

PRESS RELEASE

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TOURISM MALAYSIA NETWORKING DAY: SUNWAY LAGOON BRINGS AWARD-WINNING PARK TO LIFE AT TOURISM MALAYSIA

PUTRAJAYA, 10 SEPTEMBER 2015: The usually formal ambience at Tourism Malaysia in Putrajaya's lake district turned into a mix of haunted house, mini zoo and cartoon fantasy world today with pumpkin-headed monsters, gothic brides and Nickelodeon characters running around amid some furry animals at the main hall of the Precinct 5 office building.

It was the Tourism Malaysia Networking Day (TMND) again – the fourth for 2015 – and this time, it featured award-winning theme park operator Sunway Lagoon.

TMND is a regular programme organised by Tourism Malaysia to give an opportunity to Malaysian tourism trade players to meet, network with and update tourism officers on their latest tourism product offerings.

Given a free hand to lead the session, Sunway Lagoon transformed the tourism office hall into a Mini Sunway Lagoon. With the theme "From Wasteland to Wetland," Sunway Lagoon staff got to work decorating the hall since Thursday to mimic the look of its signature parks and tourist attractions.

Besides performances by the Sunway Lagoon team, the half-day event also had meet-and-greet sessions with the park's official mascot and characters from its park.

The highlight of the day was the introduction of Nickelodeon Lost Lagoon, Asia's first Nickelodeon Theme Land. It is the latest addition to Sunway Lagoon's five existing parks, namely its Water Park, Amusement Park, Extreme Park, Interactive Wildlife Park and Lynton V Harris Scream Park.

The TMND programme was launched by YBhg. Dato' Mirza Mohammad Taiyab, Director General of Tourism Malaysia, and witnessed by Mr. Sean Choo, General Manager of Sunway Lagoon along with 200 guests from the Ministry of Tourism and Culture Malaysia, Tourism Malaysia, the Ministry's agencies and the media.



Tourism Malaysia Networking Day is an initiative by Tourism Malaysia to provide a platform for hoteliers, tour operators, tourism products operators, destination management companies and airlines services to give updates on their latest development, news and products.

Previous editions of Tourism Malaysia Networking Day for 2015 featured Pulau Banding Resort, Resorts World Genting and Bank Negara Museum, Art Gallery and Knowledge Management Centre.

For more info, do log on to <http://www.tourismmalaysia.gov.my> .

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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.

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Tourism Malaysia Officials with Sunway Lagoon Management Head

From left to right :

1. Mr. Magendaran Marimuthu, Assistant General Manager, Sunway Lagoon
2. Mr. Mohd. Akbal Setia, Deputy Director, Tourism Malaysia
3. Mr. Zakaria Mohd Nani, Deputy Director, Tourism Malaysia
4. Ms. Azizah Aziz, Director of Corporate Communication Division, Tourism Malaysia
5. Mr. Sean SL Choo, General Manager, Sunway Lagoon
6. Mr. Shukri Hanafiah, Senior Deputy Director, Tourism Malaysia



Welcoming speech by YBhg. Dato' Mirza Mohammad Taiyab, Director General Tourism Malaysia



Opening performances by local talent of Sunway Lagoon.



Audiences for TMND 2015