

MALAYSIA TOURISM HUNT 2012 ENDS SUCCESSFULLY



Winners of Malaysia Tourism Hunt 2012

PUTRAJAYA, 15 OCT 2012: The first Malaysia Tourism Hunt 2012 programme organised by Tourism Malaysia to promote the “Fly & Drive” tourism package proved to be a great success. The programme which began in Putrajaya and ended at Pulau Redang, Terengganu, from 20 until 25 September, received extensive local and international media coverage on television, radio, print and social media.

It also sparked the local and international tour operators’ interests to develop and market more “Fly & Drive” tourism packages in Malaysia.

The 6 days and 5 nights event was an eye-opening experience for all 94 participants consisting of 35 local media representatives, 36 foreign media representatives from ASEAN countries and selected international markets, as well as 23 tourism industry players.

Divided into 25 teams, the participants gained various new experiences of Malaysia while travelling 900km through highways, highlands, and coastal roads, in this uniquely-organised “treasure hunt.”

Participants were given the opportunity to test drive at the Sepang International Circuit (SIC), cycled around Putrajaya, followed the heritage

trail at Kuala Kubu Baru, explored the highland rainforest at Fraser's Hill, searched for treasures at Pasar Payang and Pantai Kemasik, enjoyed the beautiful marine life at Redang Marine Park and released baby turtles into the sea at Pulau Redang as part of the corporate social responsibility (CSR) activity and various other activities.

Among the challenges participants had to face were photo hunts, scavenger hunts, amazing race and fear factor. These activities which required teamwork and cooperation fostered closer ties between the local and international media and the local tourism players.

Team 'Rudrasola' emerged the champion of the Malaysia Tourism Hunt 2012 programme with 665 marks. The group which drove the No. 16 car comprised of Mr. Abdul Malik bin Morshidi (Malaysia), Mr. Nikhil Paramanjit Sharma (India), Ms. Emily Lowe (Malaysia) and Ms. Tengku Nur Raihan Tengku Ngah (Malaysia). Each member won a stay at the Ri-yaz Heritage Marina Resort & Spa for two persons, return flight tickets to Terengganu, cash worth RM500 and a 2D 1Malaysia frame from Arch Heritage Gifts & Collectibles which altogether were worth RM14,360.

The first runner-up went to 'Captain Hook & His Pirates' driving car No. 3. The group which comprised of Mr. Muhd Syahir Muhiddin (Malaysia), Ms. Puteri Elysya Hamzah (Malaysia), Mr. Julius Vicente (the Philippines) and Ms. Zhao Xin (China) collected 657 marks. They won prizes worth RM10,280 comprising a stay at Istana Hotel for two persons, two-day car rental sponsored by Hertz (Sime Darby Rent A Car Sdn. Bhd.), cash worth RM400 and a 2D 1Malaysia frame from Arch Heritage Gifts & Collectibles.

Team 'Lucky 7' in No. 7 car was the second runner-up with 635 marks. The members were Mr. Hiroaki Yamada from Japan, Ms. Elfida (Indonesia), Ms. Esther Choi Lay Kuen (Malaysia) and Mr. Zaide Zainal Abidin (Malaysia). The prizes they won were worth RM9,480 consisting of a stay at Philea Resort & Spa for two persons, two-day car rental sponsored by Hertz (Sime Darby Rent A Car Sdn. Bhd.), cash worth RM300 and a 2D 1Malaysia frame from Arch Heritage Gifts & Collectibles.

This unique programme was introduced to the participants in an effort to encourage people to go on a 'Fly and Drive' journey to visit all the attractive tourist destinations throughout the country. It was also the best approach to expose the media to the beauty and uniqueness of multicultural and diverse Malaysia.

This programme was supported by Harian Metro and Gaya Travel magazine as the official media (news) and travel magazine respectively. Besides that, Tourism Malaysia had also established a smart partnership with private companies and other government agencies.

For more information, please contact Encik Abdul Mutalib Awang, Senior Assistant Director, Domestic Marketing Division, Tourism Malaysia at 03-88918421 or email him at abdulmutalib@tourism.gov.my.

List of Sponsors for Malaysia Tourism Hunt 2012 Programme:-



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