



PRESS RELEASE

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MALAYSIA'S TOURISM HIGHLIGHTS – JULY & AUGUST 2014

PUTRAJAYA, 2 July 2014 – The months of July and August offer local and foreign visitors a line-up of well-balanced events comprising shopping, food, culture and festive celebrations. Some of the major tourism highlights include:

The mega sale is still here!

The **1Malaysia Mega Sale Carnival 2014** continues in July! Deemed as the “Mother of all Sales”, the mega sale carnival brings you a string of irresistible offers, special promotions and crazy discounts.

With two months of shopping frenzy, shoppers get to enjoy mega shopping excitement, dining options, endless entertainment and fun-filled activities put together by malls and retail stores throughout Malaysia! Experience a wholesome shopping spree!

Organiser: Tourism Malaysia
Date: 28 June – 1 Sept 2014
Venue: Nationwide
Contact: 03 – 2614 8691

RAMADHAN BAZAAR 2014

As the Muslim fasting month begins, a long line of street-side stalls will sprout up all over the country at local bazaars, offering a sumptuous array of local delicacies especially traditional Malay food for Muslims to break their fast.

A jovial mood pervades these bazaars as everyone shops around for the best bargains on food, clothing, and religious items! Unique to Malaysia, the Ramadhan Bazaars can be found at most cities and towns throughout the nation, and is a sunset shopping and fasting experience for all.

Date: 29 June – 27 July 2014
Time: 5pm – 6pm
Venue: Nationwide



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>
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TRAIL: MELAKA UNESCO WORLD HERITAGE CITY CELEBRATION 2014

The TRAIL is back! The anniversary of the historical city of Melaka being declared as UNESCO World Heritage Site since 7 July 2008 is celebrated with a host of delectable traditional cuisine and cultural performances by the Baba & Nyonya, the Portuguese, and the Chitty.

As the celebration takes place, the historical significance of the city is being highlighted through the conservation of places such as the A' Famosa, St John's Hill and numerous museums.

Organiser: Melaka Historical City Council/ Melaka Museums Corporation (PERZIM)
Date: 7 July 2014
Venue: Bandar Hilir Melaka, Melaka
Contact: +6 06 232 6411

HARI RAYA AIDILFITRI 2014

After fasting from dawn to dusk for a month, this is the time to celebrate! Hari Raya Aidilfitri marks the end of the Ramadan month (fasting season) and every year this festive occasion is celebrated in a grand scale in Malaysia.

The highlight of this joyous occasion is the open house where the Muslims will invite their friends from various ethnics and cultures to their house to join in the merrymaking and enjoy traditional Malay favourites such as *ketupat*, *rendang* and satay!

Date: 28 – 29 July 2014
Venue: Nationwide

GEORGE TOWN FESTIVAL 2014 - PENANG UNESCO WORLD HERITAGE CITY CELEBRATION 2014

Similar to Melaka, but the annual celebration of George Town's inscription as UNESCO World Heritage Site welcomes a brand new date this year, which coincides with the national month of August.

This community-centred festival-within-a-festival features a diverse range of acts, from traditional dances and martial arts demonstrations, to exhibitions and street performances; from the re-enactment of street life in the 1900s, to food fests and special tours and talks; all devised and conducted by members of the communities of historic George Town.

Organiser: George Town Festival Secretariat
Date: 1 August - 31 August 2014
Venue: Esplanade, Pulau Pinang
Contact: +6 04 261 6308
Website: www.georgetownfestival.com



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MALAYSIA PREMIUM TRAVEL FAIR (MPTF 2014) & GLOBAL CRUISE TOURISM CONFERENCE (GCTC 2014)

Endorsed by the Ministry of Tourism and Culture Malaysia and Tourism Malaysia, the Malaysia Premium Travel Fair (MPTF 2014) and the Global Cruise Tourism Conference (GCTC 2014) are two niche events specially catered for high-end tourism products and service providers.

MPTF 2014 is the first travel fair in Malaysia targeted at the luxury segment. It will feature business-to-business (B2B) and business-to-consumer (B2C) components. The fair exhibitors are comprised of premium and boutique airlines, cruise liners and yacht clubs, helicopter tour service providers, luxury hotels and resorts, NTOs and MICE event organisers.

GCTC 2014 is targeted at the emerging cruise tourism sector. Experts in the cruise industry will be presenting on the theme “Advancing the Growth in Cruise Tourism.”

Organiser: WiTM Events Sdn. Bhd.
Date: GCTC 2014 (7 – 8 August 2014)
MPTF 2014 (8 – 10 August 2014)
Venue: GCTC 2014 – Plenary Hall,
MPTF 2014 – Hall 5 & 6,
Kuala Lumpur Convention Centre (KLCC), Kuala Lumpur
Time: 11 a.m. – 8 p.m.
Website: www.mptf.com.my
Contact: +6 03 9201 1201
Email: nurshaidah@witmevents.com

SIBU BORNEO CULTURAL FESTIVAL 2014

The biggest tourism event in Sibul, the Borneo Cultural Festival 2014 is an annual week-long celebration that no visitor to Sibul should miss!

With a variety of dances, food, folklore, music and traditional games on display, the event is a showcase of the rich and diverse cultural background of the Sibul community such as Iban/ Bidayuh/ Orang Ulu (Dayak Pavilion), Malay/Melanau and Chinese.

Organised by Sibul Municipal Council, Sibul Borneo Cultural Festival 2014 aims to promote the ‘beauty in ethnic diversity’ within Borneo Island to the world.

Organiser: Sibul Municipal Council
Date: 15 - 24 August 2014
Venue: Sibul Town Square
Contact: Ms Teng Ming Min, +6 084 332 392
Website: <http://www.smc.gov.my/>



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HARI KEMERDEKAAN (INDEPENDENCE DAY) MALAYSIA 2014

"Merdeka! Merdeka! Merdeka!" Hari Kemerdekaan is a national holiday which is celebrated on 31 August every year to commemorate the independence of the Federation of Malaya from British colonial rule in 1957.

Traditionally, a grand and colourful parade will be held in the morning at the Merdeka Square in Kuala Lumpur for everyone to attend and celebrate this important occasion together. Similar parades will also be held in every state simultaneously. This year's celebration marks the 57th anniversary of Malaysia's independence.

Date: 31 August 2014

Venue: Nationwide / Merdeka Square, Kuala Lumpur.

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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 Malaysia Tourism Transformation Plan (MTTP) 2020.

Press contact:

Media Relations Unit:

Mr. Razaidi Abd Rahim, Senior Asst. Director, Communications & Publicity Division

Tel: +603-8891 8768

Email: razaidi@tourism.gov.my

Editorial Unit:

Ms. Anis Rozalina Ramli, Senior Editor, Communications & Publicity Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my



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