



**PRESS RELEASE**

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## **“DISCOVER MALAYSIA BY BICYCLE GUIDEBOOK” HELPS DEVELOP MALAYSIA’S CYCLING TOURISM**

**KUALA LUMPUR, 19 April 2015** – Tourism Malaysia, with the cooperation from 32 other tourism agencies, have published the “Discover Malaysia by Bicycle” guidebook, which offers 74 interesting cycling tourism packages for tourists.

The Deputy Secretary General (Tourism) of Ministry Tourism & Cultural Malaysia, Datuk Rashidi Hasbullah launched the guidebook during the “Kuala Lumpur Car Free Morning” programme at the Dataran DBKL 1, Jalan Raja Laut here today.

“Through these packages, foreign and domestic tourists have a chance to explore more of Malaysia’s tourist attractions through cycling. Some of the packages allow tourists to explore the city of Kuching through the Classic City Package Ride, or Taman Negara through the Taman Negara Cycling Tour Package, or Kota Bharu city, through the Kota Bharu Cycling Tour Package,” said Datuk Rashidi.

He believes that the publication of the “Discover Malaysia by Bicycle” guidebook is perfectly complements the “KL Car Free Morning” programme, as it would increase cycling tourism in Kuala Lumpur.

“I am happy to note that the cycling tourism segment continues to receive a warm reception from foreign and domestic tourists. In 2014, a total of 4,072 cycling packages worth RM725,612.07 have been sold from around the country,” he explained.

Since 2011, as many as 202 cycling tourism packages have been developed with the cooperation of 95 local agencies.

The “Discover Malaysia by Bicycle” guidebook can be found at all Tourism Malaysia Tourist Information Centres (TIC), Malaysia Tourism Centre (MaTiC) and Tourism Malaysia offices around the country.

The “KL Car Free Morning” campaign organised by the Dewan Bandaraya Kuala Lumpur (DBKL) has been held every first Sunday since December 2013. However, since January 2015, it is now being held twice a month, on every first and third Sundays.



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This cycling tourism activity which lasts for 6.5km and begins at 7:00 this morning, will go through Jalan Raja Laut, Jalan Sultan Ismail, Jalan Tuanku Abdul Rahman, Jalan Dang Wangi, Jalan Ampang, and will end at Jalan P. Ramlee.

This campaign is intended to encourage a healthier lifestyle, promote Kuala Lumpur as a recreational tourist destination, as well as reduce the release of greenhouse gases within the city.

Aside from that, there are many interesting side activities such as stalls, colouring competitions, and performances to enliven this cycling campaign.

For more information on the “Discover Malaysia by Bicycle” guidebook, please contact Encik Mohd Amirul Rizal Abdul Rahim, Senior Assistant Director, Domestic Marketing division, Tourism Malaysia at 03-8891 8414, or email [mohdamirul@tourism.gov.my](mailto:mohdamirul@tourism.gov.my)

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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 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme “Celebrating 1Malaysia Truly Asia”. The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme “Endless Celebrations” emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country’s target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).

Through the Tourism NKEA, collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia’s position as a leading tourist destination. The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

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