

PRESS RELEASE

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TOURISM MALAYSIA ATTRACTS HONG KONG TOURISTS WITH DURIANS

HONG KONG, 11 June 2014: Tourism Malaysia Hong Kong office is working together with EGL Tours once again to organise a durian tour, which brings durian fans from Hong Kong to Penang to enjoy the 'king of fruits'.

The '4D/3N Deluxe Durian Tour' offers Hong Kong tourists an opportunity to try the highest grade of Malaysian durians such as the "Blackthorn" and "Cat Mountain King", as well as to enjoy durian buffets at durian stalls.

Besides enjoying durians, this year's Durian Tour will also bring the participants to the filming locations of the popular TVB drama 'Outbound Love' such as Street Art in George Town, Clan Village, Penang Town Hall, Pinang Peranakan Museum, Victoria Memorial Clock Tower and Lone Pine Hotel.

"Since its conception in Hong Kong three years ago, the Durian Tour has achieved great success. It has become a highly popular brand product and the tours organised by EGL alone have been participated by over 3,000 Hong Kong tourists," said the Director of Tourism Malaysia Hong Kong Baizuri Baharum.

"By combining this year's durian tour with visits to the filming locations of 'Outbound Love' in Penang, we expect an even higher response from Hong Kong travellers," added Baizuri.

The Executive Director of EGL Tours Steve Huen said that the 'Deluxe Durian Tour' has become the company's top travel product since its commencement in 2011.

"We have received a lot of encouraging comments on the durian tour. Last year, the tours were joined by more than 1,000 tourists from Hong Kong," explained Steve.

The "Deluxe Durian Tour" by EGL Tours starts at HK\$2,589. The departure dates for the tours are 2, 6, 7, 8, 13, 15, 20, and 22 June, as well as 1, 3, 5, and 6 July. For more details, please visit EGL Tours website - www.egltours.com.

To promote the 'Deluxe Durian Tour', Tourism Malaysia Hong Kong also organised a "Durian Mobile Party" on 30 May at Man Kwong Street, Central (Pier No. 3 Central). It is in the form of a promotional bus, decorated with photos of durian and the Visit Malaysia Year 2014 logo. The bus toured around Hong Kong and Kowloon to meet fans of Malaysian durians.



It is also an effort to raise awareness of the local community and durian lovers on the arrival of the durian season in Malaysia and that the country remains the destination of choice to taste this delicious fruit.

Over 5,000 durian fans participated in the 3-day event and joined the games and Q&A sessions. The 'Durian Mobile Party' also provided travel information to those who are interested to visit Malaysia.

In addition, durian fans who 'liked' the Facebook fan pages of Tourism Malaysia Hong Kong and EGL Tours also received a durian pudding by a Michelin-star restaurant, as well as EGL Tours travel coupons.

For further inquiries, kindly contact:

Baizuri Baharom (Ms).

Director, Tourism Malaysia Hong Kong

Email: baizuri@tourismmalaysia.com.hk

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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 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 VMY 2014 promotional campaign has started in 2013 with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government's target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.

Press contact:

Media Relations Unit:

Mr. Razaidi Abd Rahim, Senior Asst. Director, Communications & Publicity Division

Tel: +603-8891 8768

Email: razaidi@tourism.gov.my

Editorial Unit:

Ms. Anis Rozalina Ramli, Senior Editor, Communications & Publicity Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my



MALAYSIA TOURISM PROMOTION BOARD
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>
www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my

