



## **MEDIA RELEASE**

### **MEDIA GIANT TO PROMOTE MALAYSIA - THAI HERITAGE TRAIL**

A group from the biggest media entertainment company in Thailand, GMM Grammy with businesses in music, television production, publishing and event management, is in Malaysia to make a documentary on the Thailand-Malaysia heritage trail.

Some RM3.5 million worth of publicity value is expected to be obtained from the airing of the documentary in April this year over several television networks, radio stations and newspapers in Thailand. Additional publicity for Malaysia will be derived from various on-ground and online pre-publicity efforts in Thailand which include press conferences and talks on Malaysia-Thailand heritage.

Organised by Tourism Malaysia through its Phuket office, the heritage trail trip aims to promote Malaysia as a heritage tourism destination. Centred on the theme "2 countries, 3 cities in 1 journey," it will highlight the connection between Malaysia and Thailand's heritage sites and explore the unique historic links between the two countries.

The programme, from 23 to 27 March, covers Phuket, Melaka and Penang with a stopover in Kuala Lumpur. The Malaysian leg of the journey includes such attractions as Jonker Walk, St. Paul's Hill and the Baba Nyonya Mansion in Melaka; Central Market, Merdeka Square and National Monument in Kuala Lumpur; and Blue Mansion and Bukit Bendera in Penang, among others.

The group of 27 participants comprises Thai celebrities and their managers, various TV stations and their crew, VJs, reporters and selected media.

The programme is made possible through smart partnerships between Tourism Malaysia and GMM Grammy Production, supported by AirAsia, Melaka State Tourism, Hotel Seri Costa Melaka, Cititel Group of Hotels, Zarika Travel, as well as Thailand counterparts, i.e. Thailand Government, local tourism industries in Phuket, Six Senses Sanctuary, Dara Hotel, and Phuket historians.

### **Tourism Performance:**

Malaysia registered 24.6 million arrivals and tourist receipts of RM56.5 billion last year. Thailand is the third largest contributor to Malaysia's tourist arrivals with 1.49 million tourists recorded in 2010.

For more information, kindly contact Tourism Malaysia in Kuala Lumpur: Mr. Sufian/Ms. Sarala, International Marketing Division (South East Asia) by phone at +603 2614 8610/8612 or email: [sufian@tourism.gov.my](mailto:sufian@tourism.gov.my) / [sarala@tourism.gov.my](mailto:sarala@tourism.gov.my).

Alternatively, contact the Tourism Malaysia Phuket Office by phone at 66 76 220 192-3 or email: [tmphuket@gmail.com](mailto:tmphuket@gmail.com).

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