



PRESS RELEASE

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DOUBLE VALENTINE'S DAY HOLIDAY PACKAGE ATTRACTS HONG KONG TRAVELLERS TO MALAYSIA

KUALA LUMPUR, 19 February 2014 – The celebration of double Valentine's Day this year drew young tourists from Hong Kong to visit Malaysia. The Chinese equivalent of Valentine's Day, *Chap Goh Mei*, coincidentally fell on Friday, 14 February prompting travel planners to create a special double romantic package in Malaysia.

In conjunction with this double celebration, a *5 days 4 nights* Valentine's Day *Pau Kam* tour package was jointly launched by Tourism Malaysia's Hong Kong Office and Wing On Travel; it successfully attracted 60 tourists to fly in to Kuala Lumpur last week.

The *Pau Kam* tour package offers tourists an opportunity to enjoy the fun of throwing mandarin oranges into the sea at Port Klang along with tours of popular destinations in Kuala Lumpur and Melaka at an attractive price of only HK\$4,099 (approximately RM1,640).

The tour programme began with a tour of Putrajaya including the Millennium Monument, Putrajaya's bridges, and the Putra Mosque.

The highlight of the tour – *Pau Kam* – was scheduled on 14 Feb at Tanjung Harapan, Port Klang. This is an ancient practice which takes place every year on the night of *Chap Goh Mei* with young maidens throwing mandarin oranges into flowing water; in the belief that whichever man picks up the oranges would be their future match. The activity is still practiced by the local Chinese and hence, can only be experienced in Malaysia.

The tour also covered visits to various tourist spots including historic monuments such as the Perdana Botanical Garden and National Monument in Kuala Lumpur, Portuguese Square and St. Paul's Church in Melaka. Before departing back to Hong Kong, the tourists also spent some time at Port Dickson and enjoyed Malay-style afternoon tea.

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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



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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 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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