

PRESS RELEASE

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## NATIONWIDE ROADSHOWS ORGANISED TO PROMOTE MYFEST 2015



MOTAC's Deputy Secretary General (Tourism) Mr. Rashidi Hasbullah gives a presentation on MyFest 2015 to the tourism industry players and stakeholders at the Swiss-Garden Hotel and Residences in Kuala Lumpur on 21 October 2014.

**PUTRAJAYA, 19 November 2014:** The Ministry of Tourism and Culture Malaysia (MOTAC) and Tourism Malaysia are organising a series of nationwide engagement sessions with tourism industry players and stakeholders in the country to promote the Malaysia Year of Festivals (MyFest) 2015.

The nationwide roadshow covers all 14 states in the Peninsular Malaysia including FT Labuan, Sabah and Sarawak. It began on 21 October 2014 in Kuala Lumpur, which involved those from the Kuala Lumpur, Putrajaya, and, Selangor territories. The roadshow will end on 16 December 2014 in Sarawak.

During the roadshows, high-ranking officials from both MOTAC and Tourism Malaysia present the vision, targets, branding and promotional activities of MyFest 2015 for effective implementation; while providing the opportunity to meet up to share ideas and garner feedback. It is also attended by the respective state tourism EXCOs and officials.

The schedule of the meeting sessions are as follows:-

State	Date
Kuala Lumpur/Putrajaya & Selangor	21 October 2014
Negeri Sembilan	28 October 2014
Labuan	11 November 2014
Johor	13 November 2014
Kelantan	18 November 2014
Terengganu	19 November 2014
Melaka	21 November 2014
Pahang	25 November 2014
Perlis	02 December 2014
Perak	03 December 2014
Penang	04 December 2014
Sabah	08 December 2014
Kedah	11 December 2014
Sarawak	16 December 2014

For more information, kindly contact Unit Komunikasi Korporat, Kementerian Pelancongan dan Kebudayaan Malaysia at +603 8891 7190.

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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 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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