



MEDIA RELEASE

ONE GOLDEN CELEBRATION

The success of the Visit Malaysia Year (VMY) 2007 has spurred the Malaysian government to extend the campaign well into Year 2008 with the theme One Golden Celebration in line with the year-long celebration of Malaysia's 50th year of independence.

The VMY 2007 campaign launched early this year marked the beginning of non-stop festivities to attract international tourists to Malaysia. The campaign was timed to enhance and internationalise Malaysia's brand image as a global tourist destination of choice.

While the VMY 2007 campaign was more events-driven, featuring more than 240 international-level events and activities, the One Golden Celebration campaign promotions will be more destinations-focused. In line with this, the state governments of Terengganu, Kelantan and Kedah are aggressively promoting their states as leading tourist destinations in 2008 with their own campaigns.

Visit Terengganu Year 2008

An idyllic destination for total relaxation, Terengganu is blessed with pristine islands, an abundance of marine life, untouched rainforest and a unique culture.

With its tagline, “Terengganu ... Where Nature Embraces Heritage”, the Visit Terengganu Year 2008 gives special highlights to more than 20 events that will take place in various Terengganu towns and cities next year which include international events such as the Kenyir International Mountain Bike Challenge, the World Endurance Challenge, Monsoon Cup and Terengganu International 4WD Rainforest Challenge.

Visit Terengganu Year 2008 was officially launched by Terengganu Chief Minister, Datuk Seri Idris Jusoh, in Berlin last March. As preparations for the event, the Terengganu state government upgraded its infrastructure including the Sultan Mahmud Airport and road systems in the state. The new East Coast Highway from Kuala Lumpur to Pahang, Terengganu and Kelantan is also expected to facilitate travel to Terengganu.

For more information, please contact:

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Alternatively, log on to www.tourism.terengganu.gov.my or telephone: +609-622 1553.

Visit Kelantan Year 2008

Dubbed the “Cradle of Malay Civilization,” Kelantan will focus its Visit Kelantan Year 2008 campaign on its unique culture with special highlights on folk-based activities such as traditional games, cultural performances and traditional food festivals. Kelantan has lined up 28 events that are expected to draw both local and international tourists to the state next year.

Among the international events that will take place throughout the state next year are Royal Go-Kart Competition, International Kite Festival, 100 Rice Festival & ASEAN Food Festival and Nenggiri International Challenge. There are also cultural festivals such as Songkran, Loy Krathong and Kelantan Fest which showcase Kelantan's unique culture.

For more information, please contact:

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Visit Kedah Year 2008

Visit Kedah Year 2008 will emphasise on the golden jubilee celebrations of the reign of the Sultan of Kedah, Sultan Abdul Halim Mu'adzam Shah. A number of activities have been planned in conjunction with the celebrations.

Apart from that, Kedah will also focus on ecotourism destinations such as the Langkawi Geopark, Sedim River, Ulu Muda Eco Park, Merbok River and the nearby Mount Jerai and Bujang Valley Archaeological Sites.

Kedah targets between 3.88 and 4 million tourists next year. For more information, please contact:

Kedah State Tourism Action Council

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