

MEDIA RELEASE

SYNERGISTIC PUBLIC-PRIVATE PARTNERSHIP STRATEGY KEY TO MYFEST 2015 SUCCESS.

KUALA LUMPUR, 23 October 2014 – Following the momentum of Visit Malaysia Year 2014, the Ministry of Tourism and Culture Malaysia, has designated next year as Malaysia Year of Festivals 2015, or MyFest 2015.

Theme: Endless celebrations

MyFest 2015 heralds the country's biggest ever fiesta of celebrations, events and happenings all year long; encompassing all genre including culture, shopping, festivals, destination marketing, food and other themed events.

MyFest 2015 branding

MyFest 2015's logo was launched in Kelantan on 18 September 2014 by YB Dato' Seri Mohamed Nazri bin Abdul Aziz, Minister of Tourism and Culture Malaysia.

The logo personifies the elements of 1Malaysia with Visit Malaysia Year 2014 logo and festivals, to depict an amalgamation of colours, flavours, sounds and sights of Asia, all in 1Malaysia, the result of its multi-racial heritage. This new branding showcases Malaysian warmth and hospitality; echoing the "We are the host" philosophy. The iconic Rebana Ubi drum in the logo, represents the common use of drums during festivals by the various races in Malaysia.

New events, new attractions, new insights

Working together with industry players and stakeholders, the Ministry of Tourism and Culture Malaysia has identified key events, attractions, focus products and marketing strategies.

Destination marketing strategies include Putrajaya's upcoming year-long Skyride Festival which is a hot air balloon theme park and Marina Putrajaya's musical fountain. New events include Asian Symphonies, International Festival of Shadow Plays, Truly Asian Street Food Festival, Kuala Lumpur Lake Gardens Festival, BBKLCC World Fiesta MYOF 2015 and the 1st Craft International Festival. Other strategies include participation in the World Travel Mart London in November 2014, MyFest travel packages and the Countdown to MyFest 2015 and the Grand Launch event.

A national mission

MyFest 2015 is a key driver and national mission to achieve the National Key Economic Areas goal of 36 million tourist arrivals and RM168 billion in tourist receipts by 2020. The target set for MyFest 2015 is 29.4 million tourist arrivals and RM89 billion in tourist receipts.

The success of this tourism campaign banks upon an integrated public-private partnership strategy that nurtures stakeholder engagement, support and participation. The symbiosis empowers market competitive strengths while enabling industry players to generate jobs and revenue. Opportunities can be found in domestic industries such as hospitality services, food and beverage industries, transportation services, handicrafts and tourism support services.

The YB Minister has urged, "It is my sincere hope that industry players and stakeholders can all work together with the ministry to make MyFest 2015 a success. This is part of the government's National Blue Ocean Strategy to create value innovation through public-private partnership collaboration".



MINISTRY OF TOURISM AND CULTURE
MALAYSIA



Moving forward

Budget 2015's RM316 million allocation for various tourism promotion programmes has set a positive outlook for the industry. Malaysia's strong positioning as the 10th Most Visited Country in the world in 2012, 2nd Most Visited Country in Asia Pacific and listing by Lonely Planet as one of the top 10 destinations to visit in 2014 are all factors that add value to MyFest 2015.

To promote MyFest 2015 and create strong engagement with industry players and stakeholders, the Ministry of Tourism and Culture Malaysia is organising a series of nationwide meeting sessions from October 2014 to January 2015. The events will disseminate the vision, targets and branding guidelines of MyFest 2015 for effective implementation; while providing the opportunity to meet up to share ideas and garner feedback.

With so many strategies, partnerships and incentives in place, it is envisaged that government agencies, the private sector, non-government agencies and industry players are in for a great start to MyFest 2015.

For more information, please visit www.vmy2014.com or
<https://www.facebook.com/VisitMsiaYear2014> today.

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