

MEDIA RELEASE
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SELANGOR PROMOTES NEW TRAVEL ADDITIONS AT ATM 2019

Tourism Selangor put the spotlight on its leisure and golf tourism facilities at the recent Arabian Travel Market 2019.

April 28th 2019, Dubai – Tourism Selangor continuously promoting its tourism products and facilities in Arabian Travel Market (ATM) 2019 under the umbrella of Tourism Malaysia (Dubai Office). This international travel exhibition has been held annually at the Dubai World Trade Centre from 28th April to 1st of May 2019.

Chairman of Standing Committee of Tourism and Culture, Malay Tradition and Heritage for the State of Selangor, Abdul Rashid Asari commented: *"The Arabian Travel Market is one of the most essential pillars to promote dynamically tourism destination in Selangor as well as a brand and we are confident that our presence at the ATM 2019 has opened doors for sustained growth in the future." It also will focus in strengthening the state's tourism brand and promoting it as a Leisure, Medical, Golf and Business Tourism (M.I.C.E) destination for Middle East Market".*

"Selangor's diverse tourism product encompasses the stylish state with its chic cosmopolitan ambience and reputation for luxury retail, hotels and resorts; through to trendy theme park and entertainment locations; stunning natural beauty eco landscapes; smart cities and architectural heritage. This is a solid foundation on which to rebuilt interest and drive outbound arrivals from Middle East," said Abdul Rashid.

According to the Statistic and Data Collection of Tourists arrivals 2018 report, Selangor State has recorded 7.23 million tourists in total and more than 185,000 tourist arrivals are from Middle East. The direct contribution of travel and tourism in receipt was MYR 5.5 billion. In 2019, these figures are forecast to rise by 2% to 3%, respectively with the total number of 7.7 million domestic and international tourists. Hence, it is deemed quite an achievable target given the support from all the partners from state government, Tourism Malaysia, travel agencies, private sectors and NGOs.

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Popular hangouts for Arab tourists in Selangor, includes Sunway Lagoon, Sunway Pyramid, Kanching Eco Forest Park, Avani Sepang Goldcoast Luxury Resort, i-City Shah Alam, One Utama Shopping Centre, The Curve Damansara and Sepang International Circuit.

In conjunction of ATM Dubai 2019, Tourism Selangor launched its destination promotional campaign through Facebook in Arabic, and this was a clear indicator of the state government's commitment to use Facebook to promote Selangor and there will be contests to get more views and reach from the general public in Middle East. Other than that, Tourism Selangor has announced a partnership with some of travel agencies in Dubai, to offer their clients an exclusive Golf packages that includes a round of golf, destination tour and a range of other benefits.

As part of its promotional plan this year, Tourism Selangor will be involved in organising international major events such as, Selangor Golf Amateur Open 2019 (8 JULY), Bon Odori Festival (20 JULY), Selangor International Indigenous Arts Festival 2019 (3-4 AUG). These events will take place in Selangor and be supported by Tourism Selangor through promotions and new marketing channels.

Tourism Selangor returns to ATM this year with the state's tourism trade players such as Sunway Lagoon, Sunway Resort Hotel and Spa, Somorset Damansara Uptown Petaling Jaya, and Palace of Golden Horses to promote some of the state's latest attractions. In between a string of interviews with local and international media outlets, Abdul Rashid and respective delegates met up with the representatives of several Middle Eastern industrial players to discuss on collaborations to bring more tourists to Selangor.

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About Tourism Selangor

Tourism Selangor is a state government tourism arms with the mandate to increase the number of local and international tourists to Selangor by increasing the profile of the state. Various initiatives are undertaken to achieve this – local and international campaigns, events, tourism trade mission overseas, local roadshows and many more.

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