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Tourism Selangor 'Shines East' with roadshow for S'wakians

By **Antonia Chiam**

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KUCHING: Tourism Selangor is stepping up efforts to attract Sarawakian visitors, said its general manager Noorul Ashikin Mohd Din.

"With higher frequency of flights connecting Sarawak to Selangor (Sepang), including the recently launched Malindo Air that flies two or three times a day, we find that it is time we attract more local tourists from Sarawak to know more about Selangor.

"In addition, we have many new attractions in Selangor, some of which even local tourists might not know," she said at the launch of 'Tourism Selangor Shines East Malaysia' roadshow yesterday.

Noorul pointed out that some of the new attractions include eco-tourism products and activities that may be different from what is available in Sarawak.

"For instance, bird watching. We have migratory birds that are different from the ones that can be seen in Sarawak. It is part of our efforts to promote Selangor's many attractions. We have nine districts, each with its own uniqueness.

"Selangor is known as the most developed state in the country

and there are 11 main icons that define Selangor, namely Masjid Biru Shah Alam, Batu Caves, Bukit Malawati, Sunway Lagoon, Kelip-kelip Kampung Kuantan, Dong Zen Temple, Forest Research Institute Malaysia (FRIM), Royal Gallery, Kanching Recreational Forest, i-City and Sepang Gold Coast," she said.

She revealed that last year there were 3.5 million local visitors to Selangor, who were there mostly for leisure or MICE (meetings, incentives, conventions, exhibitions), while international visitors numbered about 2.5 million, mostly from Singapore, Thailand, Indonesia and China.

Noorul added the roadshow is part of the effort to encourage and increase domestic tourism since its launch in 2009.

"We chose Sarawak as our roadshow destination this year because we want to foster closer relationship with the two states. Therefore, we are extending our invitation to Sarawakians to visit Selangor," she said.

Meanwhile, Tourism Selangor public relations and promotions manager Mohd Saad Mahsah said during the three-day roadshow in Kuching at Plaza Merdeka since

last Saturday, the response had been very good.

"We got very good response from visitors to our roadshow. We had quizzes and games where participants could win attractive prizes like Sunway Lagoon entrance tickets, hotel vouchers and more.

"We also got many queries about Selangor destinations. Most people inquired about Sunway Lagoon and Sepang MotoGP and Circuit," he said.

The roadshow will be heading to Bintang Megamall in Miri from Sept 19 until Sept 21.

Tourism Selangor also brought 10 of its partners including Malindo Air, Universiti Selangor, four local authorities, one hotel, Selangor Malay Culture and Heritage Body (Padat) and others during the roadshow, where they set up booths to offer attractive promotions to roadshow visitors.

Also present at the roadshow launch were Tourism Malaysia Sarawak deputy director Rizal Mas, Matta Sarawak Chapter chairperson 'Dayang Azizah Abang Zaidun, Selangor State Secretary office assistant director Farah Liyana Mohamed Nor and others.

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Noorul Ashikin Mohd Din, Tourism Selangor general manager



GOOD DEAL: Noorul (left) speaking to a Malindo Air representative at the roadshow. — Photos by Chimon Upon



PROMOTING SELANGOR: Noorul (right) accompanied by Farah and Mohd Saad at the launch of the roadshow yesterday.