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Fair to highlight Visit Selangor Year

Tourism body to focus on state's unique heritage

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KUALA LUMPUR: The Malaysian Association of Tour and Travel Agents' (MATTA) wildly popular March travel fair will see it team up with Tourism Selangor as its favourite domestic destination partner.

Tourism Selangor launched its Visit Selangor Year 2015 campaign last month and is aiming for seven million visitors.

The MATTA Fair, which runs from March 13-15, is themed "Discover Selangor" and will focus on sports as well as the state's unique cultural heritage and natural attractions.

Places of interest include the fire-

flies of Kampung Kuantan, Forest Research Institute of Malaysia, Shah Alam Botanical Gardens, Batu Caves and Carey Island.

Tourism Selangor tour manager Hafeez Razak said many were not aware of what Selangor had to offer, from its food to its unique natural attractions.

"We will also be doing more eclectic events such as food tours where the package has tourists going to restaurants that offer the best local cuisine at affordable prices," he said.

This year's MATTA Fair at the Putra World Trade Centre here will feature more than 1,120 booths.

About 450 of those will feature domestic travel packages while the

rest will be for international travel products.

There will also be hourly cultural shows from various countries that will include classical dance and music performances.

MATTA Fair organising chairman S. Jayakumar said it was "a must" for tour and travel agents to support local tourism campaigns.

"This is to aggressively promote Malaysia as a destination to international and local tourists," he said at a press conference here yesterday.

He said MATTA expected to attract 90,000 visitors to the fair, 3,000 more than the number at last year's event.

"Most of the visitors will be families planning trips for the school holidays."