



**PRESS RELEASE**

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### **KEEPING CULTURE ALIVE AT MALAYSIA'S TANJONG JARA RESORT**

Identikit luxury resorts abound the world over, yet for those seeking both world-class facilities and the chance to truly immerse themselves in the local culture, options can be limited.

This is where, unlike many of the rest, Tanjong Jara Resort on Malaysia's East Coast succeeds. A sanctuary of luxury steeped in age-old Malay traditions and culture, every aspect of this Resort clearly reflects its rich heritage; from the architecture and design and the traditional Malay treatments at the Spa Village to the multitude of authentic activities that bring the traditions of the Terennganu region alive.

Life begins early at Tanjong Jara Resort, with keen guests able to join staff in the daily *Indera Deria* a traditional Malay yoga-like exercise, routinely practiced by the older generation of farmers, fishermen and warriors in conjunction with the rising of the sun. Every posture and motion nurtures different aspects of the body and the gentle flow of movement is a completely encompassing experience that perfectly prepares the body and soul for the day ahead.

Once the day has dawned, the lure of relaxing on the resort's golden sands overlooking the tropical South China Sea is matched by a multitude of opportunities for exploration.

As an introduction to Malay village life, an unusual bicycle tour takes guests on an authentic

journey through the coastal fishing villages of East Coast Malaysia. Opportunities to meet the locals, sample *Kopi Kampong* and try out local delicacies, ensure guests are genuinely able to explore the area that surrounds Tanjong Jara, accompanied by a very knowledgeable guide.

For gourmet travellers, master-classes with the Resort's local Chef provide a fascinating insight into the secrets and intricacies of eastern Malaysian cuisine, whilst the option of accompanying the chef to the local market provides another treat for the senses with its lively atmosphere, myriad of scents and array of fresh produce.

Budding artists inspired by the array of crafts and fabrics at the local Night Market in Dungun can set their creative juices flowing at the resort's Batik Painting Classes. Adults and children alike are able to design their own colourful pareo for the beach using this traditional handicraft technique, providing the perfect memento of Malaysia.

However, if parting from the sparkling sea or tearing yourself from the spa prove too much, the weekly creation of a virtual village *Kampong Sucimurni* on the beachfront brings culture to your doorstep.

Fitness enthusiasts will revel in attempting to master *Silat*, a traditional martial art, practiced and taught by local masters, or try their hand at *Sepak Takraw*, a skilful form of volleyball with no hands. Meanwhile, those less inclined to exert themselves can relax with a traditional game of *Congkak* or *Batu Seremban* whilst sampling authentic local delights provided in two *kampong* huts. All of Terengganu's famous culinary delights are on offer including 'Keropok Lekor' (fish ground to a paste and deep fried sausage style), 'Satar' (fish smoked in banana leaf), 'Lemang' (glutinous rice baked in bamboo), 'Kopi Kampong' (Terengganu's local coffee) and 'Otak-Otak' (chargrilled fish satay in coconut milk and spices).

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### **Tanjong Jara Resort**

Tanjong Jara Resort is an award-winning luxury resort on Malaysia's pristine east coast, a sanctuary of well-being inspired by 17th century Malay palaces. Situated on an extensive beach of golden sand, every one of its 99 rooms is a celebration of luxury. An authentic taste of the region's spirit, Tanjong Jara is anchored in Sucimurni, the ancient Malay way of life that embraces tranquillity and purity through wholesome living. The resort embodies this philosophy from traditions of service as timeless as the land to the award-winning Spa Village Tanjong Jara, which nurtures ancient Malay healing therapies passed down through generations.

### **Tanjong Jara Resort is a YTL Luxury Resort.**

#### **YTL Hotels**

YTL Hotels is the hospitality arm of one of Malaysia's most dynamic conglomerates, YTL Corporation Berhad. The company owns and manages a stellar collection of internationally renowned, award-winning resorts, hotels and spas. The properties within the portfolio represent the finest in luxury hospitality wherever they may be situated. Within the portfolio, there are no two properties that are alike; the culture and character of its region infuses the very spirit of each property where traditions are embraced, colours absorbed, stunning scenery folded into every encounter. This is the essence of YTL Hotels and every property that bears its name, where our philosophy is that we don't just build properties, we craft experiences.

For reservations and enquiries, please contact YTL Travel Centre at +603 2783 1000 or email: [travelcentre@ytlhotels.com.my](mailto:travelcentre@ytlhotels.com.my) or visit [www.tanjongjararesort.com](http://www.tanjongjararesort.com). For images of the Resort, please visit: <http://onlineimages.ytlhotels.com>.

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