

**PRESS RELEASE**

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**HOLIDAY PACKAGES SOLD IN CONJUNCTION WITH THE  
AL-QURAN RECITAL & MEMORISATION ASSEMBLY IN MALAYSIA**

**PUTRAJAYA, 16 June 2014** – Tourism Malaysia has cooperated with various tour agencies domestically and internationally to develop and sell tour packages in conjunction with the 56<sup>th</sup> International Al-Quran Recital Ceremony, as part of the efforts to promote Islamic tourism in the country.

Close to 700 tourists from Singapore, Thailand and the Philippines have bought the packages and will be attending this year's assembly.

Participants from all over the world are in Malaysia from 16 to 21 June 2014 to take part in the 56<sup>th</sup> International Al-Quran Recital and Memorisation Assembly which will be held at Putra World Trade Centre or PWTC in Kuala Lumpur.

Tourism Malaysia is taking this opportunity to promote Visit Malaysia Year 2014 among the participants by arranging special visits to various tourist attractions in Putrajaya and Kuala Lumpur.

In Kuala Lumpur, the participants will have the opportunity to visit the KLCC Skybridge, Aquaria KLCC, KL Tower, Islamic Arts Museum Malaysia & Birds Park, as well as shop at the well-known Jalan Tunku Abdul Rahman (Jalan TAR) between 16 and 21 June.

On 20 June, they will be visiting Sultan Mizan Zainal Abidin Mosque, cruising the Putrajaya Lake Cruise, and while the male participants perform Friday prayer at Putra Mosque, the female participants will enjoy a shopping spree at Souq Putrajaya followed by a short visit to Brahim's factory, Malaysia's famous halal food provider located in Bangi, Selangor.

Tourism Malaysia has also invited 10 media representatives from Indonesia, Thailand and Philippines to cover the event. They will be joining the participants on the Putrajaya tour. On 21 June, the foreign media will be exploring Kuala Lumpur for a city tour before attending the 56<sup>th</sup> International Al-Quran Recital and Memorisation Assembly later that evening.

For more information, please contact Mr. Zakaria Mohd Nani, Assistant Director, South East Asia division, (International Marketing) at 03-8891 8253 or email him at [zakaria@tourism.gov.my](mailto:zakaria@tourism.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 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started in 2013 with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government's target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.

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