



PRESS RELEASE

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## FOREIGN MEDIA AND TRAVEL AGENTS JOIN NATIONAL CHINESE NEW YEAR OPEN HOUSE

**TELUK INTAN, 28 February 2015** – A total of 49 foreign media and travel agents joined in the merriment of the National Chinese New Year Open House today at the Leaning Tower Square in Teluk Intan, Perak. They were brought in by Tourism Malaysia under its Mega Fam programme to promote the country as a top-of-mind holiday destination.

The event, which is one of the major highlights of the Malaysia Year of Festivals (MyFest) 2015, was launched by the Prime Minister of Malaysia Dato Sri Mohd Najib Tun Abdul Razak, along with Chief Minister of Perak Dato' Seri DiRaja Dr. Zambry Abdul Kadir, and the Minister of Tourism and Culture Malaysia Dato' Seri Mohamed Nazri Aziz.

The Mega Fam participants are from Australia, India, Iran, Japan, Russia, Saudi Arabia, Singapore, and the Philippines. Prior to the launching ceremony, they enjoyed a heritage walk around Ipoh to admire its colonial architecture such as the Railway Station, Town Hall and Old Post Office, Birch Memorial, High Court building, and the Royal Ipoh Club.

Besides that, they also had a tour of Ipoh Wall Arts Mural by Lithuanian artist Ernest Zacharevic, who uses his unique artistic creativity to paint eight murals to celebrate Ipoh Old Town as the birthplace of white coffee.

Tourism Malaysia also organised a special luncheon to welcome the Mega Fam participants, where they were presented with a certificate of participation.

After the event, the Mega Fam participants will continue 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 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 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)





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.

**Press contact:**

**Media & Publicity Unit:**

Azizah Aziz (Ms), Senior Deputy Director, Communications & Publicity Division

Tel: +603-8891 8752

Email: azizahaziz@tourism.gov.my

**Editorial Unit:**

Anis Rozalina Ramli (Ms), Senior Editor, Communications & Publicity Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my



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(MINISTRY OF TOURISM & CULTURE, MALAYSIA)  
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia  
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