



PRESS RELEASE

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## TOURISM MALAYSIA'S PROMOTIONAL EFFORTS RECEIVE INTERNATIONAL RECOGNITION

**PUTRAJAYA, 11 May 2015:** Tourism Malaysia's promotional efforts received recognition at the '3<sup>rd</sup> WorldMediaFestival | Tourism Awards', which took place at Hamburg, Germany, on 6 May.

At the prestigious event, Tourism Malaysia bagged two intermedia-globe Gold | TOURISM awards in the categories of 'Advertising: TV Commercials' for its TVC 'The Toddler' and 'Sales Promotions: Destinations' for 'Season of Romance'.

It also received an intermedia-globe Silver | TOURISM award for 'A Million Experiences to Share' in the 'Advertising: TV Commercials' category.

Besides that, Tourism Malaysia's collaboration with the National Geographic Channel to produce the documentary 'Nick Baker's Eco Malaysia' also earned it an intermedia-globe Silver | TOURISM award for the 'Documentaries: Nature and Wildlife' category.

This year, a total of 158 entries were submitted from 22 countries, namely Australia, Austria, Belgium, Canada, China, Denmark, Finland, Germany, Great Britain, Hong Kong, Indonesia, India, Israel, Japan, Malaysia, Singapore, Sweden, Switzerland, Thailand, the Netherlands, the United Arab Emirates, and the United States of America.

Tourism Malaysia's achievement at this year's WorldMediaFestival is a result of its close collaboration with its advertising agencies, namely Sen Media, Smascom, and Naga DDB, who were responsible in producing the award-winning advertising materials.

The commercials have been used by Tourism Malaysia as part of its promotional efforts in the Asian market. 'The Toddler' was created to boost arrivals from the West Asian market. It was aired in Pan Arab and GCC countries, featuring attractions like nature and Kuala Lumpur.

'Season of Romance' was produced for the North and East Asian markets and focused on luxury tourism in Malaysia. The video highlighted the key luxury tourism products in the country that appeal to affluent Chinese travellers, such as 5-star beach resorts, spa & wellness, shopping, fine dining, etc.



**MALAYSIA TOURISM PROMOTION BOARD**  
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'A Million Experiences to Share' was targeted at the ASEAN market and aimed at encouraging Southeast Asian travellers to make Malaysia their next holiday destination and reviving their interest in finding out more about the country.

'Eco Malaysia' was a special National Geographic documentary that followed British Naturalist Nick Baker hot on the trail of wildlife species in the Royal Belum-Temenggor forest. 'Nick Baker's Eco Malaysia' provided viewers with an insightful wildlife adventure set right in the middle of Malaysia. It aims to inspire viewers to explore and see for themselves the beauty of the Royal Belum Rainforest.

As a build-up to the worldwide screening of this documentary, a series of TVCs or vignettes on ecotourism and Royal Belum was screened in Europe, beginning 5 March 2014. The Minister of Tourism and Culture Dato' Seri Mohamed Nazri Abdul Aziz introduced the new ecotourism destination and unveiled the TVCs at ITB Berlin 2014.

The WorldMediaFestival | Tourism was launched in August 2012 to recognise excellence in tourism related content. It is organised in May in Hamburg along with the WorldMediaFestival.

Initiated and organised by intermedia since the year 2000, the WorldMediaFestival is a global competition for modern media, dedicated to recognise excellence in Corporate Film, Television, Web and Print productions. It is also the forum for leading communications professionals from around the world and the only forum of its kind in Europe.

Both festivals include high-level business events for media professionals throughout the world covering industry trends.

*For more information, please visit <http://www.worldmediafestival.org/>*

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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 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.



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Malaysia celebrated 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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