



## Malaysia Tourism Promotion Board announces 'Magical Malaysia Motorcycle Ride 2020'

- An initiative under the Visit Malaysia 2020 campaign
- 5 Indian bikers, 3000 kms, 18 days, 17 stop overs, meeting over 500 bikers in Malaysia

**Chennai, 6<sup>th</sup> January 2020:** Malaysia Tourism Promotion Board (MTPB) today announced a first of its kind initiative to promote Motorcycle Tourism on the eve of the Visit Malaysia 2020.

This ride, curated under the **Big Biking Commune** (one of the largest aggregator platforms for the motorcycle community in India) will see 5 Indian bikers travelling to Malaysia for a 18 day tour under their WOW Rides (World on Wheels) banner.



During the journey, the bikers will explore the routes of Malaysia and will engage with the local motorcycling community across cities sharing their learnings, experiences and riding tips and soaking in the local culture.

Speaking on the initiative, Mr Razaidi, Director MTPB said, "This initiative is part of 'Visit Malaysia 2020' where we encourage people from across the globe to experience the rich culture and beauty of Malaysia. While we have lot of inflow from India, especially Tamil Nadu, this is a fresh initiative to explore and encourage Motorcycle Tourism as a new way of seeing our country. We are happy to join hands with the Big Biking Commune to create a new Motorcycle Tours category in the industry and hopefully encourage many potential travelers to try riding and exploring our country"

Adding to this Mr Arun Kumar, Convenor of the Big Biking Commune said, "We are fortunate to have the opportunity to curate this ride and thankful to Malaysia Tourism who are pioneering



this unique initiative to explore Motorcycle Tourism category. While bikers have been riding across the borders, this initiative will help engage with bikers and understand the bike tour dynamics and nurture and grow the Motorcycle Tourism category.

We hope our WOW Rides will be an eye opener to new and fast growing bike travel category and encourage many bikers across borders to take to exploring destinations on two wheels.

The ride will be flagged off from Kuala Lumpur to Putrajaya on February 3<sup>rd</sup> 2020 and will continue to places like Sepang International Circuit, Port Dickson, Malacca, Johor Bahru, Cameron Islands, Kuantan, Genting Highlands, Penang, Langkawi and back to Kuala Lumpur spread over 18 days covering 3000 kms on motorcycle.

### **About Malaysia Tourism Promotion Board**

MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & 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. In 2018, Malaysia registered 25.8 million tourist arrivals and RM84.1 billion tourist receipts, placing it among the major tourism destinations of the world.

### **About Big Biking Commune**

The Big Biking Commune (BBC) is an initiative to bring together passionate bikers, motorcycles, riding clubs, bike brands, bikers accessories and all related products and services under a single roof. The Big Biking Commune, one of the largest aggregator platforms for the biking community will be creating new experiences for the biking community; putting together events and entertainment to celebrate being a biker; networking and learning from experienced bikers from the commune; discovering new bikes, biking routes, biking buddies and riding and celebrating the essence of being a biker.

Website-<http://bigbikingcommune.com/> |  <https://www.facebook.com/Bbikingcommune/>

 [https://www.instagram.com/big\\_biking\\_commune/](https://www.instagram.com/big_biking_commune/)