

PRESS RELEASE

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**FOR A PERFECT FAMILY HOLIDAY, HEAD TO MALAYSIA.
MALAYSIA NAMED BEST FAMILY DESTINATION**



ONE FOR THE ALBUM – Manoharan with the Lonely Planet trophy

MUMBAI, INDIA, 13 June, 2014 – Malaysia has won the title for Best Family Destination at the Lonely Planet Travel Awards 2014 held recently in Mumbai.

The Director of Tourism Malaysia India Manoharan Periasamy who received the award on behalf of Malaysia said the award was a significant recognition of Malaysia’s accomplishment in promoting the country as one of the leading family destinations in the Southeast Asia region.

“The rapid development of various theme parks and children entertainment centres in Malaysia such as Legoland, Puteri Harbour Family Theme Park, Kidzania, and i-City, to name a few, is a testament to the fact,” he said.

Hosted by the world’s leading travel and lifestyle magazine, the final winners were chosen by the readers after the nominees were shortlisted by an expert panel.

“Lonely Planet recommendations are the most sought after by travellers and to be chosen by their readers makes this award even more prestigious,” he added.



The Lonely Planet award is a significant achievement for Malaysia, a country that prides itself for being the perfect family destination. Be it shopping, adventure, theme parks or even golf, Malaysia is one place where the preferences of every member of the family are taken care of.

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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.

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