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Wooing more tourists

Visit Selangor Year 2015 to focus on 10 tourism spots in the state

By **VINCENT TAN**

vincent.tan@thestar.com.my



SELANGOR is targeting seven million visitors this year with the launch of "Visit Selangor Year 2015" by the state government.

Selangor Menteri Besar Mohamed Azmin Ali, together with state assembly speaker Hannah Yeoh and state executive councillors Dr Daroyah Alwi and Elizabeth Wong, marked the start of the tourism campaign by launching the Visit Selangor tourism booth at KLIA's Arrival Hall.

Also at the ceremony were Tourism Malaysia deputy director-general (Promotions) Datuk Azizan Noordin, Tourism Selangor general manager Noorul Ashikin Mohd Din and other state officers.

The arrival gate, where families, friends and tour operators were waiting, was a carnival scene with a musical troupe, multi-ethnic performers and *bunga manggar* bearers.

Most distinct were the line of Mah Meri dancers, complete with their traditional grass skirts and head-dress, while the male dancers wore iconic spirit masks as well.

Foreign visitors were greeted by



Special welcome: Azmin (in blue batik shirt) greeting foreign tourists and handing them traditional Mah Meri grass necklaces at KLIA's Arrival Hall during the launch of Visit Selangor Year 2015.

Azmin and his entourage with traditional Mah Meri grass necklaces woven for the occasion.

They also helped distribute the i-Tourism Simpact, by Unispace, to the tourists who had touched down at KLIA.

"Our original target was to kick off VSY 2015 at the end of December, but we delayed it to assist with the east coast's flood

relief efforts," said Azmin.

"There has been substantial growth, with an increase of 3% to 5% in tourist arrivals," Azmin added.

Wong, who is state executive councillor for tourism, added that VSY would focus on 10 unique tourism spots which highlight nature, sports and heritage aspects of the state, with locations such as Sepang Gold Coast, Kampung

Kuantan's fireflies, the **Forest Research Institute of Malaysia** in Kepong, Batu Caves in Selayang, and Pulau Carey among other major landmarks in the state.

This is the second VSY since its first campaign in 2000, after which the promotional campaign was also adopted by other states.

For details, visit www.tourismselangor.my for more details.