



MEDIA INFO

FOR IMMEDIATE RELEASE

1MALAYSIA MEGA SALE CARNIVAL 2015 THE BIGGEST SHOPPING SPREE OF THE YEAR!

The 1Malaysia Mega Sale Carnival is back! It's Malaysia's biggest shopping extravaganza with hundreds of retail outlets giving bumper offers, price markdowns, redemptions, exciting activities and fun-filled promotions with lots of prizes to be won. Enjoy more than two months of great shopping from 27 June to 31 August 2015. Look out for specials brought to you by shopping malls and stores throughout the country. That's not all. Experience much more than shopping at integrated, contemporary malls with a host of attractions – from dining, entertainment and recreation to indoor sports and leisurely pursuits for the entire family. Come and join in the fun!

KUALA LUMPUR

BERJAYA TIMES SQUARE

Take part in "A Bag for a Cause: Kindness in Action" campaign from 27 June to 31 August 2015 held in conjunction with the 1Malaysia Mega Sale Carnival 2015. This collaboration between Berjaya Times Square Kuala Lumpur and National Cancer Society Malaysia (NCSM) is a partnership to support NCSM Children's Home of Hope. Support this noble cause to help underprivileged children suffering from cancer to receive adequate care and treatment. Spend RM100 in not more than one receipt and Berjaya Times Square will pledge RM10 to a fund commissioned for NCSM Children's Home of Hope. From 3 July to 19 July 2015, check out apparels, shoes and accessories from Vintage Collection Raya Promotion at attractive bargains at Lower Ground Floor (West wing) from 10am to 10pm.

CENTRAL MARKET

From 27 Jun to 31 Aug, enjoy more discounts at participating outlets with Tourist Privilege Pack. Tourists can redeem the offers by presenting their passports at the Information Counter (terms and conditions apply). Catch Cultural Dance Performance at 9pm every Saturday and Sunday at Central Market Outdoor Stage. Other happenings include Ketupat Weaving Demonstration, Hari Raya Cooking Demonstration, Ghazal Music Performance and Welcoming Syawal Celebration.



MALAYSIA TOURISM PROMOTION BOARD
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
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Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>
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CHERAS LEISURE MALL

Head down to Cheras Leisure Mall and join the “Fun in the Sun” event, now on until 30 June 2015. Enjoy the mall’s breezy summer beach vacation atmosphere created especially for the event. Don’t miss the line-up of activities, including Underwater Photography Exhibition, Hug-A-Shark & Take A Pledge event by Shark Savers Malaysia, Most Creative Facebook Photo Contest, ocean-related game booths, and soap-making and decoupage workshops. Take part in the mall’s Hari Raya Facebook Photo Contest (#CLMRaya) from 13 July to 16 August. All you need to do is send a selfie or wefie photo of your most happy moment during Hari Raya celebration. 10 Happiest Photos will be chosen and the winners will get RM200 Cheras Leisure Mall Cash Vouchers each. From 1 August to 20 September, join the Merdeka Facebook Photo Contest. Send the mall a photo of you at any landmarks located in Malaysia holding a self-created sign “I Love Malaysia #CLM” and stand a chance to win cash shopping vouchers. Top 10 pictures with the most number of “likes” will win RM100 Cheras Leisure Mall Cash Vouchers each and Top 5 Special Judges Awards will receive RM200 Cheras Leisure Mall Cash Vouchers each.

CHERAS SENTRAL SHOPPING MALL

From 29 June to 20 July, Cheras Sentral will collaborate with Akemiuchi to host a Tropical Jungle Theme Roadshow in conjunction with Hari Raya Celebration. Activities like Bedding Fashion Show and Raya Performances will take place at the Concourse Area. Enjoy special promotions and discounts of up to 70% during this roadshow.

