



MEDIA RELEASE

INTERNATIONAL GUESTS AT THE LAUNCH OF MALAYSIA SAVINGS SALE 2008

Tourism Malaysia is hosting a total of 192 participants from 23 countries via a Mega Familiarisation Programme (Mega Fam) in conjunction with the launch of Malaysia Savings Sale 2008.

The countries comprise Algeria, Australia, China, Croatia, Denmark, Finland, India, Indonesia, Japan, Laos, Lebanon, Morocco, Norway, Qatar, Singapore, South Africa, South Korea, Sweden, Switzerland, Syria, Thailand, the Philippines and United Arab Emirates.

The participants, comprising travel agents, journalists, TV and radio crew members, will attend a tourism seminar at Crowne Plaza Mutiara Hotel, Kuala Lumpur, on 27 November 2008. They will be briefed about the latest tourism developments in Malaysia as well as listen to the presentations by representatives from Malaysia Airlines and the Shopping Malaysia Secretariat. Later, they will be feted to a dinner hosted by Amirrudin Abu, the Acting Director General, Tourism Malaysia.

The following night, the group will depart for Pavilion shopping mall in Kuala Lumpur to watch the launch of the Malaysia Savings Sale 2008. Previously known as the Malaysia Year-End Sale, the all new Malaysia Savings Sale 2008 or MSS will commence from 29 November 2008 to 4 January 2009, presenting shoppers with 37 days of retail therapy, great dining experiences and fun entertainment.

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

BACKGROUNDER

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.

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 a publicity value of RM67.17 million. A total of 25 programmes have been organised 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.

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