

Travel fair expected to attract 25,000

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KUALA LUMPUR: The Malaysian Domestic Tourism Fair (MDTF) first held in June last year has been made an annual affair to feed the growing appetite for local holidays.

The second MDTF, to be held on May 14, would have a greater number of booths, increased to 250, where industry players can showcase a greater variety of tourism products for its visitors.

The three-day fair will showcase the best Malaysia has to offer in terms of destinations, products and attractions, heritage and culture, eco-tourism, health and wellness; and meetings, incentives, conventions and exhibitions (MICE), etc.

MDTF 2010 organising chairman, Datuk Shamsul Falak Abdul Kadir, who is also National Tourism Council Malaysia (NTCM) deputy president, said, unlike other travel fairs, MDTF would take a more holistic approach of promoting the multi-cultural wealth of the various destinations.

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

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

Shamsul 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.

He said the fair, to be held at the Tun Razak 3 Hall at the Putra World Trade Centre here, was being organised by NTCM and supported by Tourism Malaysia. It also has collaboration with respective trade associations in the country.

Shamsul said a variety of activities had also been planned for the public including a photo challenge, tourism speaker's 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 a pre-event to the fair.

"The photo challenge with the theme '1Malaysia -- Communities and Destinations', is open to the public and will be launched later this month with the closing date for submissions on April 30."

Shamsul said a local food and beverage promotion would also be held as part of the MDTF event with the participation of associations, bloggers and food groups.

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.

"We expect more than 25,000 visitors to grace the fair."