FAHRENHEIT88

Get rewarded when you shop from 27 June to 31 August 2015. “SALE-BRATE” the biggest sale of the year at fahrenheit88. Enjoy duty-free shopping, rewards, contests, exclusive tourist privileges and more. Get FREE Toys ‘R Us Express cash vouchers with RM200 spent in a maximum of 2 accumulated receipts at specialty stores or RM300 in a single receipt at Brands Outlet or UNIQLO. WIN Folli Follie gifts by getting 1 stamp with RM50 spent on selected categories. Collect all 10 stamps and stand to win Folli Follie gifts. FREE Tourist Privilege Card with exclusive discounts and privileges at over 50 participating brands and a toiletry bag with RM100 spent in a single receipt mall-wide. Join the Let’s Take A “Salefie” promotion. Shop, snap and share your shopping #salefie and upload on fahrenheit88’s Facebook and Instagram, and you stand to win shopping vouchers.

KL FESTIVAL CITY

Raya Goodies promotion is on from 19 June to 16 July. FREE exclusive Raya packets with every purchase of RM180 and above. FREE Cookies Canister with every purchase of RM300 and above and FREE Candy Jar set with every purchase of RM500 and above mall-wide.



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MID VALLEY MEGAMALL

This Hari Raya, Mid Valley Megamall and its exclusive partner Maybank are bringing to you the sights and sounds of a traditional balik kampung journey, even before you embark on it. From 25 June to 21 July, receive a packet of exclusively designed green packs with a minimum spend of RM100 with your Maybank Card in a single receipt (RM200 for cash and other cards). Redeem a weaved basket when you spend a minimum of RM350 with your Maybank Card (RM450 for cash and other cards), or a sparkling piece of Bohemia Crystal with a minimum spend of RM3,000 with your Maybank Card (RM5,000 for cash and other cards). From 31 July to 31 August, enjoy better privileges when you spend with your HSBC Credit Card. In conjunction with the Merdeka & Malaysia Day celebrations, the mall collaborates with WWF-Malaysia to raise awareness of the dwindling number of Malayan Tigers in the country and the importance of saving the Malayan Tiger. The campaign is on from 26 August to 20 September. Do your part and donate to WWF-Malaysia to support conservation efforts. Hobby classes are available at the mall for shoppers of all ages to learn something new and pick up a new hobby, free of charge! Classes listing are available at www.midvalley.com.my and registration forms are available at the Information Counter located at Centre Court, Ground Floor.

PAVILION KUALA LUMPUR

It's time to sail through the 1Malaysia Mega Sale Carnival with a sea of great offers and discounts. Enjoy shopping for international brands from Italy, UK, US as well as France, and stand a chance to win great prizes at Pavilion KL from 27 June to 31 August 2015. Tourists will enjoy a world of privileges, special offers, discounts, gifts and more at over 250 participating stores. Receive a free gift with RM500 spent in a single receipt centre-wide. Terms and conditions apply.

QUILL CITY MALL

Enjoy special privileges and offers from participating stores during the 1Malaysia Mega Sale Carnival from 27 June to 31 August 2015. Shopping at this mall for this Hari Raya will take you to the days gone by. Take a walk back in time and relive the festivities of KL in the 1980's, presented for this Hari Raya till 16 July 2015. Food, handicrafts and fashion wear by participating outlets are displayed at the Main Court. Take a journey of entertainment from 25 June to 12 July 2015 to experience the spirit of Hari Raya by MUDKL, which is presenting The Story of KL musical show. Redeem a festive gift on 26 June to 5 August 2015 when you spend RM80 in a single receipt at participating outlets to receive an exclusive Raya packets or spend RM200 in a single receipt (RM150 for MBB cardholder) at participating outlets to receive an exclusive ceramic plate. Terms and conditions apply.

SUNWAY PUTRA MALL

Enjoy great Mega Sale offers from 26 June to 26 July at various outlets in Sunway Putra Mall this Hari Raya! Catch the splendour of traditional Anyaman-inspired decoration at the Concourse. Enjoy exclusive redemptions by spending RM300 (RM250 for Sunway Pals members) in 2 receipts to redeem alluring Scented Candle and RM150 (RM100 for Sunway Pals members) in 1 receipt to redeem colourful Raya packets. Terms and conditions apply.

