

# Fly budget and go local

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**KUALA LUMPUR:** If you've always gone on overseas holidays, why not make 2010 different and go local instead, with the help of budget airline Firefly.

Firefly is offering a wide range of family and group-oriented travel packages in this year's Malaysian Domestic Travel Fair in a move to encourage domestic travel.

Marketing and communications head Angelina Fernandez said the range of packages will include something for everybody's budget.

"Family and group travel is a lot of fun, but it can become expensive if you have a large family with children.

"It's also a shame if you keep travelling overseas but don't know your own country. This is our way of encouraging families and groups to travel within Malaysia."

Firefly also hopes to encourage mobile booking, or travel bookings made via mobile phone.

"The first 100 people to buy packages on Friday will get a RM50



voucher which can be redeemed on mobile bookings within six months of the date of issue. We want to promote mobile booking, which is convenient and easy to use."

The *New Straits Times* is the official paper for this year's MDTF, which will run for three days from Friday.

Other packages up for grabs include a two-night Penang "free and easy" package at the four-star Paradise Sandy Beach Resort for RM369 per person on a twin-sharing basis and two-night Redang Island pack-



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age at the three-star Redang Kalong Resort priced at RM439 per person on a quad-sharing basis.

There are also ground travel packages, for those who prefer to drive to their destinations.

These include a two-night Cameron Highlands "relaxation

package" at the Strawberry Park Resort priced at RM239 per person and a two-night Pangkor Island "free & easy" package at the four-star Pangkor Island Beach Resort for RM309 per person, both of which are twin share.

One special promotion which the airline will be offering will be RM1 fares for mobile bookings for flights to all destinations.

The highest daily spender for mobile bookings will receive a hotel voucher for stays worth from RM200-RM3,000.

"This is a great deal, so we expect to see better sales compared to last year."

Therapists from Kenko Spa will also provide free 10-minute massages to everyone buying a package. Kenko Spa vouchers worth RM50 will be given to the first 50 people who buy packages on Saturday and Sunday.

"We're very grateful to Kenko Spa, who will be sponsoring vouchers worth a total of RM17,000."

This year's MDTF will open from 10am-8pm at Hall 3, the Putra World Trade Centre.