



PRESS RELEASE

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SOUTH EAST ASIA LARGEST AUGMENTED REALITY HUNT AT THE ESPLANADE, PENANG

George Town, 14 Sept 2014 – Tourism Malaysia Penang partnered with YouthsToday.com and DIGI to organise South East Asia Largest Augmented Reality Hunt today at the Esplanade, Penang. The event was officiated by the Director of Communications and Publicity Division of Tourism Malaysia Mohmed Razip Hasan, accompanied by ADUN Pulau Tikus Yap Soo Huey.

The event, the first to be held in South East Asia, combines the element of treasure hunt where nine clues are hidden around Penang which can only be located via 'Wallipop' mobile app. It aims to promote Penang as an exciting tourist destination among the younger generation through sophisticated telecommunication technology.

The location of the clues include the Esplanade, Fort Cornwallis, Chew Jetty, Armenian Street, Beach Street, Camera Museum, KOMTAR, Gurney Paragon, Gurney Drive, and the Escape Theme Park. Social media such as Facebook, Twitter, and Instagram, have also been used to promote and publicise the event.

It attracted a total of 1,400 participants (in 700 groups), who paid RM100 for each group (2 persons). The participants were from Penang, Perlis, Kedah, Kelantan, Kuala Lumpur, Perak, Selangor, Sabah and Sarawak. Besides that, the event also attracted international participants from Singapore and Indonesia, with ten groups from each country.

This smart partnership between Tourism Malaysia and DIGI is seen as a pioneering effort in using mobile app to search for tourism information. In line with this effort, Tourism Malaysia has also introduced 'Tourism Malaysia Brochure App' to disseminate its domestic tourism brochures throughout the country.

With the development of technology and through social media, the promotion of Visit Malaysia Year 2014 has also been more effective. The organising of South East Asia Largest Augmented Reality Hunt is an interesting approach to introduce local tourism products to the younger generation and encourage them to travel domestically.

From January to June 2014, arrivals to Penang through the two entry points, namely the Penang International Airport and the Penang Port, were 572,084 and 53,432 tourists respectively. It signified that Penang remains a top tourist destination not only in Malaysia but also in South East Asia.



MALAYSIA TOURISM PROMOTION BOARD
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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 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 VMY 2014 promotional campaign has started in 2013 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 **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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