



PRESS RELEASE

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## VISIT MALAYSIA YEAR 2014 TAKES TO THE SKIES WITH FIREFLY

**KOTA BHARU, KELANTAN, 24 FEB 2014:** Tourism Malaysia and Firefly have partnered to promote Visit Malaysia Year (VMY) 2014 to the region with a new livery advertising campaign launched by Minister of Tourism and Culture of Malaysia YB Dato' Seri Mohamed Nazri Tan Sri Abdul Aziz today in Kota Bharu.

The Minister of Tourism and Culture said, "We are pleased to work together with Firefly on the campaign which is expected to provide great visibility of VMY 2014 and promote Malaysia to the domestic and ASEAN market."

The year-long advertising campaign involves the showcase of VMY logo together with the "Celebrating 1Malaysia Truly Asia" theme on the body of 12 Firefly ATR 72-600 aircrafts.

Meanwhile, the interior of the aircrafts have been painted with visuals of Malaysia's tourist attractions such as food and culture, beaches and ecotourism destinations.

The VMY logo is also featured on the front and back panels of the aircrafts' interior, while the Tourism Malaysia Calendar of Events brochure are inserted in the pocket of seats for passengers' reading pleasure.

Firefly flies as many as 126,000 passengers a month and the advertising campaign is expected to reach as many as 1.5 million passengers a year throughout Malaysia, Singapore, Thailand and Indonesia.

Firefly CEO Ignatius Ong said, "We are pleased to be part of another milestone in the tourism industry, specifically with regards to Visit Malaysia Year 2014. Firefly serves a specialised market, meeting local and international tourists' travel needs in terms of connectivity and affordable transportation. With the launch of Visit Malaysia Year 2014 aircraft livery on our turboprops, we trust that it will certainly help fulfil the government's agenda to stimulate growth in tourist visits through tourism".

The VMY 2014 advertising campaign with Firefly is one of the government's efforts to promote Malaysia as a tourist destination in line with the Malaysia Tourism Transformation Plan which targets 36 million tourist arrivals and RM168 billion receipts by year 2020.

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 10<sup>th</sup> 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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**About Firefly**

Firefly, Malaysia's Premium Short-Haul Airline, began its operations in April 2007. Currently, it operates a fleet of 12 ATR 72-500 and 1 ATR 72-600 turboprop out of Penang and Subang, connecting secondary destinations within the Indonesia-Malaysia-Thailand Growth Triangle as well as providing air linkages between Malaysia and Singapore. Firefly provides incredible value as well as convenient flight timings and excellent service to its passengers. On the ATR 72-500 and ATR 72-600 passengers are allowed 20kg check-in baggage allowance, provided complimentary in-flight refreshment, assigned seating and convenient city airports. Firefly has received numerous awards and recognition. The most recent was on April 24, 2012 when Firefly was accorded Putra Most Promising Brand of the Year by Putra Brand Awards. Five months prior to this, on November 15, 2011, Firefly was conferred "Superbrand" status. Other awards received include the 2010 Frost & Sullivan Value Airline of the Year award and the Green Initiative of the Year 2010 award by Leaders in Aviation in conjunction with the Doha Aviation Summit. Firefly is also recognised as the Best Brand in Aviation for the Brand Laureate. Firefly connects with the world through Facebook, Twitter and Instagram.



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