



PRESS RELEASE

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TOURISM MALAYSIA'S CONTEST OFFERS PROTON PREVE TO INDONESIAN TOURISTS

JAKARTA, 11 March 2014: Indonesian travellers who buy a holiday package to Malaysia stand to win a brand new Proton Preve! In conjunction with Visit Malaysia Year (VMY) 2014, Tourism Malaysia is organising a contest, offering the car and other attractive prizes to attract more tourists from Indonesia to Malaysia.

The Director General of Tourism Malaysia Dato' Mirza Mohammad Taiyab launched the "Go More to Malaysia & Drive a Proton Home" contest at the Kempinski Hotel in Jakarta, Indonesia, today.

"I hope that this contest will encourage more Indonesians to visit Malaysia in conjunction with Visit Malaysia Year 2014," said Dato' Mirza.

"Through this contest, Indonesians stand a chance to win a Proton Preve car. This is the first time a tourism body gives away such a prize," he added.

The contest aims to help local tour agents to attract more Indonesians to buy tour packages to Malaysia, as well as to increase awareness of the VMY 2014 campaign amongst travellers from this market.

In his speech, Dato' Mirza also thanked the tourism trade players and the Indonesian media for their cooperation and support in promoting Malaysia in Indonesia.

The "Go More to Malaysia & Drive a Proton Home" contest is open to all Indonesian citizens who visit Malaysia in conjunction with VMY 2014, from 1 January to 31 December 2014.

Besides the Proton Preve, ten United Bike bicycles, five Galaxy Note 3 smartphones, 40 Malaysia Airlines (MAS) flight tickets, as well as 59 hotel vouchers also await the winners of the contest.

In addition, Tourism Malaysia will be rewarding five tour agents with holiday packages to Malaysia as an incentive to encourage higher sales.

To ensure the success of the contest, Tourism Malaysia has established strategic partnerships with several sponsors such as PT Proton Edar Indonesia, Malaysia Airlines, United Bike, Indonesia PT (PT Terang dunis Internusa) and 15 Malaysian hotels.



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Malaysia recorded a total of 2.55 million tourist arrivals from Indonesia in 2013, which is a 6.9% increase compared to 2.38 million tourists in 2012.

To find out more about this contest, please visit the Facebook page of Tourism Malaysia Jakarta office at www.facebook.com/malaysiatourismpromotionboardjakarta.

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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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