

MEDIA RELEASE

NEW TOURISM LEAFLETS READY TO PROMOTE MALAYSIA IN 2013/2014



PUTRAJAYA, 21 FEBRUARY 2013: As Visit Malaysia Year 2014 (VMY 2014) looms just a year away, Tourism Malaysia is getting an early start with its promotional efforts with the publication of ten brand new tourism leaflets, as well as a calendar of events and festivals, which are ready for distribution in 2013.

The ten leaflets contain specific tourism product information, and are titled accordingly. They are: Islands and Beaches, Diving, Golfing, Highland Resorts, Cycling, Nature, Food, Theme Parks, Homestay, and Shopping.

Meanwhile, the Calendar of Events & Festivals 2013-2014 contains information on 245 major tourism events and is a useful guide for tourists planning their trip to Malaysia as well as travel agents who wish to create packages to Malaysia. Events listed in the publication include the 1Malaysia GP Sale, from 16 March - 7 April 2013; 1Malaysia International Shoe Festival (1MISF) from 28-31 March 2013; and various other national and international-level tourism events.

The Calendar of Events & Festivals 2013-2014 will be updated every six months to include any additional or new events.

An initial 50,000 copies of each title as well as the calendar of events are being distributed in stages to Tourism Malaysia's overseas offices, state offices, as well as various Tourist Information Centres throughout the country.

All those who are interested may visit any one of these branches to collect a free copy. For bulk orders, tourism trade members are requested to call Tourism Malaysia Distribution Centre at (603) 8922 2136/2357/2057.

The publications will also be available on the Tourism Malaysia official website soon for download.

Last year, tourist arrivals rose to 25,032,708 compared to 24,714,324 in 2011, registering a growth of 1.3 percent. Meanwhile, receipts climbed to RM60.6 billion compared to RM58.3 billion the previous year, which was an increase of RM2.3 billion or 3.9 percent. The Visit Malaysia Year 2014 campaign is expected to attract 28 million tourists and RM81.89 billion receipts.

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