



PRESS RELEASE

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MEGA FAM PARTICIPANTS ATTEND PENANG WORLD MUSIC FESTIVAL

GEORGE TOWN, 11 APRIL 2015 – Tourism Malaysia brought 17 foreign media and travel agents to George Town to attend the Penang World Music Festival today. They are here under its Mega Fam programme to help promote the country as a top-of-mind holiday destination.

The Mega Fam participants, who come from five countries, namely Australia, China, Hong Kong, India and Thailand, also attended a welcome luncheon hosted by Tourism Malaysia at The Royal Bintang Penang.

During the two-day music festival, the foreign media and travel agents get to enjoy musical performances by various countries from around the world, including Brazil, Egypt, Estonia, Germany, India, Indonesia, Malaysia, Mongolia, Russia, Spain, and Sweden. Besides that, they will also attend the Penang World Music Festival Workshop at Fort Cornwallis.

On 13 April, the Mega Fam participants will proceed with their post tours to various destinations around Malaysia.

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 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme "Endless Celebrations" emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).



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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.

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