



MEDIA RELEASE

MEGA FAM PARTICIPANTS AT THE LABUAN INTERNATIONAL SEA CHALLENGE 2009

Tourism Malaysia is organizing a Mega Familiarisation Programme (Mega Fam) for 24 participants from 7 countries in conjunction with the Labuan International Sea Challenge (LISC) 2009.

The participants, comprising travel agents, journalists and TV crew members from Brunei, Canada, China, Italy, Singapore, South Africa and the Philippines will attend a tourism seminar at the Grand Dorsett Labuan Hotel in Labuan, on 2 May 2009.

The programme at the tourism seminar will include a briefing by the State Director of Marine Park and also a presentation by Malaysia Airlines. Later, in the evening the Mega Fam participants will be feted to a dinner hosted by Mr. Wan Zawawi Mohamed, Director of Communications and Publicity, Tourism Malaysia.

They will attend the Labuan International Sea Challenge 2009 and also witness the official closing ceremony of the Malaysia Water Festival 2009 and the celebration of Labuan's Silver Jubilee at the Labuan International Sea Sports Complex.

After the Labuan International Sea Challenge 2009 event, the Mega Fam participants will embark on an educational tour within the country to catch the wonderful sights and sounds beautiful Malaysia.

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 the 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.

Since the beginning of this year, the Mega Fam programme has been focusing on promoting niche tourism products such as Homestay, Malaysia My Second Home Program and Health Tourism to its participants, in line with the Ministry of Tourism's aspirations to promote these areas.

The publicity and exposure gained, especially through the participation of foreign media in this programme has been very high. A total of 3,389 participants were hosted last year, generating a publicity value of over RM100 million (USD 27.7 million). A total of 26 programmes were organised last year in conjunction with major festivals and tourism events.

For other media releases by Tourism Malaysia, please log on to www.tourism.gov.my. Among the latest releases are on Malaysia's tourist arrivals statistics and niche tourism products, i.e. Homestay, Education tourism, Malaysia My Second Home programme, etc.

For more information on the Mega Fam programme, please contact:

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Issued by: Communications & Publicity Division, Tourism Malaysia

Date: 2 May 2009

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