



## **MEDIA RELEASE**

### **TOURISM MALAYSIA HOSTS MALAYSIA FLORA FEST 2008 MEGA FAM**

Some 154 participants comprising travel agents, journalists, TV and radio crew members, and corporate executives from 16 countries are here in Malaysia as part of the mega familiarisation (Mega Fam) programme organised by Tourism Malaysia in conjunction with the celebration of the Malaysia Flora Fest 2008.

The countries comprise Singapore, Indonesia, Laos, Cambodia, Thailand, Japan, South Korea, China, Macau, Sri Lanka, United Arab Emirates, India, Bangladesh, Spain, Ukraine and Russia.

The participants will attend a tourism seminar at Hyatt Regency Hotel, Johor Bahru, on 25 July 2008, where they will be briefed about the latest tourism developments in Malaysia, listen to a presentation by Malaysia Airlines and learn about the Malaysian homestay programme. Later, they will be feted to a dinner hosted by the Honourable Dato' Sri Azalina Dato' Othman Said, Minister of Tourism.

The following morning, they will witness the official grand launch of the Malaysia Flora Fest 2008 by His Majesty the King of Malaysia at Dataran Bandaraya. Other VIPs expected at the launch are the Hon. Prime Minister of Malaysia, the Hon. Deputy Prime Minister of Malaysia, the Hon. Chief Minister of Johor, the Hon. Minister of Tourism, the Hon. State Secretary of Johor and the Hon. Secretary General of Tourism.

The Mega Fam programme is organised with the support from local and foreign airlines, Malaysian hotels and state governments. Its main objective is to heighten awareness among foreign media and tour operators

about tourist destinations, products and services in Malaysia in order to increase tour packages and publicity on the country as a preferred leisure and MICE destination.

Held for the first time in year 2000, the programme gives an opportunity to participants from around the world to experience Malaysian hospitality first-hand. The implementation of the Mega Fam programme for the last eight years has given Malaysia great visibility abroad. The publicity and exposure gained, especially through the participation of foreign media in this programme, has been very high. A total of 4,790 participants were hosted last year, generating publicity value of RM67.17 million. Nineteen programmes have been planned for 2008 in conjunction with major festivals and tourism events.

For more information, please contact:-

Secretariat Malaysia Flora Fest  
Ministry of Tourism Malaysia  
Level 6, Menara Dato' Onn  
Putra World Trade Centre  
45, Jalan Tun Ismail  
50695 Kuala Lumpur  
Tel : +603-2696 3171  
Fax : +603-2696 3142  
Email : [event\\_kpl@motour.gov.my](mailto:event_kpl@motour.gov.my)

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For more information, please email [anisramli@tourism.gov.my](mailto:anisramli@tourism.gov.my)  
Tel: 03- 2615 8188 or  
Log on website [www.tourismmalaysia.com](http://www.tourismmalaysia.com)

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