

Hunt for best deals

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KUALA LUMPUR: Those who are planning trips for the coming school holidays can hunt for the best bargains and deals at the Malaysian Domestic Tourism Fair (MDTF) in May.

First held in June last year, the fair is now an annual affair and will have 250 booths showcasing a variety of tourism products.

Organised by the National Tourism Council Malaysia (NTCM) and supported by Tourism Malaysia, the three-day fair from May 14 will be held at the Tun Razak 3 Hall of the Putra World Trade Centre.

MDTF 2010 organising chairman Datuk Shamsul Falak Abdul Kadir said unlike other travel fairs, the MDTF would take a more holistic approach of promoting the multi-cultural wealth of the various destinations.

"Everyone should drop by as there is no entrance fee.

"The fair will showcase the best Malaysia has to offer in terms of destinations, attractions, and heritage and culture," he said.



He also hoped the fair would provide opportunities to promote new tourism products, local facilities and service providers, shopping outlets, hotels and resorts, local handicraft and cruises.

"We hope that the industry players will capitalise on MDTF to offer promotional packages, attractive deals and bargains to draw more visitors to the fair.

"With greater awareness of these attractions, local travel is enhanced and will help encourage and develop Malaysia's domestic tourism."

A variety of activities is also being planned for the public including a photo challenge, tourism speaker's



Datuk Shamsul Falak Abdul Kadir signing a promotional poster for the Malaysian Domestic Tourism Fair at Legend Hotel in Kuala Lumpur yesterday. With him are Tourism Malaysia marketing deputy director Datuk Amiruddin Abu (right), Tourism Malaysia assistant director Azhari Haron (left) and the hotel's branding manager, Stephen Ronnie Lau.

sessions, live music and dance performances, promotional activities, lucky draws and contests.

"A variety of other sub events will be organised in conjunction with the fair and some will be launched earlier as pre-events.

"The photo challenge with the theme 'Malaysia — Communities and Destinations', will be open to the public.

"It will be launched later this month with the closing date for submissions on April 30."

For the first time the fair will also showcase local bridal houses promoting tourism wedding packages.

"This is a unique sub event, where a designated section with 29 booths will offer wedding packages that include travel wedding photography, honeymoon packages and unique

venues for dream weddings."

He said the fair was expected to attract international media and tour agents, students, foreign visiting tourists, corporations, embassies and international Malaysian-based companies and expatriates.

Exhibitors interested to showcase their tourism products at the fair can contact 03-92832268 or 03-21165951.