



## PRESS RELEASE

### VISIT MALAYSIA YEAR 2014 CAMPAIGN ON HIGH SPEED AT F1 GRAND PRIX

**PUTRAJAYA, 22 March 2013** – For the past 15 years, Malaysia has been part of the highest class of the single-seater auto racing calendar, bringing in the Formula One Grand Prix (F1GP) to fans in Asia – and the rest of the world – since in 1999.

Now, come every March, hundreds of thousands of auto racing fans from all over the world flock to Malaysia to watch the race and also to enjoy the various exciting events that come with it.

The F1GP isn't called F1 Fever for nothing as the motorsport event brings glitz and glamour with the presence of world-class racers, celebrities, exciting parties, fashion shows and a myriad of entertainments. As Formula One is regarded as the third biggest sport event in the world after Football World Cup and the Olympic Games, it becomes a very important generator of tourism and tourism publicity for Malaysia.

The Ministry of Tourism and Tourism Malaysia are leveraging on this important event to create awareness for and promote the Visit Malaysia Year 2014 (VMY) campaign among the local and foreign visitors at the F1GP event.

A specially-designed VMY 2014 Pavilion has been constructed at the Mall Area situated near the main gate in Sepang Circuit from today until 24 March. Measuring 180 sq.m., the VMY 2014 Pavilion offers visitors a fascinating and unforgettable experience of the various colors, tastes, sights and sounds of Malaysia.

The theme of the pavilion is "Journey Through Time, Experience the Wonders of Malaysia" with highlights of Malaysia's tourism success story and tourism products and destinations such as ecotourism, art tourism, shopping, UNESCO World Heritage Sites, and motorsports events (F1GP and Moto GP).

For the duration of the F1GP, the pavilion will be the event hub for exciting activities comprising traditional music and cultural performance by Balle Balle, Latin Percussion music performance, professional street magician show and various quizzes and games. It is open to the visitors from 22 until 24 March between 10.00 am and 5.00 pm.



**MALAYSIA TOURISM PROMOTION BOARD**  
(MINISTRY OF TOURISM, MALAYSIA)  
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia  
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>  
[www.facebook.com/friendofmalaysia](http://www.facebook.com/friendofmalaysia); [twitter.com/tourismmalaysia](http://twitter.com/tourismmalaysia); [blog.tourism.gov.my](http://blog.tourism.gov.my)





As part of its publicity and networking efforts, Tourism Malaysia has also invited a total of 40 international tourism corporate guests from 13 countries in conjunction with the Formula One Grand Prix Mega Fam programme. These high-level management of tour agencies and media companies hail from Australia, Bhutan, China, France, Hong Kong, India, Indonesia, Netherlands, Pakistan, Singapore, Sweden, Thailand and Vietnam.

Apart from watching the Formula One and visiting the VMY 2014 Pavilion, the corporate guests will also go on a post-event tour to destinations within the country to get a first-hand look at Malaysia and what's in store for tourists visiting the country this year and next year during the VMY 2014.

For further information on VMY 2014 Pavilion, please contact Ms. Hazrina Azman, Assistant Director, Domestic Marketing Division, Tourism Malaysia at:-

Tel: 03-8891 8437

Fax: 03-8891 8449

E-mail: [hazrina@tourism.gov.my](mailto:hazrina@tourism.gov.my)

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, Malaysia. While the Ministry of Tourism implements tourism policies, conducts studies and offers incentives for industry players, Tourism Malaysia focuses on the specific task of promoting Malaysia at the domestic and international level. Driven by its aspiration to promote Malaysia as a destination of excellence in this region, Tourism Malaysia has grown by leaps and bounds since its inception and has emerged as a major player in the nation's socio-economic landscape. In 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts.

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.

**Press contact:**

**Media Relations Unit:**

Mr. Razaidi Abd Rahim, Senior Asst. Director, Communications & Publicity Division

Email: [razaidi@tourism.gov.my](mailto:razaidi@tourism.gov.my)

**Editorial Unit:**

Ms. Anis Rozalina Ramli, Editor, Communications & Publicity Division

Email: [anisramli@tourism.gov.my](mailto:anisramli@tourism.gov.my)



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