

MEDIA RELEASE

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TOURISM SELANGOR LEAPS INTO UNCHARTERED TERRITORIES IN INDIA

Promoting the latest Tourism products at the South Asia's Leading Travel Show (SATTE) 2019

NEW DELHI, 16 January 2019 – Tourism Selangor (TSSB) connects businesses from the state of Selangor, Malaysia and India in a B2B and B2C session at India Expo Mart, Greater Noida, Delhi NCR, India from 16 until 19 January 2019. UBM India which is the organizer of the event is the country's leading exhibition organiser that provides the industry with platforms that bring together buyers and sellers from around the world. Tourism Selangor will utilize this platform to connect and create networks between industry players as well as to showcase the latest Tourism products and services that can be found in Selangor.

Aiming to increase arrivals in its new focus areas this year such as MICE and Wedding & Honeymooners, India is a renowned destination for Malaysians, while Tourism Selangor has welcomed millions of tourists from India into both Selangor and Malaysia. As of quarter three last year, more than 120,000 tourists from India visited Selangor and it gave a large contribution towards the total number of Southern Asia Region nations touring into Selangor which is around 170,000 tourists.

"The objectives of this travel trade participation are to further strengthen the presence of Selangor State in the market, and particularly to support our MICE facilities and centres, as well as various venues for Indian wedding available in our state. At the same time, the promotion will

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further develop the market and promote Selangor as a holiday and shopping destination to Indian tourists and update the Indian travel trade industry about new tourism products, packages and attractions," said Honourable Datuk Abdul Rashid Asari, Chairman Standing Committees of Cultural Tourism, Malay Tradition and Heritage of Selangor.

India has become one of the fastest growing outbound travel markets in the world and increasing dramatically. The promotional activities organised by Tourism Selangor to woo more tourists from this market, include trade fairs focused on tourism, presentations on attractive tourism destinations in Selangor, coordination with tour operators and travel agencies, advertising and organising introductory tour packages for travel agents, tour operators and journalists, as well as media campaigns and publishing articles on electronic platforms.

"Through thorough research on tourism trends from India, we found that sightseeing renowned spots such as Sunway Lagoon, Sepang Circuit and Batu Caves has been very popular to them. Shopping Mall such as Mitsui Outlet Park and Setia City Mall gives a fresh feel for them to shop as each of these shopping malls offers distinctive shopping experience. MICE sectors via the Palace of Golden Horses and Setia City Convention Centre are well known for them to organize gatherings, weddings and all sorts of engagement events." said Madam Noorul Ashikin Mohd Din, General Manager of Tourism Selangor.

"We believe that Selangor offers the best Tourism products and services and hospitality for the tourists and will continue to maintain and improve quality of our tourism products. With the support of Southern Asia Region and other tourists from multiple nations coming into Selangor, we are keen to achieve our target of 7.7mil tourists touring into Selangor in

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2019" she added.

With the essence of good air accessibility from Southern Asia Regions, local and international airlines are now offering more than 187 flights with 34,000 seats a week to Malaysia. This advantage will provide a positive impact towards outbound tourists from India to Selangor which provides major activities consisting of sightseeing activities, Entertainment & Theme Parks, world class Shopping experience and also MICE.

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About Tourism Selangor

Tourism Selangor is a state government tourism arm 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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