



PRESS RELEASE

FOR IMMEDIATE RELEASE

FOREIGN MEDIA AND TOUR AGENTS CELEBRATE HARI RAYA AIDILFITRI IN MALAYSIA

SEREMBAN, 1 AUGUST 2015 – A total of 40 foreign travel agents and media arrived in Malaysia to attend the Hari Raya Aidilfitri Open House on 2 August at Padang Awam Majlis Daerah Rembau, Negeri Sembilan. The group is specially invited by Tourism Malaysia, under its Mega Familiarisation Programme.

The Mega Fam participants come from 11 countries, namely Cambodia, China, Germany, Japan, Kazakhstan, the Philippines, Russia, Switzerland, Taiwan, Thailand and Vietnam. Through their visits, the media will report and publicise the event and other tourist attractions in Malaysia while the travel agents are expected to create attractive holiday packages to the country for their clients.

Prior to the open house, the participants attended a Destination Seminar today at the Royale Bintang Hotel & Spa in Seremban, where they received an overview of the country's tourism industry and its latest developments through a presentation by Tourism Malaysia.

Besides that, representative from Negeri Sembilan Tourism Board (LPNS) delivered a presentation on the state's tourism products and services while Lexis Hibiscus Port Dickson Resort Hotel shared the facilities and services of their property. The travel agents also attended a "Tell & Sell" session while members of the media were given a special briefing.

The Deputy Director General (Promotion) of Tourism Malaysia Dato' Haji Azizan Noordin hosted a lunch for the Mega Fam participants where he also presented certificates to thank them for their participation in the programme. In the evening, they were brought to Homestay Kampung Lonek for a special Hari Raya Aidilfitri celebration where they got to experience the excitement of the festival in a rustic village. It was also attended by the Director General of Tourism Malaysia Dato' Mirza Mohammad Taiyab and the Executive Counsellor State Tourism of Negeri Sembilan Dato' Hj. Tun Hairudin Abu Bakar.

Prior to the open house tomorrow, the Mega Fam participants will enjoy a pre-tour around Ladang Alam Warisan in Kuala Pilah and witness a showcase of archery and Malay traditional equestrian.



MALAYSIA TOURISM PROMOTION BOARD
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>
www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my



The Hari Raya Aidilfitri Open House will be graced by the Prime Minister Dato' Seri Mohd. Najib Tun Abdul Razak and wife Datin Paduka Seri Rosmah Mansor, besides the Minister of Tourism and Culture Dato' Seri Mohamed Nazri Abdul Aziz and the Chief Minister of Negeri Sembilan Datuk Seri Utama Hj. Mohammad Hj. Hassan.

The following day, the participants will proceed to their post tours to selected tourist destinations around Malaysia, such as Port Dickson, Melaka, i-City, Pulau Langkawi, Pulau Redang, Cameron Highlands, Royal Belum Forest, and Kota Kinabalu.

ENDS

For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>

MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme "Endless Celebrations" emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).

Through the Tourism NKEA, collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination. The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

Press contact:

Corporate Communications & Media Relations Unit:

Azizah Aziz (Ms), Senior Deputy Director, Communications & Publicity Division

Tel: +603-8891 8752

Email: azizahaziz@tourism.gov.my

Editorial Unit:

Anis Rozalina Ramli (Ms), Senior Editor, Communications & Publicity Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my