SURIA KLCC

Warisan Raya Promotion starts from 26 June to 26 July. Festive Rewards – spend RM650 and above in a maximum of 2 accumulated receipts at any specialty outlet to receive a 2-piece coloured bowl set and a pack of Raya packets. Weekend Rewards – Spend RM3,000 and above in a maximum of 2 accumulated receipts at any of the mall's specialty outlet to receive a set of Shiseido beauty products and a pack of Raya packets (limited to the first 20 shoppers on each Saturday and Sunday). VISA Parking Rebate – Spend RM350 and above in a single receipt at any specialty outlet to receive a parking rebate worth RM10 (exclusive for VISA Platinum, VISA Signature and VISA Infinite credit cardholders).

THE GARDENS MALL

Check out the Gift for Eid promotion. Spend RM600 (RM550 for The Gardens Club members and HSBC credit cardholders) and above in a single receipt at any of the mall's specialty stores from 25 June to 19 July 2015 to redeem an exclusive scented candle along with a pack of Raya money envelopes. First 60 shoppers who spend RM1,200 (RM1,000 for The Gardens Club members and HSBC credit cardholders) and above in a single receipt will also receive a Royal Selangor cash voucher worth RM50. Spend RM750 (RM700 for The Gardens Club members or purchases made from participating booths on the Ground Floor) and above in a single receipt at any of the specialty stores to redeem an exclusively designed throw pillow set. Terms and conditions apply. Hari Raya special performances are also held in June and July, including angklung and Etno fusion music performances and traditional silat and dance performances.

VIVA SHOPPING MALL

Viva Shopping Mall will be having the Super Sale & Win and Weekend RM1 Special from 27 June to 31 August. A minimum of RM100 spent in a single receipt at any specialty stores entitled shoppers to join the Super Sale & Win Contest and weekend RM1 special buy at the mall's Customer Service Counter, Ground Floor. Shoppers stand to win 6 Grand Prizes, including iPad mini, bedding set, sofa set and many more. Shoppers are also eligible to buy premium items at RM1 each under the Weekend RM1 Special Buy campaign. Premium items include bowl (RM39.90), bolster (RM79.90), velvet stool box (RM128) and lots of other products. Look out for the mall's F&B "Finger Licking Food" special discounts and promotions, too. Terms and conditions apply.

SELANGOR

GATEAWAY@KLIA2

Kenangan Raya Bersama P. Ramlee is on from 19 June to 26 July. Grab the chance to win any one of 16 pairs of flight tickets to 8 holiday destinations overseas! All you have to do is join the 1MMSC promotions in conjunction with Hari Raya celebration! Shoppers who spend RM200 and above at Gateway@KLIA2 are entitled to take part in the contest.

IOI CITY MALL

Check out the mall's Exclusive Festive Cookies Bag Redemption and Exquisite Raya Green packets redemption offers. Redeem a set of exquisite Raya Green Packets when you spend RM100 and above in a single receipt. If you are a Maybank Cardholder, redemptions can be made with purchase of RM50 and above in a single receipt. An exclusive Festive Cookies Bag is also yours when you spend RM300 and above in a single receipt (RM180 and above in a single receipt for Maybank Cardholder). Take part in the Shop & Win Holiday Contest and stand a chance to win holiday packages from Sekeping Serendah, Lexis Port Dickson and The Shorea. Receive one contest entry for every RM300 purchase (RM180 for Maybank Cardholder). Get invited to the mall's Symphony Raya@The Symphony Walk special gathering. The mall will invite the daily highest top spenders during this festive season for its Open House Party on 26 July 2015 at The Symphony Walk, Ground Floor and Main Entrance.

SUNWAY PYRAMID SHOPPING MALL

The mall has fantastic Mega Sale offers from 26 June to 26 July. To enrich your shopping experience this Ramadan, head on down to the LG2 Orange Concourse to see the age-old tradition of anyaman or weaving coming back to life. When you're there, don't miss the chance to try your hand at the traditional art of weaving with guidance from a Kraftangan Malaysia craftsman. For the young ones, look out for special appearances by the mall's beloved mascots, Leo and Leona. You can also shop your way to exclusive redemptions by spending RM300 (RM200 for HSBC Credit Cardholders) in 2 receipts to redeem Dazzling Glass Set and RM150 (RM100 for HSBC Credit Cardholders) in 1 receipt to redeem Delightful Raya packets. Terms and conditions apply.

