



MALAYSIA IS HONOURED BY DOUBLE RECOGNITIONS FROM THE LONELY PLANET, SAYS NAZRI

PUTRAJAYA, 6 FEBRUARY 2014: The world's largest and most popular travel guide publication, Lonely Planet, has once again recognised Malaysia's tourism sector by listing Penang as the Number One culinary hotspot in the world beating other popular foodie destinations such as Victoria in Australia, Lake District in the United Kingdom, Puglia in Italy and Oaxaca in Mexico.

Late last year, Lonely Planet listed Malaysia as one of the world's Top 10 Destinations to visit in 2014.

"We are deeply honoured and humbled for the double recognitions accorded to Malaysia by none other than the Lonely Planet, the world's renowned travel guide publisher," said an elated Dato' Seri Mohamed Nazri Abdul Aziz, the Minister of Tourism and Culture.

"Penang being ranked as the world's top culinary destination for 2014 and Malaysia as a must-visit top 10 destination in 2014 certainly augurs well for the Visit Malaysia Year (VMY) 2014.

"This recognition attests to Malaysia's rich and colourful diversity not only in terms of nature, scenery, culture, culinary but also the people. Our multi-racial population is our national pride and richest asset," he continued.

Dato' Seri Mohamed Nazri is currently on a Visit Malaysia Year 2014 working visit to Japan.

He said he was extremely pleased with the ice sculpture of Malaysia's iconic heritage building, Bangunan Sultan Abdul Samad, at the 65th Sapporo Snow Festival which has become a star attraction to the over 2 million visitors.

"Malaysian hawker food has spread worldwide through food trucks and pop-ups but nothing compares to Penang. Its food reflects the intermingling of the many cultures that arrived after Penang was set up as a trading port in 1786, from Malays to Indians, Achenese to Chinese, Burmese to Thais. The state capital, George Town is its culinary epicenter," said Lonely Planet's commissioning editor, Robin Barton.

Lonely Planet also recommends that visitors must try Penang's famed char kway teow, hokkien mee, assam laksa, skewered fish balls and desserts such as cendol and air bandung besides visiting the Esplanade Food Centre and the night markets in Jelutong and Macallum Street in Penang.

ENDS



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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 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts, placing the country firmly as the 10th most popular tourism destination in the world.

In 2014, Malaysia celebrates its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 sees a series of year-long special events and activities. 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.

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