



PRESS RELEASE

FOR IMMEDIATE RELEASE

FOREIGN MEDIA AND TOUR AGENTS JOIN MALAYSIA DEEPAVALI OPEN HOUSE 2014 CELEBRATIONS

PUTRAJAYA, 31 October 2014: A total of 69 international media and travel agents from 9 countries arrived in Malaysia yesterday to witness the Malaysia Deepavali Open House 2014 on 1 November at Independent Declaration Memorial, Melaka. The group is specially invited by Tourism Malaysia, under its Mega Familiarisation Programme.

The Mega Fam participants, who come from Canada, China, France, Germany, Japan, Laos, Netherlands, Singapore, and the United States of America (USA) are here to report and publicise the event, and in the case of travel agents, to help promote Malaysia holiday packages to their clients.

Prior to the open house celebration, the participants will attend a Destination Seminar where they will be briefed by Tourism Malaysia, Melaka Chief Minister Department, Themed Attractions Malaysia, and Philea Resort and Spa Melaka on Malaysia's latest tourism developments and offerings.

A "Tell and Sell" session will also be held during the seminar. The participating tourism industry players include Melaka Gateway, A' Famosa Resort Melaka, Taming Sari Revolving Tower Melaka, Taman Mini Malaysia, Themed Attractions Malaysia, Philea Resort and Spa Melaka, and Malaysia Urban Retreat Festival (MURFEST) 2014. Malaysian arts and handicrafts such as henna drawing, batik painting, beaded shoes and woven rattan will also be displayed at the session.

After the seminar, the participants will enjoy a dinner hosted by Tourism Malaysia, where they will be presented with a certificate for their participation in the Mega Fam Programme and enjoy a "Cultural Performance and Light Entertainment" by Warisan Seni Negeri Sembilan.

On the morning of 1 November, the Mega Fam participants will enjoy a pre tour around Melaka where they will visit the Bullock Cart Village in Bukit Katil and take part in the Old Melaka Heritage Walk.

The Mega Fam participants will be transferred to Independent Declaration Memorial of Melaka to celebrate the Malaysia Deepavali Open House 2014. The open house event will be graced by the Prime Minister, Dato' Seri Mohd. Najib Tun Abdul Razak and wife, Datin Paduka Seri Rosmah Mansor; as well as the Chief Minister of Melaka, Datuk Seri Ir. Haji Idris Haji Haron and wife, Datin Wira Hajah Fadilah Abdullah.



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The following day, the participants will proceed to their post tours to selected tourist destinations around Malaysia, which include Port Dickson, Melaka, i-City, Pulau Langkawi, Pulau Redang, Cameron Highlands, Royal Belum Forest, and Kota Kinabalu.

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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 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).

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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