



PRESS RELEASE

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TOURISM MALAYSIA PROMOTES SHOPPING TO FOREIGN TOUR AGENTS & MEDIA

KUALA LUMPUR, 13 March 2015 – A total of 39 foreign travel agents and media arrived in the country under Tourism Malaysia's Mega Fam programme to attend the launching of the 1Malaysia Grand Prix Sale 2015 and the 6th Malaysia International Shoe Festival today.

The Mega Fam participants, who come from Australia, Cambodia, Hong Kong, Indonesia, Laos, New Zealand, the Philippines, Singapore, South Korea, Taiwan and Vietnam, are also here to help promote Malaysia as a shopping haven and a top-of-mind holiday destination.

Prior to the launching ceremony, the Mega Fam participants attended a Destination Seminar organised by Tourism Malaysia at Impiana KLCC Hotel where they were briefed on Malaysia's tourism industry and shopping sector by its shopping promotion arm – Secretariat Shopping Malaysia. It was followed by presentations by Suria KLCC and Sepang International Circuit.

The participants were then brought to the Kuala Lumpur Convention Centre to witness the official launch of the 1Malaysia GP Sale 2015 and the 6th Malaysia International Shoe Festival. Both events, which are among the major highlights of the Malaysia Year of Festivals (MyFest) 2015, were launched by the Minister of Tourism and Culture Dato' Seri Nazri Abdul Aziz. All attendees were also entertained by various performances and a fashion show.

The next day, the Mega Fam participants will get to enjoy a Shopping Experience Tour where they have five options to choose from – Berjaya Times Square, Sunway Pyramid, Bandar Utama & Mutiara Damansara, Heritage Street Shopping at Jalan Tunku Abdul Rahman, and Putrajaya. After enjoying a nice shopping tour, they will get to relax at a special dinner themed 'A Midsummer Night's Dream' at Zebra Square, Kuala Lumpur, organised by Tourism Malaysia.

On 15 March, the Mega Fam participants will proceed with their post tours to various destinations around Malaysia.

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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 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 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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