



MEDIA INFO

VISIT TERENGGANU, KELANTAN AND KEDAH 2008

The success of the Visit Malaysia Year 2007 campaign has spurred interest among three state governments to embark on a similar campaign in their states for the year 2008. The states that are organizing a Visit State Year 2008 are Terengganu, Kelantan and Kedah.



Visit Terengganu 2008

Visit Terengganu 2008 was officially launched on 1 January 2008 together with the proclamation of Kuala Terengganu, the state's capital, as a city.

An idyllic destination for total relaxation, Terengganu is blessed with pristine islands with an abundance of marine lives, untouched rainforest and a unique culture. With its tagline, "Terengganu ... Where Nature Embraces Heritage", the campaign focuses on the three main treasures of Terengganu: nature, tradition and heritage.

Visit Terengganu 2008 calendar highlights more than 20 events that will take place in the state this year. Among the international events to be held are:

- Kapas - Marang International Swimathon 2008 ~ 13 April
- Kenyir International Mountain Bike Challenge 2008 ~ 24 - 27 April
- Squid Catching Festival 2008 ~ 9 - 11 May
- Kenyir Lake International Triathlon ~ 25 May
- Sultan Mahmud Bridge International Run 2008 ~ 20 July
- World Gamelan Festival & Symposium 2008 ~ 15 - 17 August
- Perhentian Discovery ~ 18 – 24 August
- FEI World Endurance Championship 2008 ~ 7 - 9 November
- Terengganu Monsoon Cup 2008 ~ 27 November – 1 December
- Terengganu International 4WD Rainforest Challenge ~ 13 – 22 December

The most recent attraction in Terengganu is the Islamic Civilisation Park. This park, which will be officially opened in February, houses replicas of 21 famous mosques and monuments of the Islamic world and the first crystal mosque in Malaysia. It also has a commercial centre, convention centre, restaurants, open bazaar, open amphitheatre and pedestrian walk.

The state of Terengganu hopes to attract 3.5 million visitors this year. For more information, please contact:

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Backgrounder:

Situated on the east coast of Peninsular Malaysia, the state of Terengganu is snuggled nicely between Kelantan in the north and Pahang in the south. It is the state with the longest coastline in the country. The islands of Perhentian, Redang and a few other smaller islands make up Terengganu's marine park. Overall, the state is characterized by strong Malay culture, laid-back lifestyle, tranquil coastal towns and rustic villages.

Other than pristine beaches and islands, the state is also home to the picturesque Kenyir Lake, the largest man-made lake in Southeast Asia. It is also noted for its traditional boat building activities, located at Pulau Duyong. This is where local craftsmen create beautifully-handcrafted shipping vessels straight from memory and without referring to any blueprint or plans.



Visit Kelantan 2008

Dubbed as the “Cradle of Malay Civilization”, Kelantan focuses its Visit Kelantan 2008 campaign on its unique culture with special highlights on folk-based activities. Kelantan has lined up 28 events that can draw both local and international tourists to the state this year.

Among the events that will take place throughout the state this year are:

- Kelantan Cultural Performances ~ 1st Saturday of each month
- Kelantan International Batik Festival ~ 27 March
- Royal Go-Kart Tournament ~ 5 – 6 April
- International Bird Singing & Bantam Chicken Beauty Contest ~ 2 April
- Water & Songkran Festival of Thai New Year ~ 11 – 12 April

- Kite Festival ~ 24 – 27 May
- 100 Rice Dishes & ASEAN Food Festival ~ 12 – 14 July
- The ASEAN Dikir Barat Competition ~ 23 – 24 August
- Loy Krathong ~ 1 November
- World War II Memoirs ~ 8 December

Kelantan targets 5.7 million visitors this year. For more information, please contact:

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Backgrounder:

Located to the north of Terengganu on the east coast of peninsula Malaysia, the state of Kelantan shares a common border with Thailand, Perak and Pahang. It is a charming destination with colourful traditions, interesting pastimes and superb handicrafts. Folk-based activities such as top-spinning, giant kite-flying and woodcarving still thrive in this state. Word has it that the *batik* and *songket* fabrics produced by cottage industries here are among the best in the country.

The state still holds many war relics from the Japanese Occupation during World War II, as this was where the Japanese troops made their first landing in Malaya.

Amidst the very strong Islamic influence, the state, ironically, is home to the longest statue of Reclining Buddha as well as one of the largest statues of Sitting Buddha in Southeast Asia. Visitors to the state can catch traditional

performances such as shadow puppetry, Malay martial arts, folk games and musical performances at the Cultural Centre, while adventure buffs can have some thrills river rafting at Nenggiri River or hiking up Gunung Stong.



Visit Kedah 2008

The Visit Kedah 2008 is held in conjunction with the golden jubilee celebrations of the reign of the Sultan Abdul Halim Mu'adzam Shah, the Sultan of Kedah. A total of 70 events (including 29 to be hosted in Langkawi) have been planned to help the state achieve its target of 3.88 million tourists this year.

Among the national and international events that will be held in Kedah in 2008 are:

- Royal International Langkawi Regatta ~ 5 – 11 January
- Kedah Hot Air Balloon ~ 18 – 23 March
- The Launch of National Water Festival 2008 ~ 4 – 6 April
- International Jet Ski Competition ~ 9 – 10 May
- Islanders Music & Dance Festival Langkawi 2008 ~ 30 May – 1 June
- Kedah International Media Hunt ~ 29 – 30 June
- International Tomoi Competition ~ 13 – 16 August
- Jerai International Mountainbike Challenge ~7 – 9 November
- International Kedah Golf Border Challenge ~29 – 30 November

For more information, please contact:

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Backgrounder:

The state of Kedah is located at the north of Peninsular Malaysia, flanked by Perlis on the northwest, Perak on the southeast and Penang on the southwest. It also shares a border with Thailand on the northeast. Kedah is known as the “rice bowl of Malaysia” due to the vast rice fields found in the state. It is also home to the first geopark in Southeast Asia – the Langkawi Geopark.

Besides the scenic and tranquil island of Langkawi, Kedah has many other tourist attractions such as Sedim River (whitewater rafting and the longest tree-top walk), Merbok River (mangrove biodiversity) and Ulu Muda Eco Park (forest reserve), to name a few.

Kedah’s fascinating and unique natural heritage has been luring many visitors from afar since the 2nd century. As a matter of fact, Kedah’s Bujang Valley is proud to go down in records as the state with the oldest civilization in the history of Malaysia.

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