



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **CC1M BIKE RIDE @PUTRAJAYA 2014 SETS THE PACE FOR CYCLING TOURISM**

**PUTRAJAYA, 20 December 2014** – The Deputy Director General (Promotion) of Tourism Malaysia Dato’ Haji Azizan Noordin launched the “Discover Malaysia by Bicycle Guidebook” today in conjunction with the launch of the 4th Cuti-Cuti 1Malaysia Bike Ride@Putrajaya programme at Dataran Putrajaya, Precinct 3.

In his speech, Dato’ Haji Azizan said that Tourism Malaysia has developed 74 cycling tourism packages for the guidebook in collaboration with 32 local tour agencies.

“Through these packages, domestic and international tourists will be able to explore more destinations within Malaysia through cycling. Some of the most interesting packages include the 3D/2N Classic Kuching City Ride, the 4D/3N Taman Negara cycling package and 3D2N Kota Bharu Cycling Tour” he adds.

Dato’ Haji Azizan Noordin believes that the publication of the “Discover Malaysia by Bicycle Guidebook” will complete the Cuti-Cuti 1Malaysia Bike Ride@Putrajaya programme, which has been an established brand among cycling enthusiasts in the country.

This annual event is organised by Tourism Malaysia with the assistance of Putrajaya Corporation. It has attracted more than 2,500 cycling enthusiasts from all over the country.

The event is currently divided into three categories, which is the ‘Family Fun Ride’ – 12km, ‘Fun Ride Challenge’ – 35km, and ‘BMX Tourism Sprint’ – 300 metres.

Other activities at the event, such as exhibitions and lucky draws.

The Cuti-Cuti 1Malaysia Bike Ride@Putrajaya 2014 is sponsored by Felda Wellness Corporation, Roda Pantas, Cycling Malaysia, Harian Metro, Drive M7, Rapid Dino (M) Sdn Bhd, Jiwa Basikal, UFL & Deuter, Ciclista , JVC, Instyle Eyewears, Sen Aik Trading, Nestle, Grand Lexis Group, Sutera Harbour Hotel.



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## STATISTICS

202 cycling tour packages have been developed from 2011 to 2014, with the assistance from 95 local travel tour agencies.

A total of 3,547 cycling tourism packages worth RM657,452.07 have been sold from January to August this year, while a total of 5,290 cycling tour packages worth RM844,720 were sold in 2013.

For more information, please contact Mohd Badrul Amin Bisharuddin, Assistant Director, Domestic Marketing Division, Tourism Malaysia, at 03-8891 8453, or email [mohdbadrulamin@tourism.gov.my](mailto:mohdbadrulamin@tourism.gov.my)

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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 is celebrating 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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