JOHOR

IOI MALL KULAIJAYA

The mall's Anugerah Ramadan events including Bubur Lambuk cooking competition and Pesta Kacau Dodol are on 4 July. From 31 July to 16 August, don't miss the Merdeka Sales. On 30 August, a host of activities such as live band performances and cultural dance performances will be held.

MELAKA

THE SHORE SHOPPING GALLERY

From 27 June to 31 August, don't miss the special offers and discounts of up to 70% during the 1Malaysia Mega Sale. Spend a minimum of RM250 in accumulative receipts and you'll get one FREE try at the spinning wheel and a chance to win prizes (first-come-first-served and while stocks last. Valid on the same day spending only). RM1 Crazy Sale is on every Saturday from 7pm to 9pm. Spend a minimum of RM200 in accumulative receipts and enjoy the time to buy selected products at only RM1 each during the RM1 Crazy Sale campaign. From 19 June to 19 July, Riang Raya Green Packet Redemption is open. Spend RM200 and above in accumulative receipts at any outlet to redeem a FREE Raya green packet. Other happenings include Raya Bazaar, congkak competition, Riang Ria dance performance and Batik T-shirt Decoration Competition.

PENANG

1ST AVENUE

Stand a chance to win return flight tickets for 2 to Bangkok when you participate in the mall's Mega Sale Contest from 27 June to 31 August. More than RM20,000 worth of prizes to be won. Shoppers who spend RM150 and above in a single receipt on the same day are entitled to take part. 3 x Prizes: Bangkok Return Flight Tickets for 2 and 5 X Prizes RM200 Cash Voucher for 2. From 1 July to 30 July 2015, don't miss Hari Raya & Information Technology Campaign where you need to spend RM150 & above in a single receipt to get an exclusive 1st Avenue Sampul Duit Raya. FREE 1st Avenue exclusive gift for shoppers who spend RM100 and above in a single receipt or RM300 and above in 2 combined receipts at any outlet. "I Love George Town" Campaign is on from 1 August – 31 August 2015 with FREE 1st Avenue exclusive gifts to be given away when you can spend RM100 and above in a single receipt, or RM300 and above in 2 combined receipts or RM500 and above in 2 combined receipts at any outlet. Don't miss out the Best Denki road show from 9 to 12 July. Best Denki is one of Japan's largest electrical chain stores. 30 winners will walk away with RM1,000 worth of Dynasty Travel Vouchers each! Other activities include OPPO Road Show, Cafe Show, Penang Local Food Fair, Street Art Exhibition, Gamelan Workshop & Performance, Silat Performance, Ketupat-making Workshop, and Merdeka Hunt and Colouring Contest.

GAMA SUPERMARKET & DEPARTMENTAL STORE

Stand a chance to win the Grand Prize of an iPhone 6 and other attractive prizes with every RM50 purchase in a single receipt storewide except at dealers' counters. The iPhone 6 Contest ends on 31 August 2015. Don't miss special offers and discounts of up to 70% on selected items at departmental store levels from 27 June to 31 August. The mall's Ramadan Bazaar until 16 July offers a wide selection of beverages, cookies, dairies, fresh produce and other groceries all at super-hot value deals. Catch the two-day Members' Sale on 3 and 4 July with fantastic discounts of up to 80% on selected products at the departmental store.

Enjoy additional discount of 10% and more on selected merchandise at the departmental store level. Shoppers will also receive a RM10 bonus voucher with net purchase of RM100 in a single receipt at the departmental store level. From 26 June, Muslim customers will receive a pack of Raya Packets with RM60 net purchase in a single receipt storewide (except dealers' counters). Any shopper who spends RM200 net in a single receipt on fashion wear, shoes and bags at departmental store levels will get an exclusive paper bag for free (while stocks last). Under the Raya Redemption programme on 3 July, you will receive a 6-in-1 Round Compartment with net purchase of RM400 at departmental store levels or RM800 at the Supermarket, Electrical, Artist Record, Optical and Watch/Clocks counters. For higher tier of purchase of net RM800 or RM1,600 and above respectively, you will receive a 2-pc 10" Claytan dinner plate set (while stocks last).

