



## **MEDIA RELEASE**

### **INTERNATIONAL GUESTS WITNESS COLOURS OF 1MALAYSIA 2010**

Tourism Malaysia is hosting a total of 158 participants from 25 countries via the Mega Familiarisation Programme (Mega Fam) in conjunction with the Colours of 1Malaysia which will be held on 22 May at the Independence Square, Kuala Lumpur.

The Mega Fam participants, comprising travel agents, journalists, crews from five TV stations and four radio stations, come from Australia, Brunei, Cambodia, Canada, China, Germany, India, Indonesia, Italy, Japan, Laos, Myanmar, the Netherlands, New Zealand, the Philippines, Saudi Arabia, South Africa, South Korea, Sri Lanka, Taiwan, Thailand, the United Kingdom, USA, Vietnam, and Yemen.

Prior to the event, the participants will attend a tourism seminar and workshop at Awana Genting Highlands Golf & Country Resort on 21 May.

They will listen to a presentation by Tourism Malaysia where they will receive updates on the country's tourism industry. It will be followed by presentations by representatives from Malaysia Airlines, Malaysia Association for Shopping and High Rise Complex Management and Resorts World Berhad.

After the presentations, two workshops will be conducted. Mega Fam participants will be divided into two groups to attend either the Workshop on Malaysian Cultures and Dances or the Workshop on Malaysian Crafts.

In the evening, they will attend a dinner at the Longhouse, hosted by the Deputy Director General (Marketing) of Tourism Malaysia, the YBhg. Dato' Amirrudin Abu.

The following day, the group will depart for Kuala Lumpur to attend the Colours of 1Malaysia, the country's premier cultural extravaganza where

a line-up of parades, dances, songs, games and various exciting activities await them.

### **BACKGROUND INFORMATION ON MEGA FAM PROGRAMME:**

The Mega Fam programme is organised with the support from local and foreign airlines, Malaysian hotels and state governments. Established in year 2000, it is a part of Tourism Malaysia's promotional strategy to create greater awareness of Malaysia as a tourist destination. Its main objective is to offer the participants a personal experience of the attractions, tourist destinations, and products and services in Malaysia in order to develop tour packages and generate publicity on the country as a preferred destination for leisure and MICE.

The publicity and exposure gained, especially through the participation of foreign media in this programme, has been very high. A total of 1,500 Mega Fam participants were hosted last year, generating a publicity value of RM69 million (about USD21 million). A total of 18 programmes were organised last year in conjunction with major festivals and tourism events. This year, 15 Mega Fam events have been planned.

*\*Members of the media can download hi-res images of Colours of 1Malaysia at the following sites. The images will be available for **2 WEEKS BEGINNING 25 MAY 2010**.*

- 1) Tourism Malaysia Official Website: <http://www.tourism.gov.my/>; or
- 2) Facebook: [www.facebook.com/friendofmalaysia](http://www.facebook.com/friendofmalaysia)

*\*For other media releases by Tourism Malaysia, please log on to [www.tourism.gov.my](http://www.tourism.gov.my)*

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