

MALAYSIA MEGA EVENTS & FESTIVALS 2014 IS NOW ONLINE



KUALA LUMPUR, 1 NOV 2013 – Comprehensive information on the Malaysia Mega Events & Festivals 2014 is now available for download on Tourism Malaysia’s website: www.tourismmalaysia.gov.my.

The e-brochure highlights the line-up of both existing and new mega events and festivals that Malaysia is offering during the year-long celebrations of Visit Malaysia Year (VMY) 2014.

“It is hoped that tourism industry players will download and use the e-brochure as reference in developing their VMY 2014 packages and promotions. The brochure also enables both local and foreign tourists to plan their trips to coincide with any of the mega events and festivals,” said Madam Chong Yoke Har, Tourism Malaysia’s Deputy Director-General (Promotions).



The Malaysia Mega Events & Festivals 2014 brochure is also available at all Tourist Information Centres, Malaysia Tourism Centre (MaTic) and Tourism Malaysia State Offices.

There are over 200 events lined up throughout the year in conjunction with VMY 2014. Of these, 50 events have been identified as major highlights of the year based on their appeal and crowd-pulling power.

Among them are:-

- **Visit Malaysia Year 2014 Grand Launch** – Enjoy the fireworks that will set Malaysia’s skyline ablaze with colours and cultural music that will reverberate to mark the commencement of VMY 2014 on 4 January 2014.
- **Chinese New Year National Open House** – An event that brings together people from all walks of life to celebrate the country’s festivals and to foster the unity and harmony of 1Malaysia. The event will be held at Taiping in Perak on 8 February 2014.
- **Formula 1 Petronas Malaysia Grand Prix** – The Sepang International Circuit in Selangor will hold the race from 28 to 30 March 2014.
- **Malaysia Water Festival, Labuan** – Entering its 17th year in 2014, the event include International Deep Sea Fishing Tournament, Cross Channel Swimming Challenge, Round Island Kayak and Kayak Sprint. It will be held at the Labuan International Sea Sports Complex from 25 to 27 April 2014.
- **Colours of 1Malaysia** – Delight your senses with Malaysia’s diverse cultures and natural attractions through an array of colourful performances at the Merdeka Square from 22-24 May 2014.
- **1Malaysia International Tourism Night Floral Parade or Magic of the Night** – Enjoy a dazzling evening with the glittering lights of decorated floats brought in from every state in Malaysia at the Pullman Putrajaya Lakeside – Maritime Centre in Putrajaya from 12 to 15 June 2014.
- **Melaka World Heritage City Celebration by UNESCO** – The anniversary of this historic occasion is celebrated with a host of cultural activities and an array of delectable traditional cuisine that is unique to the state. It will be held at Melaka City on 7 July 2014.
- **Aidilfitri National Open House** - An event that brings together people from all walks of life to celebrate the country’s various festivals and to foster the unity and harmony of 1Malaysia. It will be held in Kuantan, Pahang on 16 August 2014.



MALAYSIA TOURISM PROMOTION BOARD
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- **Sarawak Regatta** – A traditional longboats race that dates back to the 1800s. It will be held at Tebingan Kuching in Sarawak from 12-14 September 2014.
- **Malaysian Motorcycle Grand Prix** – Catch the action of the world’s top riders in this premier event of motorcycle racing which will be held at the Sepang International Circuit from 5-11 October 2014.
- **Penang Bridge Marathon** – The marathon caters to serious runners as well as amateurs from both local and international grounds. It will be held at Queensbay & Penang Bridge on 16 Nov 2014.
- **Christmas National Open House** - An event that brings together people from all walks of life to celebrate the country’s various festivals and to foster the unity and harmony of 1Malaysia. It will be held in Johor Bahru, Johor on 28 December.

For more information regarding the brochure, kindly contact Marketing Support Division, Tourism Malaysia at 03-8891 8000 or Tourism Malaysia Contact Centre at 1 300 88 5050 or email: enquiries@tourism.gov.my.

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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. While the Ministry of Tourism & Culture implements tourism policies, conducts studies and offers incentives for industry players, Tourism Malaysia focuses on the specific task of promoting Malaysia at the domestic and international level. Driven by its aspiration to promote Malaysia as a destination of excellence in this region, Tourism Malaysia has grown by leaps and bounds since its inception and has emerged as a major player in the nation’s socio-economic landscape. In 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts.

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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