



## MEDIA RELEASE

### MINISTER OF TOURISM, MALAYSIA, LAUNCHED “XCAPE HOLIDAYS” CAMPAIGN

The Minister of Tourism, Malaysia, YB Dato’ Sri Azalina Dato’ Othman Said launched “XCAPE Holidays” campaign at Golden Beach Resort in Desaru, Johor, on 28 June 2008.

The campaign was an extension of the Zoom! Malaysia campaign which was launched by the Prime Minister of Malaysia, last May. It was part of the Ministry of Tourism’s effort to introduce more focused and trendy domestic holiday packages to replace the Cuti-Cuti Malaysia holiday packages.

The new domestic holiday packages are divided into three special segments comprising ‘Xcape Holidays’ (leisure holidays), ‘Xplore Holidays’ (adventure holidays) and ‘Xperience Holidays’ (unique holiday experiences like scuba diving).

They are expected to appeal to the interests of the various market segments in Malaysia, i.e. school children, local and foreign students, youths, young married couples, families, retirees, old folks and expatriates.

The holiday packages promoted include eco-tourism, recreation-based, highland, island and homestay products.

‘Xcape Holidays’ will not only encourage Malaysians to plan their holidays and explore the diverse attractions within Malaysia but also to encourage national integration. The packages are open to foreign visitors and flyers are available at Tourism Malaysia information centres.

For more information, please contact,

Norlizah Jahaya

Assistant Director

Promotional Domestic Division

Tourism Malaysia

Tel : 603-2614 8702

Fax : 603-2693 5406

Email : [norlizah@tourism.gov.my](mailto:norlizah@tourism.gov.my)

---

Issued by: Advertising and Publicity Division, Tourism Malaysia

Date: 28 June 2008 Tel: +603 2615 8442/8447

Website: [www.tourism.gov.my](http://www.tourism.gov.my)

---