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**TOURISM SELANGOR READY TO SET SAIL IN THE
INTERNATIONALE TOURISMUS-BÖRSE BERLIN (ITB2019)**

The latest Tourism products in Selangor will be showcased during ITB2019

BERLIN, 6 March 2019 – Tourism Selangor will continue to integrate ITB as the platform to promote its new tourism products and Cultural & Heritage Tourism segment in an effort to support foreign tourists' entries to Selangor through cooperation with Tourism Malaysia at the INTERNATIONALE TOURISMUS-BÖRSE BERLIN (ITB2019). ITB2019 which is the world's biggest tourism trade fair focuses on to promote hotels, tourist boards, tour operators, system providers, airlines, car rental companies and other related tourism fraternity. ITB2019 will host a five-day business-to-business display for the worldwide travel industry starting today at Messe Berlin, Berlin, Germany. Tourism Selangor will partake in the Tourism Business to Business (B2B) sessions between key industry players to promote new tourism products offered by Selangor.

Apart from that, in the midst of incorporating new programs and methods to attract tourists, Tourism Selangor will be launching three new approaches:

1) Selangor Local Community Host Program

The Local Community Host is a program initiated by Tourism Selangor to train local tour guides to provide genuine information to tourists. Three districts have been chosen for this year which are Hulu Selangor, Hulu Langat and Kuala Langat.

2) Pre-Launch of Visit Sepang 2020 Campaign

Selangor which is the youngest district in Selangor will be Pre-Launching their Visit Sepang 2020 program. Various activities will be carried out throughout the year with a 10mil goal of visitors coming into Sepang.

3) Launch of Cultural Map of Selangor

The Selangor Cultural Map consisting of cultural information will be showcased during ITB2019. The map will provide valuable information for Cultural & Heritage enthusiasts which are touring in Selangor.

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"Selangor has huge potential to be one of the best tourism destinations as we provide easy tourism facilities. Apart from that, with the changing of visitor's expectation, we will provide the authenticity of the tourism destinations here which are affordable through our eco-nature and culture adventure cluster tourism products such as Sky Mirror, the Mah Meri indigenous people, Batu caves and The Klang Town Heritage Walk," said The Right Honourable Bin Shari, Chief Minister of Selangor.

Selangor's pervasiveness among adventurers is reflected in the extension of visitors, from 2 to 3% in the past couple of years. With a mix of rich history and culture, hustling urban territories and wonderful towns, present day system and gastronomic joys, Selangor is the perfect choice for worldwide voyagers especially from Europe.

"As of 2018, we have recorded more than 3.25 mil international tourists to Selangor and 242,000 tourists are from European counties. We believe via ITB Berlin which has the capacity to attract tourists, the target of 7.7mil tourists visiting Selangor in 2019 can be accomplished." said Honourable Datuk Abdul Rashid Asari, Chairman Standing Committees of Cultural Tourism, Malay Tradition and Heritage of Selangor

With the essence of good air accessibility from Europe, airlines are now offering more than 45 flights with 7,000 seats a week to Malaysia. This advantage will provide a positive impact towards outbound tourists to Selangor which provides major activities consisting of sightseeing activities, Adventure Sports, world class Shopping experience and also MICE.

"As Malaysia is the country partner for this year's ITB, we will maximize our efforts to promote our Tourism hotspots with media collaboration from ITB Berlin News, TTG Asia and others. Tourism Selangor is also actively promoting the tourism destinations in Selangor both locally and internationally focusing on the #discover Selangor and #takemeanywhere campaign," said Puan Noorul Ashikin Mohd Din, General Manager of Tourism Selangor.

The Malaysian delegates consisting of President's from Sepang, Kuala Selangor, Kuala Langat and Hulu Selangor local Municipal Council will be present to provide insights of the districts around Selangor. A special cultural performance consisting of handcraft demonstration by the Mah Meri Tribe in Carey Island, Selangor will be showcased during the officiation ceremony of ITB2019.

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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.

For more information, please contact:**Nazri Tashriq****Corporate Communication Manager**

Mobile : +6016-207 6951

Email : nazri@tourismselangor.my**Najib Danial****Corporate Communication Executive**

Mobile : +6016-207 6957

Email : najibdanial@tourismselangor.my

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