



MEDIA RELEASE

PRIME MINISTER LAUNCHED ZOOM! MALAYSIA

The Prime Minister, YAB Dato' Seri Abdullah Ahmad Badawi, launched 'Zoom! Malaysia', a domestic tourism campaign for 2008/2009, on 14 May 2008 at the Saloma Bistro in the Malaysia Tourism Centre, Jalan Ampang.

The campaign urges Malaysians to give priority to local holiday destinations and encourages them to look at Malaysia with a fresh perspective. It is set to spark interest among Malaysians and foreign tourists to visit popular holiday spots in the country, as well as lesser-known and new places of interests, thus contributing to the socio-economic development of the country. 'Zoom! Malaysia' will create greater exposure for local tourism products and bigger presence for domestic tourism.

The launching of 'Zoom! Malaysia' is in line with the government's effort to strengthen and stimulate domestic tourism by motivating Malaysians to plan their holidays and explore the diverse attractions within Malaysia, besides encouraging national integration. The campaign will also strengthen alliances with the public and private sectors to jointly promote tourism products, attractions and events.

For further information on 'Zoom! Malaysia', kindly contact:

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