



PRESS RELEASE

FOR IMMEDIATE RELEASE

MALAYSIA WELCOMES INTERNATIONAL CRUISE SHIP QUANTUM OF THE SEAS

PENANG, 10 June 2015: The world's most revolutionary new cruise ship *Quantum of the Seas* by global cruise brand Royal Caribbean International made her maiden call today to Swettenham Pier Cruise Terminal, Penang.

The same cruise ship is scheduled to berth in Boustead Cruise Centre (BCC), Pulau Indah, Port Klang on 13 June 2015. The two stopovers are part of a three-day round trip from Singapore to Port Klang at the end of the ship's 14-night voyage from Dubai to Singapore.

Welcome receptions by Tourism Malaysia and cultural performances were held at both ports for the 4,300 passengers and 1,500 crew members aboard the vessel.

The welcome reception by Tourism Malaysia is an effort under its Maiden Call programme, an annual activity to welcome ships berthing for the first time in Malaysia and to promote cruise tourism and attract more ship operators to berth in Selangor and Kuala Lumpur, in particular.

Quantum of the Seas was officially launched on 2 May 2015 in New York. Spreading over 18 decks, she can accommodate up to a maximum capacity of 4,905 passengers. Some of the ship's attractions include zip lines, real trees, boxing rings, bumper cars, Jamie's Italian by Jamie Oliver, and the world's first sea-bound amphitheatre, while the jewel in the ship's crown is a London Eye-like capsule that allows passengers to get a 360 degree view of the ship from 300 feet above the ocean.

Over the last few years, Malaysia has seen an encouraging number of cruise ships calling at the country's ports. Last year, a total of 356 international cruise ships with 352,322 passengers called at the country's six primary ports, namely Port Klang, Penang, Melaka, Langkawi, Kota Kinabalu and Kuching.

From January to March this year, a total of 197 international cruise ships called at the country compared to 157 in 2014, registering a growth of 25%. For the same period, the country received 199,725 cruise passengers compared to 150,473 passengers, signifying an increase of 32.7%.

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)

No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia

Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>

www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my





Developing cruise tourism has been outlined in the Tourism National Key Economic Area (NKEA), under its sixth Entry Point Project (EPP) – Creating a Straits Riviera Cruise Playground. In an effort to capitalise on an international cruise passenger market that has grown at an average of 14% annually in the past 10 years, this EPP will see the development of a Straits Riviera, comprising the six primary ports and other secondary ports.

ENDS

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. 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 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme "Endless Celebrations" emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).

Through the Tourism NKEA, collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination. The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

Press contact:

Corporate Communications & Media Relations Unit:

Azizah Aziz (Ms), Senior Deputy Director, Communications & Publicity Division

Tel: +603-8891 8752

Email: azizahaziz@tourism.gov.my

Editorial Unit:

Anis Rozalina Ramli (Ms), Senior Editor, Communications & Publicity Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)

No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia

Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>

www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my

