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## TOURISM MALAYSIA PROMOTES SABAH'S PREMIER EVENTS THROUGH NEW TOUR PACKAGES

**KOTA KINABALU, 13 June 2013** – Tourism Malaysia Sabah Office with the support of eight Sabah tour agents has developed its latest brochure – **Sabah Premier Events "Best Of Borneo" Tour Packages** – in an effort to step up promotion of the state.

The brochure is specially created in conjunction with the state's five spectacular premier events, namely **Sabah Fest (03-04 May)**, **Sabah Dragon Boat (15-16 June)**, **Sunset Music Festival (28-29 June)**, **Kokol International Paragliding Race (16-18 September)** and **Mt. Kinabalu International Climbathon (19-20 October)**.

The travel packages enable tourists to witness, experience, and learn more about the events. It is also in line with Tourism Malaysia's efforts to continue offering various innovative and creative tourism products to tourists, besides having a truly diverse choice to cater to every interest and budget.

Fifteen tour packages that range from 2 Days 1 Night to 4 Days 3 Nights have been created, promising tourists a fun-filled time with lots of exciting activities.

In conjunction with the Sabah Dragon Boat Race at Likas Bay, Kota Kinabalu, the **3 Days 2 Nights 'Merlin's Dragon' package** has been created. Through this tour package, tourists get to witness the race on either 15 or 16 June and enjoy a day trip to one of the islands in Tunku Abdul Rahman Marine Park. The tour package is also inclusive of a trip to Klias River, famed for its long-nosed proboscis monkeys.

Another interesting tour package created in June is the **2 Days 1 Night 'Romancing The Music at the Tip of Borneo' package**, in conjunction with the Sunset Music Festival. Be prepared to be mesmerised by the amazing talents of musicians as they bring you to the ultimate musical bliss whilst the red sun vanishes down below the horizon at the Tip of Borneo, Kudat. The new Minister of Tourism & Culture YB Dato' Seri Mohamed Nazri bin Tan Sri Abdul Aziz is also expected to grace the event on 29 June 2013.



**MALAYSIA TOURISM PROMOTION BOARD**  
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Those who are interested in any of the promoted events or would like to join the tour packages can get in touch with any of the eight tour agents for further details.

Tourism Malaysia Sabah will also be promoting the tour packages through websites, online social media, email blast and distribution of brochures at Tourism Malaysia state and overseas offices.

*If you have any enquiries or require further information, kindly contact:*

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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. While the Ministry of Tourism & Culture implements tourism policies, conducts studies and offers incentives for industry players, Tourism Malaysia focuses on the specific task of promoting Malaysia at the domestic and international level. Driven by its aspiration to promote Malaysia as a destination of excellence in this region, Tourism Malaysia has grown by leaps and bounds since its inception and has emerged as a major player in the nation's socio-economic landscape. In 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts.

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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