

**MEDIA RELEASE**

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## **FOREIGN MEDIA & TOUR AGENTS WITNESS THE GRAND LAUNCH OF VISIT MALAYSIA YEAR 2014**

**KUALA LUMPUR, 3 January 2014** – In conjunction with the Visit Malaysia 2014 Grand Launch, Tourism Malaysia has invited a total of 219 international travel agents and media from 25 countries to Malaysia under its Mega Familiarisation Programme.

The Mega Fam participants who hailed from Australia, Bangladesh, Brunei, Canada, China, Denmark, France, Hong Kong, India, Indonesia, Iran, Italy, Japan, Latvia, Netherlands, New Zealand, Norway, Russia, Saudi Arabia, Singapore & Batam, South Africa, Sweden, Taiwan, Thailand, the Philippines, United Arab Emirates, United States of America and Vietnam are here to report and publicise the event and, in the case of travel agents, to help create more holiday packages to Malaysia.

The participants attended a Destination Seminar at Shangri-La Hotel KL today, where they were briefed by the Director of Communications and Publicity Mohmed Razip Hasan on the country's latest tourism development followed by a presentation by the Kuala Lumpur City Hall's Tourism Unit Head Noraza Yusof. The Marketing Director of Sarawak Tourism Board Benedict Jimbau also delivered a presentation to highlight Sarawak's latest tourist attractions and developments. There was also a video presentation on Luxury Malaysia and Express Rail Link (ERL).

Express Rail Link Sdn. Bhd., which is the high-speed train operator, is sponsoring a one-way ERL ticket to the Kuala Lumpur International Airport (KLIA) for all the Mega Fam participants.

After the Destination Seminar, the participants enjoyed a lunch hosted by the Director General of Tourism Malaysia YBhg Dato' Mirza Mohammed Taiyab, where they were also presented with a certificate of participation.

The Minister of Tourism and Culture, the Hon. Dato' Seri Mohamed Nazri Abdul Aziz also personally welcomed all the Mega Fam participants by hosting a dinner at Shangri-La Hotel KL. During the dinner, the Minister also presented Mega Fam Corporate Partners with certificates of appreciation.

The participants will take part in a half day city tour around Kuala Lumpur and Putrajaya on 4 January before attending the Grand Launch of the Visit Malaysia Year 2014 at Dataran Merdeka in the evening.



The following day, the Mega Fam participants will proceed to their post tours to selected tourist destinations around the country.

-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 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts, placing the country firmly as the 10th most popular tourism destination in the world.

In 2014, Malaysia will celebrate its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started this year 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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