



## MEDIA RELEASE

### DURIAN TOUR BRINGS HONG KONG TOURISTS TO MALAYSIA

**Putrajaya, 15 June 2012:** A group of 80 durian lovers from Hong Kong will be arriving in Penang on 16 June for the 'Deluxe Durian Tour', which is jointly organised and developed by Tourism Malaysia (Hong Kong office), Cathay Pacific Airways, and EGL Tours (Hong Kong). Evergloss Tours (M) Sdn. Bhd. is the local ground handling agent for the groups.

The tour package, priced at RM1,700 to RM2,500, aims to promote 'The King of Fruits' to the Hong Kong market and encourage more tourists to visit Malaysia to get a taste of the country's delicious local cuisine and fascinating tourist attractions.

During the 4-day/3-night tour, the participants get to visit various tourist spots in Penang, such as Fort Cornwallis, Gurney Drive, the Wat Chaiya Mangkalaram temple, and other tourist attractions within the state.

The highlight of the tour is the visit to the durian plantation, where participants get to enjoy a durian & tropical fruits buffet with different types of durians such as the 'Cat Mountain King' and 'Red Prawn'.

This year, demand for the durian tour package has exceeded Tourism Malaysia's expectations. A total of 700 packages have been sold, which marked a growth of over 100 percent compared to the 340 packages sold in 2011.

Madam Baizuri Baharum, the Director of Tourism Malaysia (Hong Kong office), believes that the Durian Tour will soon be one of the top tourism products in Hong Kong. She plans to extend the promotion to other destinations in Malaysia, such as Perak and Pahang.

The promotional efforts of the 'Deluxe Durian Tour' have been heightened this year with the introduction of the first ever 'Durian Tram'.

On 17 May, the 4-day/3-night 'Deluxe Durian Tour' package was launched at the 'Durian Tram Party'. The tram, filled with imported durians from Malaysia, travelled from Sheung Wan tram station to Causeway Bay in the bustling city of Hong Kong, offering an all-you-can-eat durian buffet to invited media and guests.

The tram, plastered with logos of Tourism Malaysia and images of the 'King of Fruits', runs from 17 May until 16 June 2012. It aims to remind durian lovers from Hong Kong to visit Malaysia to enjoy the fruit.

Departure dates for the Deluxe Durian Tour package are 2, 7, 12, 14, 15, 16, 19, 21, 22, 23, 26, 28, 29 & 30 June 2012.

The participants can choose to stay at Hydro Hotel, Flamingo Hotel, Hard Rock Hotel or Shangri-La Golden Sands.

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