



PRESS RELEASE

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TOURISM MALAYSIA ORGANISES TOURISM CHINESE NEW YEAR CELEBRATION IN PENANG

GEORGE TOWN, 24 February 2017: In line with the spirit of 1Malaysia to foster unity, understanding, and goodwill among the various ethnic communities in the country, Tourism Malaysia organised a special celebration today at Jalan Padang Kota Lama, George Town, Penang, in conjunction with Chinese New Year.

Tourism Malaysia Chairman Dato' Dr. Siew Ka Wei hosted the Tourism Chinese New Year Celebration, which was also attended by the Minister of Tourism and Culture Malaysia Dato' Seri Nazri Abdul Aziz and the Chief Minister of Penang Lim Guan Eng.

The event attracted an estimated 10,000 people including foreign tourists and locals. Among the highlights were the rich cultural heritage of the Chinese community in the country, lion dance, rooster decorations, and cultural dance performances. Local artistes Jaclyn Victor, Black Mentor, Ernie Zakri, and Sheng Quang, were also on hand to entertain the crowd. In line with the festive spirit, *ang pows* were also distributed to the underprivileged.

The celebration is also in line with Tourism Malaysia's effort to boost domestic tourism and encourage Malaysians to travel locally for their holidays as the country is blessed with many fascinating destinations.

Penang is the perfect venue to host the celebration as about 41.5% of its 1.6 million population are Chinese. Penang is also a well-known food paradise and a major tourist destination for its beautiful beaches, nature, and historical heritage. In 2008, its capital George Town, was inscribed as a UNESCO World Heritage Site.

Recently, Penang has added several new tourist attractions, namely The Habitat on Penang Hill (a nature-based attraction), Design Village Penang outlet mall (the first outlet mall in the northern region), and The TOP at Komtar Penang featuring the Rainbow Skywalk, which is a viewing deck with glass floor. These attractions are making Penang even more attractive to visit now.

MALAYSIA TOURISM PROMOTION BOARD

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Over the years, Penang has also garnered various international accolades. Penang came in second in CNN's '17 Best Places to Visit in 2017' while George Town was stated as one of the two main medical centres in Malaysia by internationalliving.com. The international CNN Money portal listed George Town as the 6th best place in the world to retire in 2016. The portal described George Town as a city with affordable costs of living, modern public transport facilities, and first-class healthcare system.

ENDS

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SIARAN AKHBAR

UNTUK SIARAN SEGERA

TOURISM MALAYSIA ANJUR MAJLIS PERAYAAN PELANCONGAN TAHUN BAHARU CINA DI PULAU PINANG

GEORGE TOWN, 24 Februari 2017: Sejalan dengan semangat 1Malaysia yang menggalakkan perpaduan, persefahaman, dan semangat muhibah dalam kalangan masyarakat pelbagai kaum di negara ini, Tourism Malaysia telah menganjurkan satu acara khas hari ini di Jalan Padang Kota Lama, George Town, Pulau Pinang, bersempena dengan Tahun Baharu Cina.

Majlis Perayaan Pelancongan Tahun Baharu Cina yang dihoskan oleh Pengerusi Tourism Malaysia, Dato' Dr. Siew Ka Wei ini, turut diserikan dengan kehadiran Menteri Pelancongan dan Kebudayaan Malaysia, Dato' Seri Mohamed Nazri Abdul Aziz, dan Ketua Menteri Pulau Pinang, Lim Guan Eng.

Acara ini telah berjaya menarik lebih kurang 10,000 pengunjung termasuk para pelancong asing dan penduduk tempatan. Antara acara kemuncak pada majlis perayaan tersebut ialah tarian singa, hiasan ayam jantan, dan persembahan pelbagai tarian kebudayaan yang mencerminkan kekayaan warisan budaya masyarakat Cina di negara ini. Artis-artis tempatan seperti Jaclyn Victor, Black Mentor, Ernie Zakri, dan Sheng Quang turut hadir untuk menghiburkan para pengunjung. Selain itu, angpau turut diberikan kepada golongan yang memerlukan.

Penganjuran acara ini adalah selaras dengan usaha Tourism Malaysia untuk meningkatkan pelancongan domestik, dan menggalakkan rakyat Malaysia untuk bercuti di dalam negara sendiri, yang sememangnya mempunyai pelbagai destinasi menarik.

Pulau Pinang merupakan pilihan terbaik untuk menjadi tuan rumah acara ini kerana lebih kurang 41.5% daripada 1.6 juta penduduknya adalah terdiri daripada masyarakat Cina. Pulau Pinang turut terkenal sebagai syurga makanan dan destinasi pelancongan utama kerana keindahan pantai-pantai, khazanah alam semulajadi, dan warisan sejarahnya. Pada tahun 2008, ibu kotanya, George Town telah diisytiharkan sebagai Tapak Warisan Dunia oleh UNESCO.

Terdapat beberapa tarikan pelancongan baru di Pulau Pinang seperti The Habitat on Penang Hill (tarikan pelancongan berkonsepkan alam semulajadi), Design Village Penang (outlet premium yang pertama di utara), dan The TOP @ Komtar yang memaparkan laluan gantung berlantai kaca, Rainbow Skywalk. Tarikan-tarikan ini menjadikan Pulau Pinang semakin menarik untuk dilawati.

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Beberapa tahun kebelakangan ini, Pulau Pinang telah menerima pelbagai pengiktirafan antarabangsa. Pulau Pinang menduduki tangga kedua dalam senarai '17 Destinasi Harus Dikunjungi pada 2017' oleh CNN, manakala George Town dinyatakan sebagai salah satu daripada dua pusat perubatan utama di Malaysia oleh internationalliving.com. Portal antarabangsa CNN Money menyenaraikan George Town sebagai bandar keenam terbaik di dunia untuk persaraan pada tahun 2016. Portal tersebut menyifatkan George Town sebagai bandar yang mempunyai kos sara hidup yang berpatutan, kemudahan pengangkutan awam yang moden, dan sistem penjagaan kesihatan kelas pertama.

TAMAT

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