

*For immediate release*



## **Resorts World Genting officially partners with Tourism Malaysia**

*The union of both powerhouses is set to be a fruitful one*

**Genting Highlands, 21st February** - The fifth reiteration since it began in 1990, Visit Malaysia 2020 - "Visit Truly Asia Malaysia," is the latest tourism campaign with a focus on the nation's art, culture, cuisine, history, and natural beauty.

Together with the Malaysian government, Resorts World Genting assumes an instrumental role in achieving Visit Malaysia 2020's goal of welcoming a total of 30 million tourists to the country and registering RM100 billion in tourists' receipts by the end of this year.

At the collaborative meeting, Senior Vice President Sales & Marketing Rocky Too Kain Pei said, "As one of the Resorts in Malaysia proudly set in the middle of a grand 130-million-year-old rainforest, Resorts World Genting continues to warmly welcome guests from all over the world to not only witness the magnificent heights of our local nature but to also present eager visitors a holistic array of entertainment, dining and shopping options."

"We are certainly glad to join hands with the country's officials as we embark this year into Visit Malaysia 2020 - 'Visit Truly Asia Malaysia,' in a greater bid to showcase our vibrant country and beautiful Malaysian hospitality," added Rocky.

Y.Bhg Datuk Musa Yusof, Director General of Tourism Malaysia also spoke on how the tourism industry has fared recently and how to improve tourist arrivals. "Resorts World Genting is an iconic destination that has made Malaysia proud. It continues to strive to offer outstanding entertainment and has created attractive lifestyle products that appeal to the mass market. The experience here is endless," said Y.Bhg Datuk Musa Yusof, Director General of Tourism Malaysia.

The FAM trip organized by Resorts World Genting intends to solidify ties between both parties as they received a hands-on experience of the latest happenings at Resorts World Genting. Team from Tourism Malaysia was taken for a tour at the indoor Skytropolis theme park that consist of 16 rides

and an experience to Asia's first hyper-reality experience The Void and the new SkyVR, virtual reality park.

The group was also treated to one of the best shows in Malaysia called the Imaginatricks that features an array of international acts that are Guinness record holders. The likes of fusion acrobatics, dance, and comedy from stuntmen and performers from all across the globe. Talk about putting on a show like none, Genting International Showroom is the place to be for mesmerizing and jaw dropping performances from world champion ice skaters to Kung Fu Boys and the Anti-Gravity duo from America's Got Talent.

Aside from that, the members of the Tourism Malaysia board were given a tour of the outdoors with a walk about at Central Park where they were in awe of the beautiful Chinese New Year decorations that filled the Central Park.

Rocky Too further touched on the Resort's iconic events. He explained that to keep the entertainment momentum going, there will be an iconic event every two months at the Resort. Past iconic events saw the buzzing Starlight Carnival and Train to Busan for Halloween last year along with Winter Wonderland, and the most recent Chinese New Year in the Sky.

Successful events by Tourism Malaysia that was talked about included Penang International Food Festival to the recent Putrajaya BASE Jump (Building Antennas Spans Earth) that brought in 34 countries and the popular EWC (Endurance World Championship) brought in by Government Investment Companies owned by Eurosport that is under Discovery, Inc. which has an exposure of 300 million.

The partnership between both parties shall be jointly beneficial for the promotion of tourism in the country, and to Resorts World Genting in particular.

For more information regarding Resorts World Genting call +603 61011118 or visit [www.rwgenting.com](http://www.rwgenting.com) and for information regarding Tourism Malaysia please visit [www.tourism.gov.my](http://www.tourism.gov.my)

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### **About Resorts World Genting**

Resorts World Genting ("RWG") is a premier leisure and entertainment resort in Malaysia located 58 minutes from Kuala Lumpur. The resort stands majestically at 6,000 feet above sea level, on a tropical jungle that is 130 million years old. Throughout the year, the resort enjoys cool weather between 16 and 24 degrees, making it one of Malaysia's most popular tourists' destinations with 25.9 million visitors in 2018.

The resort boasts of over 10,000 rooms spread across 7 hotels with one, the world's biggest hotel with 7351 rooms and another hotel with an 18 holes golf course. Its shopping mall, SkyAvenue is 600,000 sq ft with over 250 tenants that includes entertainment attractions, cinemas, dining and retail outlets. The First World Plaza which is adjacent to SkyAvenue offers business convention facilities, ballrooms and shopping malls. The Resort also hosts top performers and artistes at the 5200-seater Arena of Stars and the 1200 seater Genting International Showroom.

The Group has embarked on a 10-year master plan to reinvigorate and transform Resorts World Genting under the Genting Integrated Tourism Plan ("GITP") in 2013. Today, Resorts World Genting

has introduced various new facilities and attractions under the GITP, which includes the newly refurbished Theme Park Hotel, additional tower at the First World Hotel and built the new Awana SkyWay cable car system. The indoor amusement park, Skytropolis is currently open with 19 rides. The area consists of other attractions such as Asia's first hyper reality experience The Void, skilled games centre The Big Top and acrobatic extravaganza Imaginatricks.

The Genting Highlands Premium Outlet (a property of Genting Simon Sdn Bhd, a joint venture between Genting Plantations Berhad and Simon Property Group) also complements the new and existing offerings at RWG.

**About Visit Malaysia 2020 - "Visit Truly Asia Malaysia."**

Visit Malaysia 2020 is the latest campaign to launch since 1990. The initiative involves uniting all industry players to achieve a common goal and is based on the objectives of Vision 2020. This includes sustainability of tourism, arts, and culture in the country.

The plan's goal is to welcome a total of 30 million tourists to Malaysia, as well as, to register RM100 billion in tourists' receipts by the end of 2020.