

MEDIA RELEASE
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ROADSHOW TO JAPAN 2.0 2019
Continuously highlighting the best of Selangor to the
Land of the Rising Sun

20th June 2019, Shah Alam – The Selangor State Government does not fall short in promoting the State of Selangor as a preferred tourist destination, especially concerning global attention. To support its notion, the State Government actively executes various initiatives in elevating the profile of the Selangor, among both avid international and domestic travellers.

It includes the efforts put towards the execution of the *Roadshow to Japan* that has entered its second edition. Just recently, Tourism Selangor, Malaysia held the *Roadshow to Japan 2.0 2019* from the 23rd to 29th of June, 2019 following the major success of the precedent Roadshow in the previous year. This year's edition was led by Datuk Abdul Rashid bin Asari, Chairman of Standing Committees for Cultural and Tourism, Malay Tradition and Heritage of the Selangor State Government.

The collaboration and support received from Tourism Malaysia, particularly from the Osaka and Tokyo Offices made up the integral part of the Roadshow. What's more compelling, Air Asia X has once again become the official airline partner to the Roadshow for two consecutive years.

One of the objectives of the Roadshow focused on gathering and connecting Japan's government agencies, hoteliers, health and wellness operators, travel agencies, and education providers with travel industry associates from the respective Malaysian delegates. Through arranged seminars, official visits and product briefing presentations across three main cities of Tokyo, Nagoya and Osaka, the Roadshow aimed to publicize Selangor as the next *go-to* place to the local masses.

The delegates were taken on *B2B* meetings with several travel agencies from the host country such as to the head offices of *KNT Shutoken*, *Overseas Travel Agency*, and *Tobu TOP Tours Osaka Education Travel Branch*. The highlights of the 2019 Roadshow were on two seminars held at the headquarters of the Japan Association of Travel Agents (JATA) in Tokyo, and Osaka City Central Public Hall.

The seminars received overwhelming support from the media in Japan, as well as local social media *influencers*, travel bloggers and guests with travel interests. The seminars posed as legit platforms to showcase the best of Selangor, and Malaysia as a whole. For instance, Tourism Malaysia Tokyo took leverage by holding a presentation during the seminar in Tokyo that got the audience sparkled with intrigue.

To specially draw the attention particularly onto the State of Selangor, *Carees Ltd*, which is the consultant appointed by Tourism Selangor, Malaysia in ensuring the smoothness of the Roadshow, subsequently held an eye-opening presentation on what the State of Selangor has got to offer with its diverse cultures, gastronomy, heritage, adventures and the best of nature.

The seminar in Tokyo highlighted Tourism Selangor, Malaysia's initiative in carrying out Host Community Projects across the State and the *Bon Odori* Programme in July. Subsequently, there was a grand launching of the Online and Digital Tourism Promotional Campaign in Japanese which includes a Facebook Page that boasts a series of special Selangor Travel and Golf Packages for Japanese tourists to select and cruise through smooth and well-arranged tour plans. The campaign is also inclusive of a Web Page acting as the Tourism Directory, online contests, regular posting of YouTube videos and the use of social media *hashtags* such as '*#DiscoverSelangor*' and '*#TakeMeAnywhere*', which provide ownership and direct linkage to Selangor's tourism products with regards to the searches on the Net.

It is in the best interest of Tourism Selangor, Malaysia to explore the opportunities that are brought upon by these branches of the tourism industry, particularly Agro and Eco, Sports, Education, and Heritage and Cultural Tourism. The most recent market study carried out by Tourism Selangor, Malaysia on the travel patterns of the Japanese tourists found emphasis placed on experience-oriented travels that pack-up adventure, cultural, business and eco-tourism activities during their duration of stay.

Tourism Selangor, Malaysia sees the potential of which the education industry has in store for both of the countries; Japan and Malaysia. It was made evident by the official visit to Ikubunkan Institute of Education in Tokyo on the second day of the Roadshow. The visit was continuity from the first Programme held in our home country in November 2018, and is one of the initiatives to bring in more students to the State of Selangor.

Datuk Abdul Rashid bin Asari in a statement shared, "The State of Selangor has received a total of 183, 293 Japanese tourists in 2018. There has been a steady increase in the number of international arrivals into Selangor and this year, the Selangor State Government has set the target on tourist arrivals to reach the 7.7 million mark".

Keeping up with the objectives of the Roadshow, Tourism Selangor, Malaysia will organize a *Familiarization Tour*, which gathers travel agencies, travel bloggers and the media from Japan to explore various tourist attractions in the State of Selangor. If they only managed to see Selangor's attractions in virtual form during two of the Roadshows- they need to buckle up for some real actions and adventures as now it is almost time for them to experience it all, **first-hand!**

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About Tourism Selangor, Malaysia

Tourism Selangor, Malaysia is a state government tourism arm established to increase the number of local and international tourists to Selangor by enhancing and developing the known as well as the undiscovered beauty of the state. Many initiatives are taken to achieve this such as organizing local and international campaigns, events, tourism trade mission which are done overseas, local road shows and many more.

For further information, please contact:

Siti Norfadila binti Ab Wahab
Corporate Communications Executive
Contact no: +6016- 2076957
Email: fadila@tourismselangor.my

Ahmad Nazri Tashriq bin Rahmat
Manager Corporate Communications
Contact no: +6016- 2076951
Email: nazri@tourismselangor.my

Official website: www.tourismselangor.my