



MEDIA RELEASE

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TOURISM MALAYSIA LAUNCHES TOURISM MALAYSIA E-BROCHURE APP & BEAUTIFUL TERENGGANU DEKAT JE HOLIDAY PACKAGES 2017

KUALA LUMPUR, 3 Sept 2016 – Terengganu Menteri Besar YAB Tuan Haji Ahmad Razif Abdul Rahman launched the Tourism Malaysia E-Brochure App and Beautiful Terengganu Dekat Je Holiday Packages 2017 at the Malaysian Association of Tour & Travel Agents (MATTA) Fair held in Putra World Trade Centre today.

The Tourism Malaysia E-Brochure App was developed by Tourism Malaysia to help tourists easily gain access to a range of online brochures and collaterals available online.

App users can plan and organise their trip to Malaysia based on the seven segments available in the app, i.e. packages, maps, destinations, general guide, regional guide, events and special interest activities.

The app can be downloaded for free from the Apple Store or Google Play.

Meanwhile, Tourism Malaysia has also worked with 12 travel agents and four tourism product operators in Terengganu to publish the Beautiful Terengganu Dekat Je Holiday Packages 2017 in conjunction with the Visit Terengganu Year 2017. There are 16 holiday packages to choose from, including packages for ecotourism, city tours, Islamic tourism, island holidays, edutourism, honeymoon and special interest all around Terengganu.

Each package offers various interesting activities. For example the Aqua Islamic Vacation Package is a 3 day/2 night holiday at RM329 per person for a minimum of four persons, which includes accommodation, entrance tickets to the museum and historic monuments, and eco-adventure package from Cemerung Outdoor Adventure which offers activities such as kayaking, water rafting, and mountain climbing.

MATTA FAIR 2016

A total of 90 organisations comprising 40 tourism operators, 30 hotel and resort operators, and 20 tourism product operators, are taking part in MATTA Fair 2016 under the Tourism Malaysia pavilion.

MALAYSIA TOURISM PROMOTION BOARD

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
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Many attractive and unique domestic tourism packages at affordable prices are being offered during the three-day event. The holiday packages can be categorised according to segments such as honeymoon, ecotourism, theme parks, islands, beaches, etc. This effort is in line with the Cuti-Cuti 1Malaysia Dekat Je campaign.

Tourism Malaysia is targeting a sale of 19,000 packages which is estimated to contribute to a sales value of RM5 million during this MATTA Fair.

In 2015, the number of domestic tourists grew by 3.3% to 62.7 million tourists from 60.7 million domestic tourists in 2014. Meanwhile, domestic tourism expenditure in 2015 was RM44.2 billion compared to RM41.4 billion in 2014, an increase of 6.9%.

For more information, please contact Ms. Laili Syahrina (Assistant Director), Information Technology Management Division at +603-88918608 or email laily@tourism.gov.my.

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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 2015, Malaysia registered 25.7 million tourist arrivals and RM69.1 billion in receipts.

Through the Tourism NKEA (National Key Economic Area), 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 and achieve the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020.

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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