



PRESS RELEASE

PUTRAJAYA YOUTH TOURISM FAIR 2013

PUTRAJAYA, 25 MAY 2013 – Get ready to be excited as the Ministry of Tourism & Culture’s Putrajaya Youth Tourism Fair returns again this year, in conjunction with the Putrajaya Youth Festival 2013 organised by the Ministry of Youth and Sports.

The four-day tourism fair began on Thursday, 23 May, and will end tomorrow, 26 May. It is located at Precinct 2 Putrajaya, (in front of the Ministry of Finance), and will feature plenty of performances, exhibitions, and various tour packages on sale.

The Secretary General of Ministry of Tourism & Culture, Y.Bhg Dato’ Dr. Ong Hong Peng, will officiate the event today, at 10 am.

A total of 52 participants under the Ministry of Tourism & Culture and Tourism Malaysia, consisting of tour agencies and operators, hotels & resorts, as well as the Malaysian Youth Hostel Association are taking part in this year’s Youth Tourism Fair.

Some of the tour packages on sale include the “2 Day 1 Night Tawau Seafood Tour” and the “3 Days 2 Nights Semporna Island Package” by Inter-Orient Travel & Tours Sdn. Bhd., while Melaka Wonderland is offering a “Family Day Package” and “Corporate Day Package” for all day entries into the Water and Dinosaur Parks.

Not to be missed also are the various exhibitions on tourism products, programmes and campaigns where the public can learn about Malaysia’s award-winning homestay programme, art tourism, tourism volunteering opportunities, career prospects in the spa industry and Malaysia’s efforts to promote green tourism.

Various cultural performances and exhibitions such as the *Cak Lempong* dance, a Percusi Greta performance, as well as a *Bale-Bale* performance are scheduled to take place on 24, 25 and 26 May respectively.

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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism, Malaysia. While the Ministry of Tourism 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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