



MEDIA RELEASE

MALAYSIA TOURISM HUNT 2012

Kuala Lumpur, 12 September 2012: For the very first time, Tourism Malaysia will be organising the Malaysia Tourism Hunt 2012 beginning at Putrajaya and finishing in Pulau Redang, Terengganu, from 21 to 25 September 2012.

This program is in conjunction with the World Tourism Day celebration, held annually on 27 September.

130 participants, consisting of 40 local media representatives, 45 foreign media representatives from ASEAN countries and other international markets, as well as 20 tourism industry players will participate in this program.

The event, which will last for 6 days and 5 nights, will see participants visit famous tourist destinations, such as Putrajaya, Fraser's Hill, Raub, Kuala Gandah and Gambang (in Pahang); Kemaman, Kuala Terengganu and Pulau Redang (in Terengganu).

Participants will travel 900km through highways, highlands, and coastal roads to enjoy the natural beauty of Malaysia, as well as get to know the local history, cultures, and communities of each destination.

Among the types of challenges that participants will face throughout the event include photo hunts, scavenger hunts, amazing race, fear factor and many others.

The flag off for the Malaysia Tourism Hunt 2012 will be officiated by YB Dato' Sri Dr. Ng Yen Yen, Minister of Tourism together with YBhg. Tan Sri Dato' Seri (Dr.) Aseh bin Haji Che Mat, President of Putrajaya Corporation at Putrajaya on 21 September 2012.

YB Dato' Sri Dr. Ng Yen Yen, in a press conference during the pre-launching of the Malaysia Tourism Hunt 2012 held at MaTiC, Jalan Ampang earlier today, commented that this unique program is the best approach to expose the media to the beauty and uniqueness of multicultural and diverse Malaysia.

"I believe that this program will encourage local and foreign tourists to go on a 'Fly and Drive' journey to visit all the attractive tourist destinations throughout the country."

According to her, she hopes that the Malaysia Tourism Hunt 2012 will motivate international and local tour operators to develop and market more 'Fly and Drive' tourism packages.

"This program will also foster greater cooperation between Tourism Malaysia and local and international media, as well as local tourism industry players, and further promote domestic tourism through the Cuti-Cuti 1Malaysia campaign," she continues.

In order to optimise coverage of the event, Harian Metro and Gaya Travel magazine have been appointed as the official media (news) and travel magazine respectively.

Tourism Malaysia has also established a smart partnership with private companies and other government agencies. The list of sponsors is available as attached.

For more information, please contact Encik Abdul Mutalib Awang, Senior Assistant Director, Domestic Marketing Division, Tourism Malaysia at 03-88918421 or email him at abdulmutalib@tourism.gov.my

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