

VMY CAMPAIGN



- In conjunction with the VMY Grand Launch, the Eye of Malaysia was officiated and took its first passengers for a ride greeted by Kuala Lumpur's metropolitan skyline.
- The Eye of Malaysia, the largest portable ferris wheel in the world had 100,000 people riding it in the first month alone.



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INTERNATIONAL EVENTS

COLOURS OF MALAYSIA



- Showcase of Malaysia's rich culture, arts and traditions
- 1,800 participants in opening ceremony with 70,000 audience
- 331 foreign media and 314 tour agents from 36 countries
- 7,000 tour packages sold

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INTERNATIONAL EVENTS

MALAYSIA INTERNATIONAL AEROSPACE EXHIBITION



- First time feature of a space exhibition in South-East Asia and the world's largest
- Showcasing the largest spacecraft – Buran – transported in with the world's largest cargo



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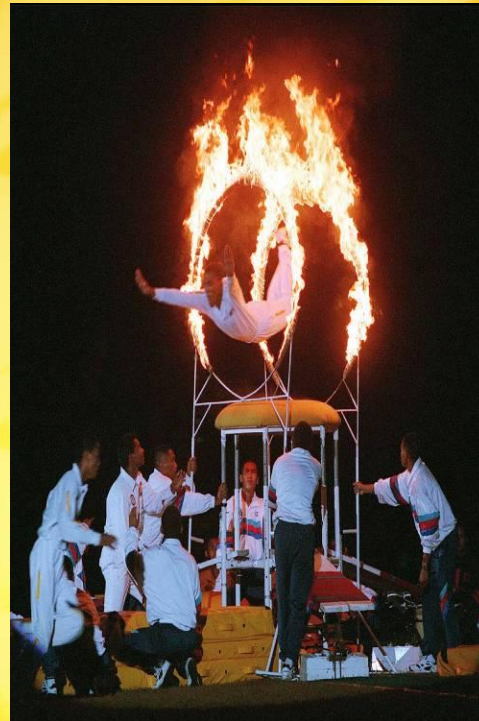
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INTERNATIONAL EVENTS

KUALA LUMPUR INTERNATIONAL TATTOO SHOW



- **Over 680 participants from 12 countries** featuring war dances, bagpipe and brass band performances, precision marching and military demonstrations.
- Featured for the 1st time in Malaysia with promotional efforts in tourist spots before the show.

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In line with the aim of making Malaysia a musical hub in South-East Asia, a multitude of musical events was organised during the course of the Visit Malaysia Year.

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INTERNATIONAL MUSIC EVENTS

LIVE & LOUD KL '07



- The largest, most sensational, longest running music festival in South-East Asia with over 80,000 festival-goers.
- Featured a different genre every night in different venues over the span of 10 days
- Artistes that performed included Whitney Houston, James Ingram, Kool & the Gang and James Morrison among 50.

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INTERNATIONAL MUSIC EVENTS

RAINFOREST WORLD MUSIC FESTIVAL



- Held in the great outdoors, featuring over 20 bands, the festival **won a PATA Gold Award** under the Heritage and Culture category.
- **24,000 people** attended the 10th anniversary of this festival.

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INTERNATIONAL MUSIC EVENTS

PENANG WORLD MUSIC FESTIVAL



- Featured **13 bands** consisting of almost **100 musicians** from 10 countries.
- **7,500 people** attended the inaugural festival in the Botanical Gardens.

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Capturing the interest of sporting enthusiasts the world over, Visit Malaysia Year played host to a plethora of sporting events both internationally and locally.

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INTERNATIONAL SPORTING EVENTS

MONSOON CUP



- **70,000 tourists** flocked Terengganu for the event
- Holding the **richest purse** for sailing events globally
- **Recognised internationally** during the America's Cup

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