



MEDIA RELEASE

INTERNATIONAL GUESTS VISIT MALAYSIA IN CONJUNCTION WITH THE MEGA SALE CARNIVAL

Tourism Malaysia is hosting a total of 119 participants from 19 countries via the Mega Familiarisation Programme (Mega Fam) in conjunction with the Malaysia Mega Sale Carnival.

The Mega Fam participants, comprising travel agents, journalists, and crews from five TV stations, come from Australia, Bangladesh, Belgium, Brunei, Cambodia, China, India, Indonesia, Iran, Japan, Nepal, Russia, the Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam, and Yemen.

The participants will attend a business presentation at the Malaysian Handicraft Development Corporation Head Office Building at Jalan Conlay, Kuala Lumpur on 22 July.

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, the Malaysian Association for Shopping and High Rise Complex Management and Kraftangan Malaysia. There will also be a product presentation by BLUU.

In the evening, they will attend a dinner at Royale Chulan Hotel, Kuala Lumpur, hosted by YBhg. Dato' Mirza Mohammad Taiyab, the Director General of Tourism Malaysia.

The following day, the participants will enjoy a guided tour to Galeria Sri Perdana. They will also attend the Bukit Bintang Fashion Carnival at Pavilion Kuala Lumpur.

On 24 July, the participants will have a guided tour to the Kuala Lumpur International Airport (KLIA). They will also visit Sunway Pyramid Shopping Complex where members of the media will be taking part in a shopping mall race.

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.

For more information on Mega Fam programmes, please contact:

Mr Rohaiza Haris
Mega Fam Secretariat
Communications & 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

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Contact: Daryl Yep - Tel: +603 2615 8188; Email: yldaryl@tourism.gov.my

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