GURNEY PARAGON MALL

The mall celebrates its 2nd anniversary with lots of "double" specials and mega offers. For the 1Malaysia Mega Sale Carnival, shoppers who spend a minimum of RM300 in a single or maximum of two combined receipts at the mall from 27 June to 31 Aug stand a chance to win weekly prizes – holiday packages/air tickets to selected destinations (Phuket-Krabi Cruise onboard SuperStar Libra, Hong Kong, Taiwan, Macau, Pattaya and many more). Salam Aidilfitri promotion starts from 1 July to 30 July. Spend a minimum of RM300 and be rewarded with an Akemi Uchi's bath towel worth RM69.90. Don't miss Hari Raya activities: Play Time At Pondok, Wau-making Workshop, Traditional Games (congak) and Ketupat-weaving Workshop (subject to change without prior notice). The mall's 2nd Anniversary Celebration will be held from 1 August to 31 August 2015. Turning Two Sweet Treats promotion offers you a complimentary double scoop ice cream from Haagen-Dazs when you spend a minimum of RM222 and above at the mall. Under the Buy 1 Win 1 More promotion, you stand a chance to win another item that you've bought in Weekly Double Reward Campaign. Another special at the mall is the Twins movie Ticket Reward offer – the first 200 pairs of twins will get to redeem a pair of TGV movie tickets. Under the Two For One promotion, when you bring a friend to sign up for The Gurney Paragon Card, you'll enjoy Two-for-One special rate. Terms and conditions apply.

GURNEY PLAZA

Get rewarded with shopping and dining vouchers when you shop at Gurney Plaza from 27 June to 31 August. Spend RM300 and above (maximum of two combined same-day receipts) at any outlets to redeem your rewards. HSBC Card Holders will need only to charge RM250 to redeem. Weekly redemptions can be made at different outlets. Salam Aidilfitri Green Packets Redemption Programme is now on till 19 July 2015 – spend RM300 (RM250 for HSBC Card Holders) and above (maximum of two combined same-day receipts) at any outlets to redeem. Malay traditional performances are held on 27-18 June and 4-5 July. Join the Mystical Art of Marrakech Workshop on 4-5 July.

KOMPLEKS BUKIT JAMBUL

The 1Malaysia Mega Sale Carnival Lucky Draw is on from 1 July to 23 August. Stand a chance to walk away with fabulous prizes worth up to RM20,000 when you buy RM100 and above in a single receipt. The grand prize is 3D/2N stay at Club Med Cherating. There are other fantastic prizes to be won, too. What are you waiting for? It's time to get lucky. The mall has also put together numerous programmes during the carnival. Raya Packet Redemption (18 June to 16 July) - any purchase of RM80 and above in a single receipt will receive a pack of KBJ Duit Raya Packet. Congkak Game Corner (20 June), Play Ketingting childhood game (28 June), Dance to P. Ramlee's Songs Workshop (4 July), Special Penang Heritage Day Redemptions (7 July 2015), Kuih Raya-making Contest (11 July), Wayang Kulit Performance (12 July), Raya Classic Dance Performance (16 July) and Hari Raya Aidilfitri Open House (10 August).

QUEENSBAY MALL

Stand a chance to win marvellous holiday packages when you take part in the mall's 1MMSC 2015 Contest from 27 June to 31 July 2015 with minimum spending of RM100 (HSBC credit card) or RM150 (cash and other credit cards) at any outlet. During Maybank Chillax Treat Redemption from 18 June to 19 July, spend RM200 in a single receipt using Maybank Credit Card to redeem two DOME coffee/tea vouchers. 27 June onwards, Citibank Deluxe Treat Redemption is on – spend RM888 (max in 2 receipts of the same day) using Citibank Credit Card to redeem one Esprit 3pc towel gift set. Also happening at the mall are numerous activities, including Colour Splash Fashion Show, Colours of Batik, Hari Raya cultural performances, Miss Penang Earth competition, wayang kulit workshop and Penang George Town Festival.

