



PRESS RELEASE

FOR IMMEDIATE RELEASE

MALAYSIA YEAR OF FESTIVALS HITCHES A 'RIDE' AROUND BERLIN

BERLIN, 6 March 2015 – Berliners will be pleasantly greeted by beautiful visuals of Malaysia's tourist destinations as they hail a cab in the next two weeks, as Tourism Malaysia launched their taxi wrap advertising campaign at the International Tourismus Borse (ITB) 2015 starting 4 March.

A total of 200 taxis will be promoting Malaysia as a tourist destination, as well as the Malaysia Year of Festivals (MyFest) 2015 tourism campaign as they drive around in Berlin until 18 March.

The Secretary-General of the Ministry of Tourism and Culture, Datuk Dr. Ong Hong Peng, launched the taxi wrap campaign at the Berlin City Cube on 4 March, then hosted a press conference to promote MyFest 2015.

During the press conference, the Visit Selangor Year and the Visit Penang Year campaigns were revealed to the press. Datuk Dr. Ong also made a special announcement on the Go ASEAN travel channel initiative that is expected to promote ASEAN as a single destination worldwide. Kuala Lumpur City Hall also promoted the city as a gourmet paradise, while the Langkawi Development Authority (LADA) announced the re-opening of the famous Langkawi Skybridge attraction.

In addition, Perak Tourism showcased their new tourism website which features 360-degree panorama virtual tours, and signed a Memorandum of Understanding with a German company to help promote Perak as an ecotourism destination.

Later the same day, Datuk Dr. Ong hosted the European travel trade community and media to a cocktail reception at the Malaysia Pavilion and premiere the MyFest 2015 video for the first time in Europe.

The MyFest 2015 campaign is a continuation of the Visit Malaysia Year campaign from last year, and aims to promote Malaysia's cultural diversity and celebrations as a tourist attraction. The campaign has set a target of attracting a total of 29.4 million tourists in 2015 and approximately €22 billion (RM89 billion) in tourist receipts.



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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. 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 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme "Endless Celebrations" emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).

Through the Tourism NKEA, collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination. The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

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