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RM7 Million Revenue Expected At MDTF 2010

KUALA LUMPUR, May 14 (Bernama) -- The three-day Malaysian Domestic Tourism Fair 2010 (MDTF'10), which kicked off Friday, is expected to rake in about RM7 million in revenue from the sale of tourism products and services.

Malaysia Tourism Promotion Board Chairman Datuk Dr Victor Wee said this year's fair, the second since it was first held last year, expected to rake in more than last year's revenue of RM4 million with a 30 per cent increase in the number of booths and participants compared to last year.

This year, some 25,000 visitors were expected at the annual fair organised by the National Tourism Council of Malaysia (NTCM) at the Putra World Trade Centre (PWTC) here, he told reporters after launching MDTF'10.

This year there are about 200 booths and more than 150 exhibitors, including Tourism Malaysia, Firefly, State Tourism Boards, hotels, resorts, spas, travel agents, tour operators, product and handicraft suppliers and bridal boutiques taking part in the fair, he said.

He said the fair, with the tagline "Think Local, Plan Local and Go Local", was aimed not only at attracting local visitors but also the foreign communities living in the country.

It was also not merely about travel bargains but to holistically showcase what was available within Malaysia and "a good way to encourage Malaysians to plan their holiday and to take advantage of the wide range of tourism products and services offered, with some offering up to 30 per cent discount," he said.

Wee said: "Last year, the country attracted 23.65 million foreign arrivals and this speaks for itself that Malaysia is a well-known and popular tourism destination.

"If our country can be so attractive for the foreigners to come and visit, we Malaysians should ourselves appreciate and capitalise on the prolific destinations and attractions here that deserve to be explored and experienced," he said.

He said there would also be consumer contests and quizzes besides other product promotional activities for the visitors to the fair to participate, with prizes that included airline tickets, holiday packages, handphones and many others.

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