STRAITS QUAY RETAIL MARINA

The mall has an extensive line-up of events in July and August. Watch out for the Mega Sale 2015 Lucky Draw Redemption and Instant Lucky Dip from 4 July to 31 August when you shop and dine at any outlets and push carts (excluding promotional booths) with spending of RM300 and above in a maximum of two combined receipts to win fantastic cash vouchers for many products/services, ranging from F&B, beauty, sports, fashion, lifestyle to arts and crafts on the spot! Hari Raya and Merdeka Day celebrations promise fun-filled days for shoppers. Activities include Art & Culture Celebration, Summer Charity Fayre, Paw-a-thon Charity event, regular live band performances, ketupat-making workshop and other workshops, Colour Our Nation Colouring Contest, family fun rides by the sea and lots more.

SUNWAY CARNIVAL MALL

Enter the mall's contest from 27 June to 31 August 2015, and stand a chance to win attractive prizes with a minimum spend of RM200 in a single receipt and double up your chances when you spend during the weekdays. From 26 June to 19 July, join in the Hari Raya promotions. Manisnya Raya event will have workshops, live band and traditional Malay dance performances throughout the 24-day celebration. Don't miss the Sweet Raya Collectibles promotion.

Redeem a set of limited edition Hari Raya packets when you spend RM150 and above in a single receipt or get an exclusive candy jar when you spend a minimum of RM350 in a maximum of two combined same-day receipts. You are also entitled to join the mall's FREE Sweet Nostalgia fun learning workshops like wau or vase-making when you spend RM50 and above in a single receipt. Terms and conditions apply.

SABAH

CENTREPOINT SABAH

Retail outlets at every shopping floor of the mall have something special for shoppers during the 1Malaysia Mega Sale Carnival. Some of the highlights are Warna Warni Ramadan at Hijabista KK, Mitsubishi Roadshow, Hari Raya Sales by Bangsa Budi, Furniture & Electrical Fair by Chan Furniture, P1 Beyond Broadband by Packet One and Sofa Fair by KK resources.

OTHER HIGHLIGHTS

RETAIL STORES

SUMMIT GROUP nationwide offers discounts up to 50% for selected items during the Mega Sale Carnival from 27 June to 31 August. Check out the mall nearest to you. **SELANGOR** - IOI Mall Puchong, Giant Kota Damansara, Aeon Bukit Tinggi, Aeon Rawang and Setia City Mall. **KUALA LUMPUR** - Berjaya Times Square, Aeon Alpha Angle and KL Festival City Mall. **PERAK** - Aeon Ipoh Station 18. **JOHOR** - Holiday Plaza, Plaza Angsana, City Square, Giant Plentong, Sutera Mall, Aeon Bukit Indah, Aeon Tebrau City, Aeon Taman Universiti, KSL City and Kluang Mall. **MELAKA** – Dataran Pahlawan, Mahkota Parade and Aeon Ayer Keroh. **NEGERI SEMBILAN** - Aeon Seremban 2. **SARAWAK** – Binti Maga Mall, Miri.

ROBINSONS SDN BHD

From 23 July to 31 Aug, enjoy exclusive beauty deals and Beauty Hall voucher from Robinsons, Kuala Lumpur. Ladies' and men's wear, shoes and bags, home and lifestyle, kids and toys, ladies accessories and lingerie are all up for grabs at huge discounts of up to 70%.

SOTHYS

From 27 June to 31 August, try the Spot-on Result Moisturising Treatment by Societe Francaise De Cosmetiques (Sothys) Kuala Lumpur. Targeted result in 1 treatment @RM140 and receive product worth RM179 (Total worth: RM389, Savings: 64%)



ENDS

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 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme "Endless Celebrations" emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).

Through the Tourism NKEA, 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. 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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