



PRESS RELEASE

LIMA '13 TOURISM CARNIVAL PROMOTING LANGKAWI AS A TOP HOLIDAY DESTINATION

PUTRAJAYA, 13 March 2013 – Bigger and better than ever, LIMA Tourism Carnival is back with a variety of activities and events in support of the Langkawi International Maritime and Aerospace Exhibition (LIMA) 2013. It's a fun day out for families and tourists to discover Malaysia's tourist attractions while learning about the tourism industry's important contribution to the nation's economic development.

The carnival will be held at the Langkawi Development Authority (LADA) car park in Kuah, Langkawi from 26 until 30 March between 11 am and 12 midnight. The former Prime Minister of Malaysia, Tun Dr. Mahathir Mohamad and wife, Tun Dr. Siti Hasmah Mohd Ali are expected to attend the launching of the carnival at 8:30 pm on 26 March.

A total of 80 exhibitors from all over Malaysia will take part in the carnival which includes interactive exhibitions, stage performances and a food fair.

Visitors to the three-day carnival will have the opportunity to explore and enjoy various tourism-related activities and exhibitions comprising:-

- a. Visit Malaysia Year (VMY) 2014 Exhibition and 1Malaysia Pavilion which will showcase a total of 20 informative booths promoting VMY 2014 and offering domestic tour packages.
- b. Homestay exhibition involving various homestay operators from all over Malaysia.
- c. 1Malaysia Green, 1Malaysia Clean campaign booth where visitors can participate in a quiz, a garbage collection competition and a design competition for recycling waste.
- d. 1Malaysia Contemporary Art Tourism Festival (1MCAT) exhibition will showcase the artworks of local talents especially those from Langkawi.
- e. Parks and Garden exhibition will showcase an array of artistic and high quality bonsai to attract affluent tourists.
- f. Malaysia handicraft booth by Kraftangan Malaysia.



MALAYSIA TOURISM PROMOTION BOARD
(MINISTRY OF TOURISM, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>
www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my





In conjunction with the celebration of Langkawi's 25th Anniversary as Duty Free Island, LADA will organise a non-stop 25-hour duty free sale at the carnival, starting at 10 am on 26 March until 11 am on 27 March. A total of 30 booths will be set up to sell various duty free items including chocolates and perfumes.

Various interactive and outdoor games have been lined up as well as exciting stage performances by popular local artists such as Ella, Amy Search, Jimmy Palikat, Kelvin Lau, Sivarkumar, Ally AXL, Adira and Kogge. The public can also enjoy cultural dances, street performances and a fire-eater show and take part in a karaoke or "Battle of the Bands" competitions.

The Fabulous Food 1Malaysia stalls will offer visitors various local food from all over Malaysia including Laksa Kuala Perlis (Perlis), Soup and Laksa Kedah (Kedah), Mee Sotong (Penang), Rendang Tok (Perak), Satay Kajang (Selangor), Asam Pedas (Melaka), Nasi Dagang (Terengganu), Satay Tulang (Negeri Sembilan), Roti John (Kuala Lumpur), Mee Bandung (Johor), Ikan Patin (Pahang), Nasi Kerabu (Kelantan), Nasi Kuning (Sabah), Mee Kolok (Sarawak) and Ambuyat (Labuan).

For further information, contact Corporate Communications Unit, Ministry of Tourism, Malaysia:

Tel: 03-8891 7000

Fax: 03-8891 7181

E-mail: info@motour.gov.my

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, Malaysia. While the Ministry of Tourism 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.

Press contact:

Media Relations Unit:

Mr. Razaidi Abd Rahim, Senior Asst. Director, Communications & Publicity Division

Email: razaidi@tourism.gov.my

Editorial Unit:

Ms. Anis Rozalina Ramli, Editor, Communications & Publicity Division

Email: anisramli@tourism.gov.my



MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM, MALAYSIA)

No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia

Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>

www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my

