



## MEDIA RELEASE

### MEGA FAM PARTICIPANTS VISIT JOHOR FOR THE LAUNCH OF THE JOHOR PREMIUM OUTLET

Tourism Malaysia has invited a total of 34 journalists, radio crews, and travel agents under its Mega Familiarisation Programme to Johor for the launch of the Johor Premium Outlet from 9 to 12 December 2011.

The participants who come from Australia, Brunei, Hong Kong, Indonesia, the Philippines, Singapore, Thailand, United Arab Emirates and Vietnam, will arrive on 9 December and will spend a night at the award-winning Pulai Spring Resort, home to luxurious accommodations of 313 CintaAyu resort apartments and the 22-suite boutique hotel, The Anugraha, as well as an array of other 5-star facilities, such as the two 18-hole championship USGA Class Golf Courses.

They will then participate in the Fabulous Food 1Malaysia @ Homestay programme at the Sri Paya Homestay on 10 December, where they will enjoy locally home cooked food as well as witness an array of traditional activities such as the Kuda Kepang dance and a cooking demonstration for making *Tempeh*, a soybean patty. Later, they will attend a dinner hosted by Y.Bhg Dato' Haji Azizan Noordin, the Acting Director General of Tourism Malaysia back at the hotel, followed by a presentation on Iskandar Malaysia. They will also be presented with Friends of Malaysia certificates.

On 11 December, participants will witness the launch of the Johor Premium Outlet, the first Premium Outlet in South East Asia, featuring more than 80 designer and name brand stores over 175, 000 square feet, before proceeding to the Le Grandeur Palm Resort for lunch.

On the final day, participants will tour Johor Bharu's attractions such as the Bangunan Sultan Ismail, Nusajaya, Puteri Harbour, as well as witness the Malaysian State Parliament in action, before having lunch at the Grand Bayview Seafood Restaurant.

#### BACKGROUND INFORMATION ON MEGA FAM PROGRAMME:

The Mega Fam programme is organised with the support from local and foreign airlines, Malaysian hotels and state governments. Established in the year 2000, it is part of Tourism Malaysia's promotional strategy to create greater awareness of Malaysia as a tourist destination. Its main objective is to offer the participants a personal experience of the attractions, tourist destinations, and products and services

in Malaysia in order to develop tour packages and generate publicity on the country as a preferred destination for leisure and business.

For more information on Mega Fam programmes, please contact:

Ms. Zuraini Abd Ghani  
Mega Fam Secretariat,  
Communications & Publicity Division, Tourism Malaysia  
7th Floor, Tower 1,  
No. 2, Jln P5/6, Precinct 5,  
62200 Putrajaya  
Tel: +603 8891 8000  
Fax: +603 8891 8788  
E-mail: megafamsecretariat@tourism.gov.my

---

Issued by: Communications & Publicity Division, Tourism Malaysia  
Date: 9 December 2011  
Tel: 03-8891 8764; Email: [khairie@tourism.gov.my](mailto:khairie@tourism.gov.my)  
Website: [www.tourismmalaysia.gov.my](http://www.tourismmalaysia.gov.my)  
Facebook: <http://www.facebook.com/friendofmalaysia>  
Twitter: <http://twitter.com/tourismmalaysia>