



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **TOURIST INFO AT FINGERTIPS**

**PUTRAJAYA, 9 JULY 2013** – Visitors to Malaysia will now be able to download a free application for their smart phones that puts a complete guide of Malaysia in the palm of their hand.

This recently launched application called “The Malaysia Trip Planner” gives travellers personalised, inspiring and practical information on Malaysia, and all you can see and do.

The application’s main features include:

- Detailed information on local attractions to explore
- A complete schedule of events
- A description of places and must-see attractions
- A nifty way of planning your itinerary

Commenting on the launch of the application, Dato’ Mirza Mohammad Taiyab, Director General of Tourism Malaysia says, “Mobile platforms have gone beyond traditional advertising and are an excellent way to showcase a country’s diverse tourism offerings. Tourism Malaysia is proud to launch this mobile app to meet the demands of today’s travellers who want tourism information in an innovative way at their fingertips.”

The application organises travel plans into an itinerary that has all of the visitor’s trip details in one place. Moreover, it provides extensive information on Malaysia’s various attractions and enables quick and easy sharing with friends via Facebook and Twitter.

“The application was designed to create a portable, engaging, motivational experience for users. It’s a great tool to enhance the experience of exploring Malaysia,” says Zaleha Asmahan, Director of IT Department of Tourism Malaysia.

The ‘Malaysia Trip Planner’ application is available for use on iPhone and Android phones in their respective app stores.



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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 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts, placing the country firmly as the 10<sup>th</sup> 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.

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