

MEDIA RELEASE

‘AMBIENCE’ ZOOM! MALAYSIA AT KLIA



YB Dato’ Sri Azalina Dato’ Othman Said, the Minister of Tourism, launched the ‘Ambience’ ZOOM! Malaysia advertising campaign on 23 March 2009 at the Arrival Hall of the Kuala Lumpur International Airport (KLIA).

The 3D eco-tourism advertisement known as ‘Ambience’ features Malaysia’s tropical rainforests and some wildlife in the country. A total of eight flora and fauna

visuals are being displayed, namely the Borneo Red Flying Frog, Rhinoceros Hornbill, Silvered Langur, Rafflesia, Gaur, Tropical Pitcher Plants or Monkey Cups, Black-winged Stilt, and the Tualang Tree.

The advertising campaign, which will end in December 2009, aims to encourage local and foreign tourists to explore the beauty of the country’s rainforests that are rich with unique flora and fauna. It is in line with the Government’s efforts to promote Malaysia as an eco-tourism destination, as well as to intensify the promotion of the domestic tourism campaign - ZOOM! Malaysia.

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