



# MEDIA RELEASE

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## TOURISM MALAYSIA - AIR ASIA COLLABORATION BRINGS TAIWANESE INFLUENCERS AND BLOGGERS TO PROMOTE MALAYSIA

**PUTRAJAYA, 17 March 2023** - In collaboration with Air Asia, Tourism Malaysia recently hosted Taiwanese influencers and bloggers on a familiarisation trip (FAM Trip) to promote Malaysia as a preferred tourist destination.

A total of four influencers and six bloggers were brought from Taiwan for a seven-day, six-night (7D6N) stay in Kuala Lumpur, Genting Highlands, Redang Island, Port Dickson, Desaru and Johor Bahru from 7 until 13 March 2023 to immerse themselves in the city life and revel in the opportunities to create social media contents on Malaysia's islands and beaches.

Participants were taken to the Petronas Twin Towers Skybridge and Observation Deck to catch a magnificent bird's-eye view of Kuala Lumpur, followed by a visit to Batu Caves. They also learned the exquisite pewter and crafted their own masterpieces at the School of Hard Knocks Workshop, Royal Selangor Visitor Centre.

Other highlights included pristine white sands and crystal-blue waters at Redang Island and a luxurious sea-view resort in Port Dickson. At Genting Highlands, participants experienced the latest must-see attractions of Genting Skyworld Theme Park, Genting Highlands Premium Outlets and Skytropolis Indoor Theme Park.

They also got a taste of Desaru Coast and Johor Bahru with the discovery of Desaru Fruit Farm and Sungai Lebam River Cruise, besides hanging out at Puteri Harbour Marina and enjoyed shopping at Johor Premium Outlets - Southeast Asia's first premium outlet mall.

Currently, Air Asia is running daily flights from Taipei and three weekly flights from Kaohsiung to Kuala Lumpur. In addition, passengers can also book twice-weekly flights from Taipei to Kota Kinabalu.

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## About Tourism Malaysia

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. For more information, visit Tourism Malaysia's social media accounts at [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), and [TikTok](#).

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