Title
A man flies a Wau, a traditional Malaysian kite, in Pantai Penarik, Terengganu.

Target Audience
Domestic & International viewers.

Distribution
The photo has been released online with the purpose of gaining exposure on social media platforms, and it has been shared across all of Tourism Malaysia's channels for distribution in both Malaysia and other countries.

**Objective**

To highlight one of the most recognisable symbols of Malaysian culture. These traditional kites or “Wau” from Malaysia are both a cultural icon and a valuable part of the country’s cultural heritage. The privilege of seeing a Wau being crafted is on a completely different level from the awe-inspiring and spectacular experience of watching one of these birds soar through the air. Even in modern times, it is not uncommon to see people in Kelantan and Terengganu flying kites, particularly when it is harvest time.

**Producer**

Social Media Unit, Tourism Malaysia

**Result Generated**

This picture was taken as part of an effort to support the industry in its recovery and to promote travel to Truly Asia, Malaysia, in the hopes of bringing tourists back to the country.