

**MEDIA RELEASE**

**FOR IMMEDIATE RELEASE**

## **OVER 1,000 NEW HOLIDAY PACKAGES AWAIT TOURISTS TO MALAYSIA**

**KUALA LUMPUR, 18 February 2014** – The Minister of Tourism and Culture Dato’ Seri Mohamed Nazri Abdul Aziz launched a brand new brochure today at Saloma Bistro in Jalan Ampang to promote over a thousand tour packages. The Cuti-Cuti 1Malaysia (CC1M) Holiday Packages brochure is produced by Tourism Malaysia in conjunction with Visit Malaysia Year (VMY) 2014.

“The publication of the brochure is timely as Malaysia is currently celebrating its fourth edition of VMY. Therefore, domestic and foreign tourists can use the brochure as a guide to choose their holiday destinations based on their preferences,” said Dato’ Seri Mohamed Nazri.

“The brochure can also be used as a medium to promote our tourism destinations and products, and to encourage Malaysians and foreign tourists to plan their holidays ahead,” he added.

The brochure contains 1,030 holiday packages, which were developed with the cooperation of 297 tour operators from all over the country. The packages are categorised according to states and segments to make it easier for tourists to identify their holiday destinations based on their interests.

Among the segments are Eco-tourism, Adventure & Nature, Sports Tourism, Voluntourism, Health Tourism, Education Tourism, Island & Beaches, Honeymoon, Spa & Wellness, Cruise, Angling, Bird Watching, Cycling, “Qurban & Aqiqah”, Homestay, Fabulous Food, Heritage, Arts & Culture, Theme Park, Team Building, Luxury Tour, Parks & Gardens and others.

These tour packages offer a variety of unique holiday getaways from every state. Among the activities available include the “Hungry Ghost Experience” and the “George Town Shoemaking Class” in Pulau Pinang, which allow tourists to witness for themselves the traditional practices of the Tionghua society, as they celebrate the Hungry Ghost Festival as well as the art of shoemaking.

The 1001 CC1M tour packages come in a range of prices tailored to the budget of every traveler. These packages are valid until 31st December 2014.

The brochure can be obtained at Tourism Malaysia state offices and Tourist Information Centres (TIC) around the country, as well as various tourism fair involving Tourism Malaysia. It is also available on Tourism Malaysia’s website - [www.tourismmalaysia.gov.my](http://www.tourismmalaysia.gov.my).



Themed 'Celebrating 1Malaysia, Truly Asia', VMY 2014 is packed with over 200 events and colourful celebrations to ensure that the country achieves its target of 28 million tourists arrivals and RM76 billion tourist receipts.

For further information, please contact Mohd Amirul Rizal Abdul Rahim, Senior Deputy Director, Domestic Promotions Division, Tourism Malaysia at 03-8891 8414 or via email at [mohdamirul@tourism.gov.my](mailto:mohdamirul@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 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](mailto:razaidi@tourism.gov.my)

**Editorial Unit:**

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

Tel: +603-8891 8759

Email: [anisramli@tourism.gov.my](mailto:anisramli@tourism.gov.my)



**LEMBAGA PENGGALAKAN PELANCONGAN MALAYSIA**

(KEMENTERIAN PELANCONGAN DAN KEBUDAYAAN MALAYSIA)

No. 2, Tower 1, Jalan P5/6, Presint 5, 62200 Putrajaya, Malaysia

Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>

[www.facebook.com/friendofmalaysia](http://www.facebook.com/friendofmalaysia); [twitter.com/tourismmalaysia](https://twitter.com/tourismmalaysia); [blog.tourism.gov.my](http://blog.tourism.gov.my)

