

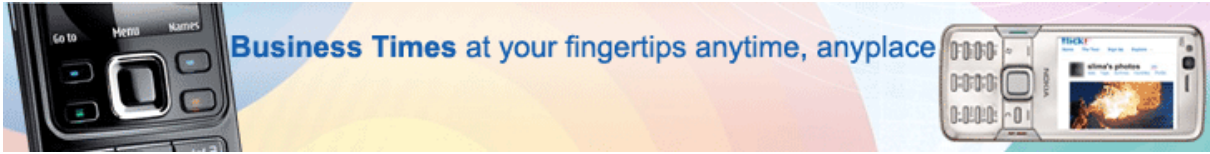
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Many surprises and gifts

2009/06/30

By Sager Ahmad news@nst.com.my

KUALA LUMPUR: Visitors to the three-day Malaysia Domestic Tourism Fair (MDTF) at the Putra World Trade Centre here from Friday can expect many surprises and gifts.

Tourism Malaysia's director for Domestic and Singapore Marketing Division, Musa Yusof, said the exhibitors would comprise state tourism bodies, tour agents, hoteliers, retailers as well as homestay operators.

Visitors should take advantage of the offers as despite the hard times it was still affordable to travel locally, he said.

He added that domestic travel was not adversely affected by the outbreak of the influenza A (H1N1) and the global economic downturn, so it was now the best time to take a local holiday.

Tourism Malaysia will take up 42 of the 150 booths at the fair.

The fair's organising chairman Datuk Shamsul Falak Kadir said it was the first time that the National Tourism Council Malaysia was organising the event and was confident of attracting about 30,000 visitors.

"We are expecting a good mix of locals and foreigners. Tour packages as well other services like hotel stay, airline tickets, health and wellness products would be available at a bargain."

Shamsul, who is also Kuala Lumpur Tourism Association president, said hourly lucky draws would be held while individual sellers would have redemption counters for buyers to redeem their free gifts.

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"For the hourly lucky draws prizes will include holiday packages, hotel stays and F&B dining vouchers. There will also be contests and quizzes with prizes like airline tickets, electrical appliances and mobile phones.

"We will also hold workshops and talks on topics like eco-tourism, health and wellness, leisure and special interest hobbies such as bird watching, mountaineering, budget travel."

He said they hope to attract more senior citizens and students as these groups were most likely to travel a lot.

He added the fair would be held on an annual basis.

MDTF is supported by the Ministry of Tourism and Tourism Malaysia with the New Straits Times as its official media partner.

For details, visit www.ntcm.com.my

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