Press Release

FOR IMMEDIATE RELEASE
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"Discover Malaysia By Bicycle Guidebook" Helps Develop Malaysia's Cycling Tourism

Tourism Malaysia, with the cooperation from 32 other tourism agencies, has published the “Discover Malaysia by Bicycle guidebook, which offers 74 interesting cycling tourism packages for tourists.

The Deputy Secretary General (Tourism) of Ministry Tourism & Cultural Malaysia, Datuk Rashidi Hasbullah launched th guidebook during the “Kuala Lumpur Car Free Morning” program at the Dataran DBKL 1, Jalan Raja Laut here today.

“Through these packages, foreign and domestic tourists have a chance to explore more of Malaysia’s tourist attraction through cycling. Some of the packages allow tourists to explore the city of Kuching through the Classic City Package Ride, Taman Negara through the Taman Negara Cycling Tour Package, or Kota Bharu city, through the Kota Bharu Cycling Tou Package,” said Datuk Rashidi.

He believes that the publication of the “Discover Malaysia by Bicycle” guidebook is perfectly complements the “KL Car Fre Morning” program, as it would increase cycling tourism in Kuala Lumpur.

“I am happy to note that the cycling tourism segment continues to receive a warm reception from foreign and domest tourists. In 2014, a total of 4,072 cycling packages worth RM725,612.07 have been sold from around the country,” h explained.

Since 2011, as many as 202 cycling tourism packages have been developed with the cooperation of 95 local agencies.

The “Discover Malaysia by Bicycle” guidebook can be found at all Tourism Malaysia Tourist Information Centers (TIC Malaysia Tourism Centre (MaTiC) and Tourism Malaysia offices around the country.

The “KL Car Free Morning” campaign organized by the Dewan Bandaraya Kuala Lumpur (DBKL) has been held every fir Sunday since December 2013. However, since January 2015, it is now being held twice a month, on every first and thi Sundays.

This cycling tourism activity which lasts for 6.5km and begins at 7:00 this morning, will go through Jalan Raja Laut, Jala Sultan Ismail, Jalan Tuanku Abdul Rahman, Jalan Dang Wangi, Jalan Ampang, and will end at Jalan P. Ramlee.

This campaign is intended to encourage a healthier lifestyle, promote Kuala Lumpur as a recreational tourist destination, a well as reduce the release of greenhouse gases within the city.

Aside from that, there are many interesting side activities such as stalls, coloring competitions, and performances to enlive this cycling campaign.

For more information on the “Discover Malaysia by Bicycle” guidebook, please contact Encik Mohd Amirul Rizal Abdul Rahim Senior Assistant Director, Domestic Marketing division, Tourism Malaysia at 03-8891 8414, emailmohdamirul@tourism.gov.my

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Malaysia Tourism Promotion Board *or* ***Tourism Malaysia*** *is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia's objective is to promote Malaysia as an outstanding tourist destination and aims to showcase Malaysia's unique wonders, attractions and cultures.*

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