



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **ASEAN BLOGGERS TO PROMOTE MALAYSIA VIA SOCIAL MEDIA**

**KUALA LUMPUR, 11 JULY 2017** – Tourism Malaysia is proud to host the second edition of the ASEAN Media Bloggers Tourism Hunt 2017, which commences today until 14 July 2017. A total of 50 prominent media and bloggers from 10 ASEAN countries are participating in this event, which will take them on a tourism trail featuring some of Malaysia's best tourist destinations.

The ASEAN Media Bloggers Tourism Hunt is formatted as a treasure hunt, a race and social media contest that aims to introduce and promote Malaysia's unique culture, heritage, cuisine and other tourist offerings to the ASEAN market and publicise Malaysia by utilising social media and digital media platforms such as Instagram and Facebook.

This year's edition of the hunt is themed "Malaysia on Wheels" to highlight the concept of self-drive holidays in Malaysia utilising Malaysia's network of highways and road systems, particularly the PLUS Highway which connects Malaysia from north to south.

Participants will begin their four-day drive from Kuala Lumpur, visiting iconic landmarks such as the National Monument (Tugu Negara) and Merdeka Square (Dataran Merdeka). They will then proceed north to experience the tourist offerings in Ipoh and Kuala Kangsar, Perak, which is celebrating the Visit Perak Year 2017.

There, participants will have the chance to experience local lifestyle at a traditional homestay where they will learn to fish and tap rubber, among others. The participants will also be among the first to visit newly-opened family theme park, Movie Animation Park Studios (MAPS) in Ipoh.

From Perak, they will drive south to Putrajaya to visit Malaysia's administrative capital and end the journey.

Besides enjoying the sights at these tourist destinations, participants will also get to try some of Malaysia's popular food such as Sate Kajang Haji Samuri and Ipoh's Nasi Vanggey.

Through their experiences, the bloggers will be able to provide first-hand information to their followers via videos and photos, which will help promote Malaysia on a large-scale through social media marketing.

The ASEAN market remains as the largest contributor of tourist arrivals to Malaysia. In 2016, a total of 20.3 million tourists from ASEAN countries visited Malaysia, constituting 75.8% of the

### **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; Official: [malaysia.travel](http://malaysia.travel); Corporate: [tourism.gov.my](http://tourism.gov.my)  
Facebook: [friendofmalaysia](https://www.facebook.com/friendofmalaysia); Twitter: [tourismmalaysia](https://twitter.com/tourismmalaysia); Blog: [blog.tourism.gov.my](http://blog.tourism.gov.my)



country's total arrivals of 26.8 million. Tourist receipts from the ASEAN market amounted to RM56.2 billion, which is 68.4% of total tourist receipts in 2016.

For the first quarter of 2017, Malaysia has already received 5.03 million tourists from ASEAN countries, signifying an increase of 2.4% against the same period last year. This is an encouraging trend towards meeting Malaysia's ultimate goal for 2017, which is to attract a total of 23.1 million ASEAN tourists this year.

With 2017 being the Visit ASEAN@50: Golden Celebration Year, or the 50th anniversary of ASEAN, Malaysia is proud to host the 29th Sea Games from 19 to 30 August and the 9th ASEAN Para Games from 17 to 23 September, both to be held in Kuala Lumpur. These events, along with new attractions including Movie Animation Park Studios and Genting Highlands Premium Outlet, are expected to pull more ASEAN tourists to Malaysia.

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.tourism.gov.my/>*

*MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. In 2016, Malaysia registered 26.8 million tourist arrivals and RM82.1 billion in receipts, placing it among the major tourism destinations of the world.*

*Press contact:*

*Media Relations Unit:*

*Edzuar Zar Ayob Azari, Senior Deputy Director, Corporate Communication Division*

*Tel: +603-8891 8767*

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

*Editorial Unit:*

*Anis Rozalina Ramli (Ms), Senior Editor, Corporate Communication Division*

*Tel: +603-8891 8759*

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

**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; Official: [malaysia.travel](http://malaysia.travel); Corporate: [tourism.gov.my](http://tourism.gov.my)

Facebook: [friendofmalaysia](https://www.facebook.com/friendofmalaysia); Twitter: [tourismmalaysia](https://twitter.com/tourismmalaysia); Blog: [blog.tourism.gov.my](http://blog.tourism.gov.my)