



PRESS RELEASE

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## TOURISM MALAYSIA LAUNCHES TWO NEW HOLIDAY PACKAGES AT MATTA FAIR 2013

**KUALA LUMPUR, 6 SEP 2013** – Tourism Malaysia has introduced two new travel packages to attract more tourists to Malaysia. YBhg Datuk Dr. Ong Hong Peng, Secretary General of the Ministry of Tourism and Culture, Malaysia, launched the MOTO GP 2013 and Voluntourism packages at the Tourism Malaysia Pavilion of MATTA Fair today.

The development of the MOTO GP 2013 package is a result of a smart partnership between Tourism Malaysia and Sepang International Circuit (SIC) in a bid to attract interest of local and international tourists to Malaysia during the international sporting event.

Tourists can choose from the 4 day/3 night package priced from RM463 to RM1,163 per person or the 5 day/4 night package priced at RM550 up to RM1,483 per person. Both packages cover accommodation, breakfast, Main Grandstand tickets to MOTO GP, a bag and cap, and Kuala Lumpur city tours.

Meanwhile, a total of 20 Voluntourism packages have been developed by seven local travel agencies offering tourists volunteering opportunities at turtle conservation, orang-utan rehabilitation and community centres and such.

Some 10,000 Voluntourism brochures have been distributed to the public while 4,000 copies have been provided to travel agents for promotion purposes.

Among the interesting Voluntourism packages are:

- 4 days/3 nights “Sea Turtle Adoption Programme, Sarawak”  
(Price is from RM1,200 per person)
- 6 days/5 nights - “Kiulu Valley Community Development Programme”  
(Price is from RM1,800 per person)
- 7 days/6 nights – “Borneo Sun Bear Conservation Centre, Sepilok Environmental/Wildlife Conservation Centre Building Project”  
(Price is from RM1,200 per person)
- 28 days/27 nights – “Borneo Native Programme, Penampang, Sabah”  
(Price is from RM2,980)



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## **Background on Voluntourism:**

“Volunteer Tourism (Voluntourism)” means a vacation or holiday with elements of volunteering activities.

The Ministry of Tourism and Culture was given the responsibility to lead the development of voluntourism initiative, which is the seventh initiative under the National Blue Ocean Strategy. Among the objectives are to improve living standards of rural communities through tourism and volunteering activities. Meanwhile, Tourism Malaysia was tasked to develop and promote Voluntourism packages.

For more information regarding the two packages above, kindly contact Ms. Raja Teena Rosdin bt Raja Rosdin, Assistant Director, Domestic Promotions Division, Tourism Malaysia at 03-8891 8406 or email [rajatena@tourism.gov.my](mailto:rajatena@tourism.gov.my).

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**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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