



MEDIA RELEASE

LABUAN LURES TOURISTS WITH FRESH SEAFOOD AND GOOD FOOD ALL YEAR ROUND

Best known for its scenic beaches and challenging wreck diving sites, Labuan Island is now set on luring tourists with its fresh catch and local foods. As a food haven, Labuan offers fresh seafood like crabs and lobsters at affordable prices and other local delicacies such as *ambuyat*, made from sago starch, *jelurut*, a custardy dessert made of coconut milk, and *punjung*, a jelly wrapped in banana leaves.

To position Labuan as a haven for food enthusiasts, Tourism Malaysia recently launched the 'Labuan Fabulous Food Trail' brochure at the Terumbu Warisan Restaurant, Federal Territory of Labuan, on 13 January 2012 at 7.30 pm. The launch was officiated by the Director of Tourism Malaysia Sabah Office, Mr. Mohd Roslan Abdullah. The Chief Executive Officer of Labuan Corporation, Mr. Zainul Abidin bin Abdullah and the Director of Tourism, Cultural and Arts Department of Labuan Corporation, Mr. Mahathir Hamid were also present.

The brochure features 32 of Labuan's best places to eat and is divided into several categories i.e. Seafood Delight, Western Food Delight, Malay Food Delight, Chinese & Asean Food Delight and Indian Food Delight. Each restaurant or stall listed in the brochure is accompanied with contact details, images and a short listing of the restaurant's most popular dishes. A map of all the eateries is also included.

Special travel packages have also been developed to promote the Labuan food trail and especially the unique experience of making the *ambuyat*. They are also listed in the brochure.

In line with efforts to promote Labuan as a food destination, Tourism Malaysia also organised a 'Labuan Media Food Trail Hunt' especially for members of the media. The competition was aimed to provide a first-hand experience of the many unique flavours of Labuan and a chance to taste the delicious foods featured in the brochure. A 3D2N Melaka Food Trail Package was up for grabs.

The Labuan Fabulous Food Trail brochure will be distributed at local airports, hotels, restaurants and Tourist Information Centres.

Additional Info:

- According to statistics from Labuan Corporation, there was an increase in the number of tourists to Labuan; i.e. Labuan recorded 768,631 international and domestic tourists from January to November 2011 compared to 629,307 international and domestic tourists from January to November 2010.
- The increase in the number of tourist arrivals to Labuan is due to the new service of the Roll-on Roll-off (RORO) ferry from Brunei to Labuan. The vessel which started its services from 4 October 2010 can accommodate up to 200 people and 30 to 40 vehicles.
- Interesting events such as Malaysia Water Festival: Labuan International Sea Challenge, Labuan Sport Tourism Carnival, Asean Youth Forum On Innovation & Creativity, Asean's Largest Oil & Gas Expo, Labuan Arts Festival, Remembrance Day and other events also contribute to the increase of tourists to Labuan.
- Among other interesting tourist destinations in Labuan are the Labuan Weekend Market, Malaysia's only Water Village Homestay, United Nation Beach (9km stretch from Batu Manikar Beach to Sungai Miri Beach) and Mystery Chimneys.

For more information on the Labuan Fabulous Food Trail Brochure, contact Ms. Sharon Kenny, Labuan Tourist Information Centre at +087 423445/431002 or email: sharonkenny@tourism.gov.my

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