

PRESS RELEASE

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CUTI-CUTI 1MALAYSIA NIGHT TOURISM FAIR RETURNS

SHAH ALAM, 22 NOVEMBER 2013: The Cuti-Cuti 1Malaysia (CC1M) Night Tourism Fair organised by Tourism Malaysia is returning once again from 29 November to 1 December at i-City, Shah Alam.

A total of 10 exhibitors comprising local travel agencies, hoteliers, transportation providers and homestay operators will take part in this year's event offering fantastic Malaysian holiday packages. Visitors to the CC1M Night Tourism Fair will also have a chance to visit the mobile tourism information counter for information on Malaysia's varied tourist attractions.

Throughout the event, visitors can learn about and explore i-City's latest tourist attractions at the following sessions:

- Red Carpet @i-City Stars Meet and Greet (8.30 pm & 10.30 pm)
- Photo opportunity at the House of Horror (9.00 pm & 11.00 pm)
- Various activities at Water World

A "Tourism Carnival by i-Concierge Sdn Bhd" will also be organised for local tourists and expatriates.

CC1M Night Tourism Fair is one of Tourism Malaysia's initiatives to promote domestic travel and local tourist attractions among Malaysians. This after-hours tourism fair, which opens from 5 pm to 11 pm throughout the three days, provides busy Malaysians with an opportunity to shop and compare tourism packages in a leisurely manner.

This third edition of CC1M follows the success of the previous year's tourism fair which saw the participation of 68 exhibitors from various travel agencies and tourism product operators. The event raised RM211,695 from the sale of 700 packages over a period of three days.

About i-City, Shah Alam

i-City is among Malaysia's most popular night tourist attractions. Its colourful light decoration which cast a beautiful atmosphere throughout the theme park has earned it the name "City of

Digital Lights.” Other attractions within i-City are Snowwalk which introduces snow and cool climates to tropical visitors.

i-City records show that average weekend visitors reach as many as between 60,000 and 70,000 pax a day.

For more information, kindly contact Mrs. Razmiah Radzi or Ms. Nur Natasha Berhanuddin, from Tourism Malaysia at 03-5510 9100.

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