

‘SWEET 17’ EMERGES CHAMPION IN MALAYSIA TOURISM HUNT 2013



The winners of Malaysia Tourism Hunt 2013

PUTRAJAYA, 17 OCT 2013: The Malaysia Tourism Hunt 2013, which concluded on 27 September, has successfully introduced various tourist spots and tourism products in the southern part of Peninsular Malaysia to the participants through fly and drive concept.

Organised by Tourism Malaysia, the programme kicked off in Putrajaya on 22 September and finished in Johor Bahru on 27 September. It attracted 78 participants comprising 51 local media, 18 foreign media from ASEAN countries, six representatives from local tour agents, and three representatives from sponsors.

Through this 6D/5N self-drive expedition, the participants had a chance to take part in various activities. For instance, they got to test drive racing vehicles in Sepang International Circuit (SIC), cycle around Putrajaya, explore the historical heritage of Melaka city and take part in a treasure hunt there, as well as plant a tree, which is part of a corporate social responsibility initiative.



The challenges and obstacles that the participants encountered during the event, such as photo hunt, walk hunt, and scavenger hunt, have also helped forge a closer tie and cooperation among members of the media from Malaysia and ASEAN countries with local tour agents.

The group 'Sweet 17' comprising Juliana Jamaluddin, Ahmad Salman Fua'ad, Salehuddin Yusof and Koong Wei Lien, obtained 461 points to emerge champion in this year's Malaysia Tourism Hunt. They won a 3D/2N Star Cruises holiday package, a cash prize of RM4,000 and a hamper from Tesco worth RM100.

The second place went to 'Sarip Dol' group with 410 points, collected by its members Khairul Affendi, Mohd Khairul Nizam Arifin and Muhd Syaiful Ezzwan Mohd Yusoff.

The 'Fantastic Four' secured the third place with 406 points. The group comprises Yap Edgar Alan Zeta from the Philippines and Akhmad Junaedi Siregar from Indonesia, as well as Annahita Bakavoli Mehdi Bakavoli and Hisyamudin Fadzil, both from Malaysia.

The participants have covered a distance of about 900 km, passing by many scenic places and learned about the local culture and historical heritage of the places that they visited along the way.

The Malaysia Tourism Hunt is introduced by Tourism Malaysia as an effort to encourage self-drive holiday to tourist destinations around Malaysia and promote these places to local and foreign media.

In addition, the Malaysia Tourism Hunt 2013 programme also aims to encourage the creation of more self-drive holiday packages or fly and drive packages.

This programme is supported by Harian Metro as the official media (news), Gaya Travel magazine as the official tourism magazine, and Gua.com as the official portal. In addition, Tourism Malaysia has also established smart partnerships with private sector and other government agencies in order to make this event a success.

For further information, kindly contact Muhammad Aliff Asyraff, Assistant Director, Domestic Marketing Division, Tourism Malaysia at 03-8891 8421 or via email at muhammadaliff@tourism.gov.my

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
(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; twitter.com/tourismmalaysia; blog.tourism.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.

Press contact:

Media Relations Unit:

Mr. Razaidi Abd Rahim, Senior Asst. Director, Communications & Publicity Division

Tel: +603-8891 8768

Email: razaidi@tourism.gov.my

Editorial Unit:

Ms. Anis Rozalina Ramli, Senior Editor, Communications & Publicity Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my



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; twitter.com/tourismmalaysia; blog.tourism.gov.my

