

## INTERNATIONAL GROUP PROMOTES MALAYSIA TOURISM, GIVEN SPECIAL TOUR OF ROYAL PALACE



**Caption:** Tourism Malaysia Mega Familiarisation group, here to learn about and promote Malaysia as a tourist destination overseas, get a special privilege to tour Istana Alam Shah, Klang

**KLANG, MALAYSIA, 24 JUNE, 2013** – A group of 25 lucky international travel agents and media from Hungary, China, India, Taiwan, Bangladesh and Saudi Arabia was given a rare treat on Friday when they were granted a special tour of the Istana Alam Shah royal palace in Klang.

They were first taken to the Royal Gallery of Sultan Abdul Aziz to learn about the history of the royal family before entering the palace gates where they were received by the YM Orang Besar Daerah Klang and palace officials.

A welcome briefing and refreshments in fine dining style prepared by the Palace Chef awaited the group. They were visibly excited by the tour of Balai Santapan diRaja (Royal Banquet Room), Balai Dewan diRaja (Council of the Royal Court Chamber) and Balairong Seri (Throne Room), and cameras clicked away to capture the special moment.



They also toured the Royal Automobile Gallery housing HRH Sultan Selangor's official and private cars including the vintage vehicle used to complete the Peking to Paris Motor Challenge in 1997 to promote Malaysia abroad.

The group is part of a 134-member international delegation on a Tourism Malaysia Mega Familiarisation tour of the country in conjunction with the Magic of the Night event. They are here to learn about and promote Malaysia's new and exciting tourism products overseas. (See Background Info below)

The Istana Alam Shah tour was a collaborative effort with Tourism Selangor Sdn Bhd to share and educate foreign journalists and tour agents about the rich history, traditions and heritage of Malaysia's well-preserved royal institutions.

The tour is part of Tourism Malaysia's effort to explore new experiential and memorable tourism products with potential for generating tourism interest to highlight to foreign travel agents and journalists in line with its Visit Malaysia Year 2014 publicity and promotion campaign.

### **Background info on the Malaysia Mega Familiarisation Group**

A total of 134 international travel agents and media are visiting Malaysia to witness Magic of the Night 2013, a Ministry of Tourism and Culture event held from 22 to 30 June.

These Tourism Malaysia Mega Familiarisation Programme participants from 13 countries, namely Bangladesh, Brunei, China (including Hong Kong), Hungary, India, Indonesia, Japan, Laos, Saudi Arabia, Singapore, Taiwan, Thailand and Turkey are here to report and publicise the event and, in the case of travel agents, to help promote Malaysian holiday packages to their clients.

The group's visit to Malaysia included a chance to visit several tourist attractions in Selangor comprising Sultan Abdul Aziz Gallery Klang, Istana Alam Shah (Palace), i-City, Selangor Islamic Arts Garden, Hi-5 Bread Town Museum, Banghunis Homestay, Mah Meri Cultural Village and Amverton Golf & Country Resort. They also visited Putrajaya FLORIA (a flower and garden show) held at the same time as Magic of the Night 2013 after attending a tourism seminar and briefing on Visit Malaysia Year 2014 and learning about the country's latest tourism developments from Tourism Malaysia and Selangor Tourism.

### **About Magic of the Night 2013**

A total of 14 lighted boats are set to dazzle locals and tourists at the Magic of the Night 2013, a night boat parade, organised by the Ministry of Tourism and Culture, Malaysia, at Putrajaya Lake, Precinct 2 from 22 until 30 June.

Magic of the Night is an innovative home-grown tourism product developed by the Ministry to attract more tourists to Malaysia and Putrajaya specifically.

All boats, lighted and decorated to represent popular tourism icons, will sail along the Putrajaya Lake for nine consecutive nights from 8.30 pm until 9.30 pm before they drop anchor for a static display from 9.30 pm until 11.30 pm.



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Besides the Ministry of Tourism and Culture and Tourism Malaysia, a total of 12 other organisations are taking part from the state governments (Johor, Melaka, Negeri Sembilan, Perak, Perlis, Pahang, Terengganu, Sarawak and Sabah), Putrajaya Corporation, Langkawi Development Authority (LADA) and foreign participant from Suzhou, China.

Themed “Colours of Harmony”, Magic of the Night 2013 will light up the evening panorama of Putrajaya with fireworks, photography contests, music and cultural performances.

Organised for the third time, the annual boat parade is held in conjunction with Putrajaya FLORIA 2013, Malaysia’s premier outdoor garden and flower showcase, which displays the best of the local and international landscape and horticulture industry.

For more information on Magic of the Night 2013, please contact Ministry of Tourism and Culture, Malaysia at 03-8891 7000 or email [info@motour.gov.my](mailto:info@motour.gov.my) or go to <http://www.facebook.com/mymotour>.

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 & Culture, Malaysia. While the Ministry of Tourism & Culture 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.

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