



Press Release (For Immediate Release)

TOURISM MALAYSIA HONG KONG OFFICE ORGANISES THE KING OF FRUITS TOUR

Hong Kong, May 31, 2011 - Durian is a tropical fruit which is distinctive for its large size, unique odour, and formidable thorn-covered husk, widely known and revered as the king of fruits in Southeast Asia. In order to encourage durian lovers to go to Malaysia and enjoy freshly-harvested Malaysian durian, the Malaysia Tourism Promotion Board or Tourism Malaysia Hong Kong Office has joined hands with Cathay Pacific Airlines and EGL Tour to promote the *Cat Mountain King Durian Eat-All-You-Can 4-Day/3-Night tour package*.

In addition, Tourism Malaysia Hong Kong Office has designed an exclusive *Malaysia Durian Map* for durian lovers in Hong Kong, and the map will be launched on its official website on 1 June. Fans of the durian must not give it a miss!

THE MALAYSIA DURIAN MAP

As the durian season is approaching, Tourism Malaysia Hong Kong Office will launch the exclusive *Malaysia Durian Map* for durian lovers in Hong Kong. The map is divided into the 9 states of Malaysia. Durian lovers can check the growing status of durians, such as *Red Prawn* from Penang and the *Cat Mountain King* from Johor, by clicking on different states on the map.

CHECK OUT THE MALAYSIA DURIAN MAP AT:

<http://www.tourismmalaysia.com.hk/html/eng/durian/durian.html>



THE KING OF FRUITS TOUR

The *Cat Mountain King Durian Eat-All-You-Can 4-Day/3-Night* tour includes visits to heritage buildings in Penang, durian buffets, an eat-all-you-can durian beach party and a visit to the durian chocolate store. During the tour, fans of durian can try different varieties of Malaysian durians such as the *Cat Mountain King*, *Red Prawn*, *Lam Fung Kiu*, as well as other well-known varieties. The first departure will be on 15 June.

Since the seats for the *Cat Mountain King Durian Eat-All-You-Can 4-Day/3-Night* tour have been fully booked on the first day when it was launched, EGL Tour is going to launch 7 extra tours at fantastic prices starting from HK\$2,889. The departure dates are 18, 20, 21, 24, 25, 27 & 29 June.

For more details, please visit the website of EGL Tour - www.egltours.com

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This press release is issued on behalf of Tourism Malaysia Hong Kong Office by EC Square PR and Events Company Limited.

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