



PRESS RELEASE

FOR IMMEDIATE RELEASE

JOM SINGGAH! SETS TO BOOST DOMESTIC TOURISM

SEREMBAN, 9 October 2014 – Tourism Malaysia has collaborated with PLUS Malaysia Berhad (PLUS) to publish the Jom Singgah! Guidebook, which promises to further stimulate the domestic tourism industry. The guidebook was launched by the Chairman of Tourism Malaysia Tan Sri Dato' Sri Dr. Ng Yen Yen, at the Rest & Service Area (R&R) PLUS Seremban (Southbound) in Negeri Sembilan today.

"I believe this guidebook will help tourists to plan their holidays and make their journey along the highway more exciting," Tan Sri Dato' Sri Dr. Ng said. She also explained that as many as 86.1% of domestic tourists use their own vehicles while travelling within the country.

"The official slogan for the book is '*Lebuh Raya Pilihan Untuk Cuti-Cuti 1Malaysia Anda*'. It has been chosen because it fulfilled the shared objective of Tourism Malaysia and PLUS Malaysia Berhad (PLUS), which is to promote and develop the country's tourism industry.

"The publication of Jom Singgah! is also right on time as the country is currently celebrating Visit Malaysia Year 2014 and we are also preparing for the Malaysia Year of Festivals 2015," she added.

Meanwhile, the Managing Director of PLUS, Dato' Noorizah Hj Abd Hamid explained that the upgrade of the Rest & Service Areas (R&R) is one of the strategies used by PLUS to make the journey along the highway safer and more comfortable.

"With the existence of R&R areas, road users may stop and rest for a while, before continuing their journey, feeling more refreshed and focused. The publication of the Jom Singgah! Guidebook also provides an opportunity to PLUS to highlight special foods that can be found at selected R&R areas along the PLUS highway," she continued.

The Jom Singgah! Guidebook features 16 upgraded PLUS Rest & Service Areas (R&R) and various interesting tourist destinations, complete with their distances from the toll exits. Additionally, the guidebook also provides recommendations for special foods that can be found at selected R&R areas along the North-South Highway.

The guidebook can be obtained for free at any Tourist Information Counters (TIC), Tourism Malaysia state offices, and all tourism exhibitions participated by Tourism Malaysia.



MALAYSIA TOURISM PROMOTION BOARD
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>
www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my





For more information on the Jom Singgah! Guidebook, please contact:-

Tourism Malaysia

Mohd Amirul Rizal Abdul Rahim,
Senior Assistant Director, Domestic Tourism Division
E-mail: mohdamirul@tourism.gov.my

PLUS Malaysia Berhad::

Iskandar Dzulkifli,
Deputy Senior Manager, Corporate Communication
E-mail: iskandar@plus.uemnet.com

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 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.

Press contact:

Media & Publicity Unit:

Azizah Aziz (Ms), Senior Deputy Director, Communications & Publicity Division
Tel: +603-8891 8752
Email: azizahaziz@tourism.gov.my

Editorial Unit:

Anis Rozalina Ramli (Ms), Senior Editor, Communications & Publicity Division
Tel: +603-8891 8759
Email: anisramli@tourism.gov.my



MALAYSIA TOURISM PROMOTION BOARD
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>
www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my

