



MEDIA RELEASE

INTERNATIONAL GUESTS AT THE F1 PETRONAS MALAYSIAN GRAND PRIX 2008

Tourism Malaysia is hosting a total of 458 participants from 27 countries to a Mega Familiarisation Programme (Mega Fam) in conjunction with the F1 PETRONAS Malaysian Grand Prix 2008.

The countries comprise Australia, Bangladesh, Brunei, Cambodia, China, Denmark, Finland, India, Indonesia, Italy, Japan, Kuwait, Laos, Nepal, Oman, Qatar, Saudi Arabia, Singapore, South Africa, South Korea, Sweden, Thailand, the Philippines, United Arab Emirates, United Kingdom, USA and Vietnam.

The participants, comprising travel agents, corporate executives and members of the international media, will attend a business presentation and dinner reception on 20 March at Hotel Istana, Kuala Lumpur. This will be followed by participation in the Malaysia GP Sale 2008 Shopping Run on 21 March at Bukit Bintang. They will watch the F1 PETRONAS Malaysian Grand Prix on 21 and 22 March at the Sepang International Circuit.

Besides F1 events, educational visits to selected tourism products and destinations within the country are also conducted for the participants.

Mega Fam is organised with the support from local and foreign airlines, Malaysian hotels and state governments. Its main objective is to heighten awareness among foreign media and tour operators about tourist destinations,

products and services in Malaysia in order to increase tour packages and publicity on the country as a preferred leisure and MICE destination. Held for the first time in year 2000, the programme gives an opportunity to participants from around the world to experience Malaysian hospitality first-hand.

The implementation of the Mega Fam programme for the last eight years has given Malaysia great visibility abroad. The publicity and exposure gained, especially through the participation of foreign media in this programme, has been very high. A total of 4,790 participants were hosted last year, generating publicity value of RM67.17 million. Nineteen programmes have been planned for 2008 in conjunction with major festivals and tourism events.

For more information, please contact:

Mega Fam Secretariat
Advertising & Publicity Division, Tourism Malaysia
25th Floor, Menara Dato' Onn
Putra World Trade Centre
45, Jalan Tun Ismail
50480 Kuala Lumpur
Tel: +603 2615 8188
Fax: +603 2693 8299
E-mail: megafamsecretariat@tourism.gov.my

Issued by: Advertising & Publicity Division, Tourism Malaysia

Date: 20 March 2008

Tel: +603 2615 8188; Fax: +603 2692 4563

E-mail: div-advertising@tourism.gov.my

Website: www.tourismmalaysia.gov.my
