



PRESS RELEASE

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## 101BESTBEACHES.COM FEATURES TOP MALAYSIAN BEACHES

**PUTRAJAYA, 22 April 2015:** Beautiful beaches and islands are in abundance in Malaysia. Tourists can now make better choices on which one to go by visiting [www.101bestbeaches.com/malaysia](http://www.101bestbeaches.com/malaysia), which lists 15 of the best beaches in Malaysia, according to famous beach critic and conservationist Brad Farmer.

Among those featured on the site, which was launched on 10 April, include Pangkor Island, Perak; Batu Feringghi Beach, Penang; Coral Bay and Pasir Panjang Beach, Terengganu; Juara Beach, Pahang; Desaru Beach, Johor; Mabul Island and Mantanani Islands, Sabah; and Damai Beach, Sarawak.

This is the first time Malaysia's beaches are being assessed and examined firsthand by a qualified and internationally renowned beach expert. Farmer rates the beaches on a variety of criteria, such as budget, scenic views, activities, ease of travel, conservation efforts, and the pristine condition of the beaches.

Farmer has been writing bestselling books on beaches for over 30 years and he was a former Senate Adviser on coastal issues in Australia. He has travelled to over 35 beach nations to explore and write about beaches, coastal environments and seaside communities.

The website is expected to attract more local and foreign travellers to visit beaches and islands in Malaysia, which is timely, as the country is celebrating the Malaysia Year of Festivals 2015.

Last year, Malaysia received a total of 27.4 million tourists. This year, the Government has set a target of 29.4 million tourist arrivals, with RM89 billion in tourist receipts.

*For more information, please contact Ms. Maizatul Liza, Assistant Director, Advertising Division, at +603-8891 8739, or e-mail her at [maizatulliza@tourism.gov.my](mailto:maizatulliza@tourism.gov.my).*

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**MALAYSIA TOURISM PROMOTION BOARD**  
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)  
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia  
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>  
[www.facebook.com/friendofmalaysia](https://www.facebook.com/friendofmalaysia); [twitter.com/tourismmalaysia](https://twitter.com/tourismmalaysia); [blog.tourism.gov.my](http://blog.tourism.gov.my)





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**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.

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.

**Press contact:**

**Media & Publicity Unit:**

Azizah Aziz (Ms), Senior Deputy Director, Communications & Publicity Division

Tel: +603-8891 8752

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

**Editorial Unit:**

Anis Rozalina Ramli (Ms), Senior Editor, Communications & Publicity Division

Tel: +603-8891 8759

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



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(MINISTRY OF TOURISM & CULTURE, MALAYSIA)  
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia  
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