

MEDIA RELEASE

LAUNCH OF “365 DAYS CELEBRATION WITH SABAH HOMESTAY” BROCHURE

Tourism Malaysia Sabah has collaborated with Homestay Association, Sabah to produce “**365 Days Celebration With Sabah Homestay**” - a brochure highlighting Homestay packages and its 2011 events.

Launching “**365 Days Celebration With Sabah Homestay**” was Yang Mulia Datuk Seri Dr. Tengku Zainal Adlin, a member of Tourism Malaysia Board of Directors and also Chairman of Sabah Tourism Board. The launch took place on 29 March 2011 at the Promenade Hotel Kota Kinabalu.

According to Yang Mulia Datuk Seri Dr. Tengku Zainal Adlin, the brochure promotes the unique Sabah Homestay programme. Under the programme, tourists live with local families in kampung (village) houses and learn about close-knit family relationships, enjoy sumptuous home-cooked dishes and discover the simple kampung lifestyle. It offers a chance for visitors to experience the daily life outside of bustling capital cities and brings them closer to our natural “assets,” the culture and friendly people of Sabah.

There are 16 villages participating in the homestay programme covering almost every district in Sabah. Each homestay village has its own unique products and this brochure serves as a guide for the main activities and special packages.

“I hope that this brochure will help to promote Sabah Homestay. From the west coast to the interior, around the foothills of Mount Kinabalu, to the East Coast and along the banks of the Kinabatangan River, one can experience any of the different lifestyles of the local families living there,” said Yang Mulia Datuk Seri Dr. Tengku Zainal Adlin.

“365 Days Celebration With Sabah Homestay” is available free from Tourism Malaysia’s office in Kota Kinabalu at Lot 1-0-7, Ground Floor, Block 1, Lorong Api Api 1, Api Api Centre, 88000, Kota Kinabalu, Sabah.

Additional information on homestay in Sabah

In 2009, 14,272 tourists, both local and foreign had their taste of the kampung lifestyle through the Sabah Homestay Programme, generating receipts of RM2,130,305.

In 2010 there were 17,558 participants, recording receipts of RM2,464,995.

For more information contact Mr. Cobra @ Jeffry Yahya, President of Homestay Association, Sabah at +06 013 872 1765 or email: cobramisompuru@live.com or jyrcobra@hotmail.com

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Issued by: Tourism Malaysia Sabah

Date: 29 March 2011

Contact: Mr Ahmad Faisal Bin Mohamed

Tel: +60 88 211 732 Email: ahmadfaisal@tourism.gov.my

Website: www.tourismmalaysia.gov.my