

## Domestic Attractions To Be Promoted at Tourism Fair in May



Kuala Lumpur, 3 March 2010 – The 2<sup>nd</sup> Malaysian Domestic Tourism Fair (MDTF) will be held on **14 to 16 May** at Putra World Trade Centre (PWTC) to promote the country's natural attractions, cultural and historical richness, and heritage to the domestic market. Organised by the National Tourism Council of Malaysia (NTCM) and supported by the Ministry of Tourism, MDTF 2010's slogan is aptly **'think local, plan local and go local'** - in line with its goal of encouraging Malaysians to appreciate and explore

the country's exotic destinations.

"MDTF targets the professionals and the working class who are in need of frequent breaks and relaxation; as well as the foreign communities living locally such as expatriates and international students," said Dato' Shamsul Falak, Chairman of the MDTF Organising Committee and Deputy President of NTCM.

The Fair will promote current and emerging tourism products domestically. Tourism Malaysia will take up 50 booths out of the 250 booths at the Fair. "We see great potential in promoting student packages, travels between East and West Malaysia, budget air travel and the domestic MICE market," Deputy Director-General of Marketing at Tourism Malaysia, Datuk Amiruddin Abu commented.

The luxury market is also a promising segment. MDTF's Official Hotel partner, The Legend Kuala Lumpur's luxurious Legend Water Chalets at Port Dickson saw an occupancy rate of 90% during the recent Chinese New Year holidays. "Most of the occupants are locals across all races," said Steve Woon, VP of Sales and Marketing.

The good news is, entrance to MDTF is **free of charge**. And in addition to great travel bargains, visitors will also be treated to a showcase of Malaysia's natural treasures and enlightening talks at the **tourism speakers' sessions**. The latter event will take place throughout 15 May (Sat) where 8 selected speakers will deliver talks on interesting tourism topics such as health, eco, youth, photography and bridal tourism.

Two sub-events will be introduced this year. The **PhotoChallenge Competition** that is open for participation by the general public will showcase 100 selected finalist photographs at MDTF. Visitors to the Fair can vote for the winners as votes from the panel of judges will only constitute 50% of the score. The contest will be launched in mid-March and the closing date is on 30<sup>th</sup> April.

The second sub-event is the **Bridal Tourism Extravaganza** where consumers can consult the expertise of the bridal exhibitors, hotels, restaurants and travel agents under one roof to better plan their wedding and honeymoon. The bridal tourism industry players will also have an opportunity to network and develop more strategic interactive products at this sub-event.

Other attractions at MDTF include live stage and dance performances, a fashion show and hourly lucky draws which feature attractive prizes like airline tickets, holiday packages, handphones and many others. The 3-day Fair expects to attract a total of 25,000 visitors and transactions worth RM7-8 million.

Exhibitors interested to showcase their tourism products at the fair can contact 03-92832268 (Hawa), 03-21165951 or 019-2655913 (Hanim).