



MEDIA RELEASE

MISS HONG KONG PAGEANT 2008 – GOODWILL TOUR TO MALAYSIA

Tourism Malaysia is working with Hong Kong's Television Broadcasts Limited (TVB) and Hong Thai Travel Services Limited to produce the "Miss Hong Kong Goodwill Tour 2008" in Malaysia from 27 August to 3 September 2008. The travelogue programme will be filmed in Kuala Lumpur, Genting Highlands, Cameron Highlands, Putrajaya, Port Dickson, Melaka and Johor Bahru.

The travelogue will see Miss Hong Kong 2008 (Ms Edelweiss Cheung), along with the first and second runners-up (Ms Skye Chan and Ms Sia Ma respectively) and Tourism Ambassador (Ms Samantha Ko), as well as several famous Hong Kong artists travel to the chosen destinations to introduce the attractions and culture of the people there. Reporters from Hong Kong have also been invited for the tour, ensuring greater coverage of Malaysia in the media.

This annual television programme will be aired in Hong Kong in two episodes during prime time on 9 and 16 October 2008 with each episode running for 30 minutes.

To give all the members of the group from Hong Kong a first taste of Malaysian hospitality, they will be treated to a welcome dinner organised by Tourism Malaysia on 27 August at the Saloma Bistro & Theatre Restaurant, Kuala

Lumpur. Besides savouring Malaysian cuisine, they will get to enjoy cultural performances and a video presentation on Malaysia.

This cooperation is seen as a unique effort to raise the profile of Malaysia in Hong Kong and China. It is expected to boost tourist arrivals to Malaysia from these two destinations.

It is definitely in line with Tourism Malaysia's efforts in promoting Malaysia in Hong Kong and China. **Up to July this year, tourist arrivals from China (inclusive of Hong Kong & Macau) totaled 568,660 compared to 434,990 for the same period in 2007, signifying an increase of 30.7%.**

This cooperation will also foster a closer relationship between Tourism Malaysia and Hong Thai Travel, which command the highest share of the total outbound market in Hong Kong for seven consecutive years since 2001.

BACKGROUND:

The Miss Hong Kong Pageant, which began in 1973, is recognised as one of the most respected beauty contests in Asia and the world. Organised, filmed, and aired by Television Broadcasts Limited (TVB) - the most popular television station in Hong Kong and probably Southeast Asia - the pageant's programmes successfully reach more than 2 million people in Hong Kong and 4 million in China.

Since 1987, Hong Thai Travel has been the sole sponsor for the production and the broadcast of all Miss Hong Kong Pageant's travelogues, which feature both the contestants and the winners visiting countries around the world and introducing respective attractions and culture to local audiences.

According to Hong Thai Travel Services Limited, this joint-promotion is expected to boost tourist arrivals to Malaysia by 15% in the fourth quarter of 2008. This

forecast is based on tourist arrivals to Shandong, China, which has increased 15% after hosting the Miss Hong Kong Goodwill Tour in 2007.

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