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## **TOURISM SELANGOR STILL EYEING ASEAN MARKET**

*Asean Tourism Forum 2019 plays up potential as platform for ASEAN travel trade*

**HALONG, 16 January 2019** – Tourism Selangor will continue looking into Asean as a potential centre to promote its new tourism products and MICE in an effort to support foreign tourists entries to Selangor through cooperation with Tourism Malaysia at the ASEAN TOURISM FORUM (ATF) 2019. ATF which focuses on to promote the Association of Southeast Asian Nations (ASEAN) as one tourist destination spot organizes the three-day business-to-business display for the worldwide travel industry starting today at Quang Ninh Exhibition of Planning and Expo Center (QNEPEC), Halong Bay Vietnam. Tourism Selangor will partake in the Tourism Business to Business (B2B) and Business to Consumer (B2C) sessions promoting new tourism products offered by Selangor.

*"The ASEAN tourism market provides a wide range of fascinating places to endure. With the changing tourist's expectation, we dedicate our efforts to ensure an authentic and exclusive experience which is reachable to the tourists,"* said Honourable Datuk Abdul Rashid Asari, Chairman Standing Committees of Cultural Tourism, Malay Tradition and Heritage of Selangor. *"As of September 2018, we have recorded more than 20,000 tourists alone from Vietnam to Selangor from a total of more than 500,000 tourists from ASEAN countries. These remarkable numbers which factors and adding on to domestic tourists coming into Selangor has made us set the target of 7.7mil tourists visiting Selangor in 2019."* He added.

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Selangor's prevalence among explorers is reflected in the expansion of tourists, from 3 to 5% in the previous couple of years. With a blend of rich history and culture, hustling urban areas and beautiful towns, present day framework and gastronomic pleasures – Selangor is a goal decision for global tourists particularly from Asean nations.

*"Asean Market is our primary target market for Tourism Selangor and one that we are persistently exploring opportunities and will enhance our industry players from State of Selangor to improve our travel business networking via its B2B and B2C sessions. This will surely harness a positive and beneficial result to strengthen Selangor's position as the premier state in ASEAN by 2025—"* said Puan Noorul Ashikin Mohd Din, General Manager of Tourism Selangor.

*"We have recognized a few new items and spots of attractions to advance in this year crusade, for example, Sky Mirror Kuala Selangor, Royal Klang Heritage Walk, Kuala Kubu Bharu Eco Adventure Activities, Tanjung Sepat An Emerging Eco Agro Tourism, Kajang Heritage Centre and a few more others. Tourism Selangor has influenced these coalitions with the administrators and will guarantee that they keep up their service and hospitality",* She added.

With the essence of good air accessibility to Asean countries, airlines such as Malindo Air, Air Asia and Malaysia Airlines are now offering more than 130 flights with 22,000 seats a week to these nations. This advantage will provide a positive impact towards outbound tourists to Selangor which provides major activities consisting of sightseeing activities, adventure Sport, world class Shopping and also MICE.

**-END-**

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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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