



**PRESS RELEASE**

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## **TOURISM MALAYSIA PROMOTES HOMEGROWN EVENTS TO FOREIGN TOUR AGENTS & MEDIA**

**KUALA LUMPUR, 28 May 2015** – A total of 75 foreign travel agents and media have arrived in the country under Tourism Malaysia's Mega Fam programme to attend the launching of the Magic of the Night 2015 and the Royal Floria Putrajaya 2015.

The Mega Fam participants, who come from Australia, Bangladesh, China, Ecuador, Hong Kong, India, Iran, Laos, Portugal, Singapore, South Africa, Thailand, Tunisia, and Vietnam are also here to experience first-hand Malaysia's many beautiful attractions and help promote Malaysia as a top-of-mind holiday destination.

On 29 May, they will attend a Destination Seminar organised by Tourism Malaysia at Majestic Hotel and listen to presentations on Malaysia Year of Festivals (MyFest) 2015 and the Majestic Hotel.

The participants will also have the opportunity to visit Kuala Lumpur's iconic heritage building, the Panggung Bandaraya, to watch the MUD KL Theatre Musical – a high-energy theatre production that brings to life Kuala Lumpur's colourful history. Following that, they will witness a brand-new tourist food festival, the inaugural Kuala Lumpur Big Kitchen Festival 2015 at the nearby Merdeka Square.

The evening continues with participants proceeding to Marina Putrajaya to witness the launching of the Magic of the Night 2015. The event, which is among the major highlights of MyFest 2015, would be launched by the Minister of Tourism and Culture Dato' Seri Nazri Abdul Aziz.

The next day, the Mega Fam participants will attend the launching of the Royal Floria Putrajaya 2015 at Precinct 4, Putrajaya, followed by a visit to the Selangor Islamic Festival 2015 at the Malawati Stadium in Shah Alam, Selangor.

On 1 June, the Mega Fam participants will proceed with their post tours to various destinations around Malaysia.

**ENDS**



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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 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).

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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