



PRESS RELEASE

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MALAYSIA PROMOTES MOTORCYCLE HOLIDAY TOURS AT PHUKET BIKE WEEK 2015

PUTRAJAYA, 10 April 2015: Tourism Malaysia's promotion of motorcycle holiday tours of Malaysia continues with its participation in Asia's biggest motorcycle show, Phuket Bike Week 2015 from 11 to 19 April 2015.

With some 10,000 motorcycle enthusiasts from all over the world expected to attend the show, Phuket Bike Week is the perfect platform for Tourism Malaysia to launch the motorcycle tour packages it developed in partnership with Asia Racing Development Sdn Bhd and Sepang International Circuit.

"We're very happy to take part in Phuket Bike Week this year and introduce the exciting motorcycle holiday tours we've developed with Asia Racing Development Sdn Bhd. The show will be the perfect opportunity for us to meet with motorcycle associations, travel agents and media and promote Malaysia as a great place for motorcycle holidays. We not only have well-connected highways, but also scenic countryside, historic places, lots of delicious food and beautiful culture for everyone to enjoy," said Dato' Haji Azizan Noordin today at the flag off of the 25-member Malaysian convoy consisting of motorcycle club members, local travel agents and media, who are traveling on high-powered motorcycles to promote Malaysia at Phuket Bike Week.

The motorcycle holiday tour packages, sold from as low as RM1,200, provide options to travel by motorcycle to popular Malaysian destinations such as Kuala Lumpur, Genting Highlands, Melaka, Cameron Highlands and Penang. Each three-day and four-night package covers a distance of between 450 km and 800 km, offering the experience of riding along Malaysia's well-maintained highways and scenic countryside with stops at many charming tourist spots. The package also includes tickets to watch the Shell Malaysia Motorcycle Grand Prix (MotoGP) 2015 in October.

"The Shell Malaysia Motorcycle Grand Prix (MotoGP) in Malaysia is a top-notch racing event of international standard and is a perfect complement to the motorcycle holiday tours we are promoting. We're glad to be able to work with Sepang International Circuit to promote motor sports as a must-see tourist attraction in Malaysia," said Dato' Haji Azizan.

Fast facts:

- In 2014, a total of 6,649 MotoGP packages worth RM9 million were sold compared to 1,000 packages worth RM1.5 million sold in 2013.



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- MotoGP visitors attracted 130,925 visitors in 2014, an increase of 3.2% compared with 126,917 visitors in 2013.
- A total of 20,607 international visitors attended the MotoGP in 2014 with the top six countries being Indonesia (8,564 visitors), Spain (4,201), Australia (2,242), Singapore (1,344), United Kingdom (938) and Thailand (692).

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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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