



PRESS RELEASE

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TOURISM MALAYSIA PROMOTES “BEST OF PANORAMIC PAHANG ECO PACKAGES”

KUALA LUMPUR, 4 Sept 2015: The Director General of Tourism Malaysia YBhg. Dato’ Mirza Mohammad Taiyab launched the “Best of Panoramic Pahang Eco Packages” brochure today at the Putra World Trade Centre (PWTC) during MATTA Fair.

Published by Tourism Malaysia, the brochure marks an initiative to increase the promotion of ecotourism destinations in Pahang, such as Kuala Tahan National Park, Kenong Rimba Park and Merapoh, which were affected by the flood last year.

The brochure contains seven attractively-priced holiday packages to ecotourism destinations in Pahang, which were developed with the cooperation of seven tour operators in the State.

Each package offers different activities to make it easier for tourists to choose the ecotourism destination that they want to visit based on their interests. Among the activities include rapid shooting, night jungle walking, and visiting villages of indigenous people, as well as other niche tourism activities, such as canoeing, cave exploring, and many more.

For instance, the “2D/1N Exclusive Camping” package offers participants a chance to experience a night in the Tentsile Tree Tent for only RM250 per pax with a minimum of eight pax. The “Real Inner Jungle” package is a 4D/3N tour to the Pahang National Park that costs RM550 per pax. It promises participants a unique experience, such as overnight stay in a cave. The “Kenong Rimba Park” package offers a 3D/2N tour of the Kenong Rimba Park which costs RM350 per pax.

The publication of the “Best of Panoramic Pahang Eco Packages 2015/2016” brochure is in line with Tourism Malaysia’s efforts to boost tourist arrivals to Pahang, besides leading the development of various ecotourism packages to be promoted domestically and internationally.

MATTA FAIR 2015

A total of 110 organisations is participating under Tourism Malaysia in this second MATTA Fair of this year. They are comprised of 57 tour operators, 34 operators of hotels/resorts, and 19 tourism products operators.



MALAYSIA TOURISM PROMOTION BOARD
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Various attractively priced holiday packages are being offered at the three-day Fair to boost the sale of packages to tourist destinations around the country, including ecotourism spots in Pahang. The effort is also in line with the celebration of the Malaysia Year of Festivals (MyFest) 2015.

Tourism Malaysia is targeting the sale of 16,775 packages, which will contribute a total of RM4,531,982.18, through its participation of this MATTA Fair.

In line with the Government's aim to boost domestic tourism, Tourism Malaysia had launched the "Cuti-Cuti 1Malaysia Dekat Je" campaign on 17 June 2015.

Domestic tourism showed double digit growth in terms of number of tourists and receipts for the year 2014. The number of domestic tourists was up by 11.6% to 60.7 million compared to 54.4 million in 2013 while receipts increased by 16.3% to RM41.4 billion compared to 35.6 billion in 2013.

For further details, please contact Mohd Alias (Tourism Officer), Tourism Malaysia Pahang at +609-517 7111/112/115 or via email at mohdalias@tourism.gov.my.

ENDS

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 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme "Endless Celebrations" emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country's target of 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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