



MEDIA RELEASE

VISIT MALAYSIA YEAR 2013/1014 LOGO DESIGN & SLOGAN COMPETITION

PUTRAJAYA, 26 JULY 2012 : In conjunction with the upcoming Visit Malaysia Year (VMY) 2013/2014 campaign, Tourism Malaysia is organising a logo design and slogan competition beginning today until 6 August 2012.

The competition, open to all Malaysian citizens and residents of Malaysia, offers a RM50,000 Grand Prize and 10 consolation prizes worth RM2,000 each. The winning design will be featured in the upcoming VMY campaign.

The VMY 2013/2014 aims to celebrate the golden jubilee of the joining of Sabah and Sarawak with the Federation of Malaya to form Malaysia in 1963. Since then, all the states have enjoyed rapid tourism development and growth. The first VMY was held in 1990 with the theme "Fascinating Malaysia". The theme for the second VMY in 1994 was "Fascinating Malaysia - Naturally More" while the third VMY in 2007 was "Celebrating 50 Years of Nationhood".

The celebration of VMY is one of the country's efforts to promote Malaysia as a popular tourism destination. According to the United Nations World Tourism Organization (UNWTO), Malaysia is the 9th most visited country in the world for three consecutive years since 2009. Last year, Malaysia recorded 24.7 million tourist arrivals, with tourist receipts totalling RM58.3 billion.

This is in line with the Malaysia Tourism Transformation Plan 2020 where the country has set a target of 36 million tourist arrivals by the year 2020 with a revenue of RM168 billion.

For details of the VMY 2013/2014 logo design and slogan competition, visit our website at: www.tourismmalaysia.gov.my

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