

**MALAYSIA DURIAN DELIGHTS HONG KONG TRAVELERS
800 DURIAN TOUR PACKAGES SOLD IN JUNE/JULY**



Caption: The “4 days 3 nights Malaysia Deluxe Durian Tour Package” was launched via a unique and aromatic durian buffet party aboard Hong Kong’s famous tram where durian fans, media and tourism trade members turned up to sample Malaysia’s King of Fruits.

HONG KONG, 24 JULY 2013 – The superb quality of Malaysian durians has smitten durian lovers here! A *4 days 3 nights Deluxe Durian Tour Package* launched by Tourism Malaysia and EGL Tours has sold up to 800 packages, recording a sales revenue of approximately RM1,280,000 for 15 group departures to Penang scheduled in June and July alone.

The durian tour offers participants an opportunity to sample fresh, delicious high quality durians in Penang along with a tour of its popular heritage sites for the price of HK\$2,989 upwards (approximately RM1,230). It’s an attractive price to pay as Malaysia durians are known to command high prices here due to their high demand and limited supply.

Visitors feasted on durian buffets and tasted various types of the Malaysian durian such as *Cat Mountain King, Red Prawn* and other luxurious durians whilst enjoying the sights of the **UNESCO World Heritage George Town** and surroundings on the island.



Caption: Madam Baizuri Baharum, Director of Tourism Malaysia Hong Kong office (in white top), and Mr. Steve Huen, Executive Director of EGL Tours (in dark suit), board the Hong Kong tram to entice Hongkongites with the Malaysian durian and Malaysia Deluxe Durian Tour Package

“We’ve been promoting Malaysia through durian packages for the past three years, knowing how much Hongkongites love good durians. This year’s durian tour promotion is extra special as it is also an opportunity to create awareness about the **Visit Malaysia Year 2014 campaign**. It’s a memorable way to remind the locals of Malaysia whenever they taste or smell the durian,” said Baizuri Baharum, Director of Malaysia Tourism Promotion Board (Hong Kong Office).

Promotional efforts for the durian tour packages began on May 9 when the organisers put together a durian buffet party on the famous Hong Kong tram, inviting the media, Facebook fans, and local trade members to sample the *King of Fruits*. Needless to say, the aroma of durians travelled the tram route of Whitty Street, Sheung Wan, Central, Wan Chai and Causeway Bay, and served as a reminder to Hongkongites that the Malaysian durian season had started.

Part of the promotion was an eye-catching bus-wrap-around advertisement featuring large images of the durian on the vehicle’s body. The buses travelled around Hong Kong and Kowloon for an entire month from May 10 as a mouth-watering prelude to the durian package tours in Penang.

This is the third year that Tourism Malaysia has partnered with EGL Tours to offer this special package. This year was extra special as it was also timed to promote Visit Malaysia Year 2014 to Hongkongites.

The durian tour was first introduced to Hongkongites in 2011 with 340 packages sold valued at RM544,000 in sale and the following year sales rose to RM1,120,000 with 700 packages sold.



The success of this innovative durian tour has also sparked the interest of other Hong Kong travel agents such as *Morning Star*, *Wincastle*, *Miramar* and *Wing On Travel* to offer similar tour packages to Malaysia.

ENDS

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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 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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