



MEDIA RELEASE

MEGA FAM PARTICIPANTS IN PUTRAJAYA FOR FLORIA AND NIGHT FLORAL PARADE

As part of Tourism Malaysia's Mega Familiarisation Programme, a total of 22 participants from 9 countries have been invited to Malaysia in conjunction with the Putrajaya Flower & Garden Festival 2011, or Putrajaya Floria, held from 7 to 10 July 2011. Putrajaya Floria organized by Perbadanan Putrajaya is a celebration of Malaysia's horticultural industry. The Mega Fam programme enables the participants to get a closer look at Malaysia's tourist attractions and tourism festivals.

The participants, comprising of journalists, TV stations, and corporate delegates, come from Brunei, Cambodia, England, Hong Kong, Indonesia, the Philippines, South Korea, Sweden, and Thailand, and will visit various tourist attractions around Putrajaya, as well as participate in the Malaysia Destination Seminar and Lunch and the official launch of the 1Malaysia International Tourism Night Floral Parade 2011. The 1MITNFP is an event by the Ministry of Tourism organised during the Putrajaya Floria.

The Putrajaya visit includes a guided tour of the Taman Warisan Pertanian, the Putra Mosque, the Palace of Justice, and a Cruise of Tasik Putrajaya.

At the Malaysia Destination Seminar, there will be a welcome speech by YBhg Dato' Haji Azizan Noordin, the Acting Director General of Tourism Malaysia, as well as a presentation by YB Dato' Hamidah bt. Osman, Executive Councillor for Industry, Investment, Entrepreneur Development, Tourism and Women Affairs of the State of Perak, on the ten tourism icons of Perak.

The 1Malaysia International Tourism Night Floral Parade 2011 itself will be a festive event, launched by Tourism Minister Dato' Sri Dr. Ng Yen Yen on 9 July at Putrajaya Lakeside, Precinct 3. The highlight of the event is a nightly parade of flower-decorated boats sailing along Putrajaya Lake.

BACKGROUND INFORMATION

The Mega Fam programme is organised with the support from local and foreign airlines, Malaysian hotels and state governments. Its main objective is to offer participants a personal experience of what Malaysia has to offer to tourists. The exposure is also to heighten their awareness about tourist destinations, products and services in Malaysia in order to develop tour packages and generate publicity on the country as a preferred leisure and MICE destination.

The publicity and exposure gained, especially through the participation of foreign media in this programme has been very high. A total of 788 participants were hosted in 2010, generating a publicity value of RM37.5 million (USD 12.3 million). A total of 15 programmes were organised last year in conjunction with major festivals and tourism events.

For more information on the Mega Fam programme, please contact Mr Rohaiza Haris, Mega Fam Secretariat, Tel: +603 2615 8188; Fax: +603 2693 8299 or E-mail: megafamsecretariat@tourism.gov.my

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