the "A Journey Thru My Lense" package is perfect for them. Guided by a professional photographer, the tour gives participants a chance to get up close with the abundant and exotic wildlife in Kinabatangan such as the endangered Bornean Pygmy elephants and Proboscis Monkey.

Tourism Malaysia Sabah will be promoting the tour packages through websites, online social media, and email blasts. In addition, Tourism Malaysia will also be distributing the brochure at its state and overseas offices.

For the past twelve years, Sabah has enjoyed double digit growth annually. The state's total tourist arrivals have increased five-fold from about 500,000 in year 2000 to over 2.5 million in 2010.



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Last year, arrivals to Sabah reached 2.87 million (65% domestic; 35% international), contributing RM5.1 billion to the state's economy. This growth continues in 2013 where the first seven months already seen 1,838,295 tourists visiting the state, which signified an increase of 13.5% compared to the same period last year.

This year, Sabah is targeting 3.01 million tourist arrivals and RM5.4 billion in receipts.

Malaysia will be celebrating its fourth Visit Malaysia Year (VMY) in 2014. It is set to promote the country internationally and highlight various pro-active initiatives by the Ministry of Tourism and Tourism Malaysia.

Many fascinating events and festivals have been lined up throughout 2014. Among the major events that will take place in Sabah are the Mt. Kinabalu International Climbathon, Kudat Sunset Music Festival, Sabah Fest and Paragliding Accuracy World Cup.

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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 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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