



**PRESS RELEASE**

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## **PENANG DURIAN DURIAN 3.0 PACKAGES 2014 'BACK BY POPULAR DEMAND'**

**GEORGE TOWN, 6 June 2014:** Tourism Malaysia Penang, in collaboration with the Ministry of Tourism and Culture Penang office, Penang Times Square, Department of Agriculture, MATTA, MAH and ATTAP, is proud to bring back the Durian Durian 3.0 "Back by Popular Demand" – Eat As Much As You Can campaign.

Organised for the third time, this much-anticipated campaign is launched today at Penang Times Square by Exco Tourism Development & Culture Penang Danny Law Keng Hiang, accompanied by the Director of Domestic Marketing Division of Tourism Malaysia Datuk Musa Yusof. It officially kicked off a series of activities that will be carried out until the end of July 2014.

Durian buyers at Penang Times Square will stand a chance to win flight tickets, hotel vouchers, star cruises, and product vouchers. Lots of contests will also be organised such as the Best Durian Snapshot, Guess the Durian Weight, and Count the Durian Thorns.

The travel trade fraternity in Penang will also carry out various initiatives to ensure the success of this campaign. For instance, special durian packages such as the 'Durian Durian 3.0 – The Return of the King' has been developed where durians are sold at RM15 per kg.

Tourists can also opt for the 2D/1N 'Durian Lovers Experience' at orchards or fruit farms, or spend a night at a homestay to enjoy durian and experience the lifestyle of the locals.

In addition, guests from more than 25 participating hotels also get to enjoy a variety of durians with a 10% discount by showing their room keys or access cards.

In 2013, over RM200,000 worth of durians were sold. It was a huge increase from the first campaign in 2012, which racked up RM90,000 in total sales. The durian campaign will continue to be a major annual event to boost tourist arrivals to Penang.

*For any enquiries, kindly contact:*

*Logi Dhasan Thanaraj (Mr), Tourism Malaysia Penang – 012 305 7540*

*Muhamad Haizal Razali (Mr), Tourism Malaysia Penang – 019 958 1656*



**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](https://www.facebook.com/friendofmalaysia); [twitter.com/tourismmalaysia](https://twitter.com/tourismmalaysia); [blog.tourism.gov.my](http://blog.tourism.gov.my)





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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 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](mailto:razaidi@tourism.gov.my)

**Editorial Unit:**

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

Tel: +603-8891 8759

Email: [anisramli@tourism.gov.my](mailto:anisramli@tourism.gov.my)



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(MINISTRY OF TOURISM & CULTURE, MALAYSIA)  
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