



## PRESS RELEASE

### INTERNATIONAL TRAVEL AGENTS & MEDIA TO PUBLICISE GLITTER AND GLEAM OF “MAGIC OF THE NIGHT 2013”

**PUTRAJAYA, 22 JUNE, 2013** – A total of 134 international travel agents and media are visiting Malaysia to witness Magic of the Night 2013, a Ministry of Tourism and Culture event held from 22 to 30 June.

These Tourism Malaysia Mega Familiarisation Programme participants from 13 countries, namely Bangladesh, Brunei, China (including Hong Kong), Hungary, India, Indonesia, Japan, Laos, Saudi Arabia, Singapore, Taiwan, Thailand and Turkey are here to report and publicise the event and, in the case of travel agents, to help promote Malaysian holiday packages to their clients.

The group’s visit to Malaysia included a chance to visit several tourist attractions in Selangor yesterday such as the Sultan Abdul Aziz Gallery Klang; Istana Alam Shah, the royal palace; i-City theme park; Selangor Islamic Arts Garden; Hi-5 Bread Town Museum; Banghuris Homestay; Mah Meri Cultural Village and Amverton Golf & Country Resort.

Today, they will visit the Putrajaya FLORIA (a flower and garden show) held at the same time as Magic of the Night 2013 after attending a tourism seminar and briefing on Visit Malaysia Year 2014 and learning about the country’s latest tourism developments from Tourism Malaysia and Selangor Tourism.

Further efforts by Tourism Malaysia to promote Magic of the Night 2013 and Putrajaya FLORIA have resulted in the sale of Cycling Flora Parade @Putrajaya 2013 packages in Indonesia. A total of 112 Indonesian participants including 14 media representatives are taking part in this programme which brings them to Malaysia from 20 until 23 June for an event-packed holiday.

The package is a collaboration by Tourism Malaysia Jakarta, Putrajaya Corporation, Garuda Airlines Indonesia, Habibie Tours and UNITED Bike Indonesia in an effort to attract Indonesians to take part in a cycling holiday in Malaysia and also to promote Putrajaya as one of the main holiday destinations to the Indonesian market. This came in light of aggressive promotional efforts by Tourism Malaysia to create awareness for Visit Malaysia Year 2014 in Indonesia.

The cycling package includes airfare, hotel accommodation, breakfast, lunch, dinner and sightseeing, as well as a free UNITED Bike bicycle for each buyer. The participants are taking part in a 20-25 kilometre cycling route around Putrajaya, taking them through some of the fascinating sights of the administrative capital including the bridges, parks and buildings.

#### About Magic of the Night 2013

A total of 14 lighted boats are set to dazzle locals and tourists at the Magic of the Night 2013, a night boat parade, organised by the Ministry of Tourism and Culture, Malaysia, at Putrajaya Lake, Precinct 2 from 22 until 30 June.



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Scheduled to be launched by Minister of Tourism and Culture, Malaysia, YB Dato' Seri Mohamed Nazri bin Tan Sri Abdul Aziz, Magic of the Night is an innovative home-grown tourism product developed by the Ministry of Tourism & Culture to attract more tourists to Malaysia and Putrajaya specifically.

All boats, lighted and decorated to represent popular tourism icons, will sail along the Putrajaya Lake for nine consecutive nights from 8.30 pm until 9.30 pm before they drop anchor for a static display from 9.30 pm until 11.30 pm.

Besides the Ministry of Tourism and Culture and Tourism Malaysia, a total of 12 other organisations are taking part from the state governments (Johor, Melaka, Negeri Sembilan, Perak, Perlis, Pahang, Terengganu, Sarawak dan Sabah), Putrajaya Corporation, Langkawi Development Authority (LADA) and foreign participant from Suzhou, China.

Themed "Colours of Harmony", Magic of the Night 2013 will light up the evening panorama of Putrajaya with fireworks, photography contests, music and cultural performances.

Organised for the third time, the annual boat parade is held in conjunction with the Putrajaya FLORIA 2013, Malaysia's premier outdoor garden and flower showcase, which displays the best of the local and international landscape and horticulture industry.

For more information on Magic of the Night 2013, please contact Ministry of Tourism and Culture, Malaysia at 03-8891 7000 or email [info@motour.gov.my](mailto:info@motour.gov.my) or go to <http://www.facebook.com/mymotour>.

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 & Culture, Malaysia. While the Ministry of Tourism & Culture 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.

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