



## **MEDIA RELEASE**

### **MEGA FAM PARTICIPANTS AT THE MALAYSIAN MOTOGP**

Tourism Malaysia is organising a Mega Familiarisation Programme (Mega Fam) for a total of 24 participants from nine countries in conjunction with the Malaysian MotoGP 2011, Malaysia's premier motorcycling race.

The Malaysian MotoGP will be held from 21 till 23 October at the Sepang International Circuit (SIC).

The Mega Fam participants are travel agents and journalists from Australia, China, Indonesia, Japan, New Zealand, Russia, Singapore, Spain and Thailand. They will be given a briefing on Malaysia's latest niche tourism product by the Malaysian Motorcycle Getaways Sdn Bhd, a bike tour operator specialising in personalised vacation on two wheels; followed by high tea at The InterContinental Hotel, Kuala Lumpur, on 20 October 2011. They will also witness the launch of Ducati's new model - the Monster 795 - at The Rootz in Lot 10 Shopping Centre, Kuala Lumpur, on the same day.

The following day, they will visit the Banghuris Homestay, one of the most popular homestays in Selangor, to experience the local culture and hospitality. Over the weekend, the group will attend the MotoGP race.

#### **BACKGROUND INFORMATION**

The Mega Fam programme is organised with the support from local and foreign airlines, Malaysian hotels and state governments. Its main objective is to offer participants a personal experience of what Malaysia has to offer to tourists. The exposure is also to heighten their awareness about tourist destinations, products and services in Malaysia in order to develop tour packages and generate publicity on the country as a preferred leisure and MICE destination. A total of 15 programmes were organised last year in conjunction with major festivals and tourism events.

For more information on Mega Fam programmes, please contact:

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