



PRESS RELEASE

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PARTICIPANTS OF TOURISM MALAYSIA DIRECTORS CONFERENCE FORGE CLOSER TIES WITH MEDIA THROUGH 1-DAY TOUR

PUTRAJAYA, 5 December 2013 – The participants of Tourism Malaysia Directors Conference 2013 forged closer ties with members of the media today through a one-day product update. The tour was organised by Tourism Malaysia to provide a hands-on experience of the country's latest tourism offerings, besides promoting healthy living.

The participants of the conference, comprising Tourism Malaysia overseas directors, state directors, marketing officers, and its PR agencies, started the day with the media in a healthy way by cycling from Putra Square in Putrajaya to Upper Bisa Wetland for birdwatching.

More than 50 species of birds have been recorded at the Upper Bisa Wetland area and its main attraction is the waterbirds. About 12 species of these waterbirds have been found here and up to a few hundred waterbirds can be seen nesting during the main nesting season from June to December.

After that, the participants proceeded to Pullman Putrajaya Lakeside Hotel for a basic health screening, which covered blood sugar level, cholesterol, blood pressure and Body Mass Index (BMI), offered by the National Heart Institute. It is aimed to raise the awareness among the participants on the risk of heart disease. Besides the health screening, they also attended a talk by the Malaysia Healthcare Travel Council (MHTC).

After the health session, they were treated to lunch by Malaysia Airports Holdings Berhad (MAHB) at Marina Putrajaya, where they also enjoyed a presentation on KLIA2 by its Senior General Manager of Operation Services Dato' Azmi Murad.

The participants then proceeded to the Sultan Abdul Aziz Royal Gallery at Klang to learn more about the rich history and heritage of the Selangor Sultanate. The last destination of their tour was i-City in Shah Alam, where a dinner was hosted by its Director Monica Ong. After that, the participants visited the latest attractions in I-City, namely Snow Walk, Red Carpet Interactive Wax Museum, Trick Art Museum, Water World and House of Horror.

The Tourism Malaysia Directors Conference 2013 is being held from 1 to 6 December for the Minister of Tourism and Culture Malaysia and senior officials of Tourism Malaysia to meet for annual consultations. Among the objectives of the conference are to brief the participants on



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Tourism Malaysia promotional plan and to accelerate marketing efforts in promoting next month's Visit Malaysia Year (VMY) 2014.

The grand launch of VMY 2014 is scheduled to take place on 4 January 2014 at Dataran Merdeka, Kuala Lumpur. An official website, www.vmy2014.com, has also been developed to exclusively feature comprehensive information and details of this much anticipated event.

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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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