



## **MEDIA RELEASE**

### **INTERNATIONAL MEDIA AND TRAVEL AGENTS IN MALAYSIA FOR COLOURS OF 1MALAYSIA 2011**

Tourism Malaysia has invited foreign members of the media and travel trade to join in the 'Colours of 1Malaysia' festivities, and will welcome a total of 179 participants from 21 countries as part of the Mega Familiarisation Programme.

The participants, comprising mostly of travel agents, TV crews, and journalists, come from Australia, Bangladesh, Brunei, Cambodia, Canada, China, Germany, India, Indonesia, Laos PDR, Mauritius, New Zealand, Philippines, Russia, Singapore, South Africa, Sweden, Thailand, United Kingdom, USA, and Vietnam. They will attend a business seminar by Tourism Malaysia about Malaysia's tourism products and visit destinations such as Sabah, Sarawak, Putrajaya, Penang, Melaka, and several other destinations to get a first-hand experience of Malaysia's diverse tourist attractions, besides attending and reporting on the Colours of 1Malaysia celebrations on 21 May at Merdeka Square.

The Colours of 1Malaysia festival itself will feature a street parade with 5000 performers, performing an array of cultural performances. On top of that, 45 booths will be open from 10am at Merdeka Square to promote holiday packages in Malaysia, crafts, snacks and other Malaysian products.

The focus of this year's Colours of 1Malaysia celebration is on parks and gardens, sports tourism, contemporary arts, fabulous food, fruits and shopping, eco tourism, and the 1Malaysia Green 1Malaysia Clean campaign. This diverse choice of events and products are designed to appeal to everyone, whether they prefer the rugged fun of the outdoors or simply a shopping holiday with the family. The objective is to showcase Malaysia as an attractive, year-round holiday destination, suitable for all types of tourists to visit at any time of the year.

## **BACKGROUND INFORMATION**

The Mega Fam programme was initiated by Tourism Malaysia in 2000 and was designed with the cooperation of various tourism-related bodies, such as airlines, hotels, as well as state governments to showcase Malaysia's best tourism products to foreign media and trade partners. The main objective of the programme is to increase the awareness of participants about tourist destinations around Malaysia and to provide an opportunity for them to sample Malaysia's beautiful country and courteous hospitality.

Last year, 788 Mega Fam participants were brought in from all over the world in conjunction with 19 Mega Fam tourism programmes; it generated a total of RM37 million publicity value in terms of print and media visibility.

For more information on Mega Fam programmes, please contact:

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