

Headline **S'gor to go on massive tourism drive**  
Date **23 Dec 2009**  
MediaTitle **The Star**  
Section **Metro**  
Journalist **N/A**  
Frequency **Daily**  
Circ / Read **293,375 / 1,026,812**

Language **English**  
Page No **6**  
Article Size **361 cm<sup>2</sup>**  
Color **Full Color**  
ADValue **13,509**  
PRValue **40,528**



# S'gor to go on massive tourism drive

## State to promote 10 locations next year

**CHARLES FERNANDEZ**

**S**ELANGOR will embark on an aggressive tourism campaign next year to promote the state as a preferred tourist destination and to showcase it as the most developed state in the country.

Selangor tourism, consumer and environment committee chairman Elizabeth Wong launched a new state tourism logo – “Selangor Shines”, a new state tourism song and a tagline – “Selangor Has More” as part of its branding to take the state further.

And to kick-start its promotion, the state has identified the top 10 tourist destinations including the Sultan Sallahuddin Mosque in Shah Alam, the fire flies colony in Kuala Selangor, Bukit Malawati, Batu Caves, Sunway Lagoon and the Forest Research Institute of Malaysia (FRIM).

The Sepang Gold Coast was chosen as the venue to launch the tourism promotion campaign as it is the latest icon that has been added in the list.

“We would be promoting these tourism

**»We are targeting 5.6 million visitors, both locals and foreigners, to visit Selangor next year«**

**ELIZABETH WONG**

products not only locally but internationally by working with Tourism Selangor. The campaign would hopefully attract more tourists to

visit the state,” said Wong.

She added that apart from promoting these attractions, various other promotions which would be attractive to both local and foreign tourists would also be introduced throughout the year.

“We are targeting 5.6 million visitors, both locals and foreigners, to visit Selangor next year,” she said.

Among the activities include the Selangor Auto Show, Adidas King of the Road, Batu Caves Tanggathon, Floral and Lantern Festival, the Jugra International Paragliding championships, Selangor Musical Extravaganza 2010 and the Raja Muda Selangor Regatta.

Wong said Selangor Shines’ main focus was to create awareness on the interesting tourism products in the state.

“Even the locals are not aware of the tourism potential the state had to offer.

“The new branding efforts should pave the way and provide a new outlook in the state’s tourism calendar,” she said.

Wong said the Selangor Shines was similar to the Uniquely Singapore, Incredible India, Amazing Thailand and the Fun Taiwan campaigns.

She said the local authorities, hotels and resorts and tourism agencies in the state would have to play an important role in making the state shine in the hearts of every tourist.

Wong said to create an everlasting impression on the campaign, buntings and banners to promote the new branding would also be placed at strategic places, including displaying the logos on the department’s official letterheads.

Headline **S'gor to go on massive tourism drive**  
Date **23 Dec 2009**  
MediaTitle **The Star**  
Section **Metro**  
Journalist **N/A**  
Frequency **Daily**  
Circ / Read **293,375 / 1,026,812**

Language **English**  
Page No **6**  
Article Size **361 cm<sup>2</sup>**  
Color **Full Color**  
ADValue **13,509**  
PRValue **40,528**



**Let the campaign begin:** Wong (centre) launching the Selangor Shines campaign at the Sepang Gold Coast in Bagan Lalang. With her are Tourism Selangor general manager Noorul Ashkin Mohd Din and Sepang Gold Coast president Ho Hock Seng.