

04/12/1998

Sports, recreation activities lined up to woo more tourists

KUALA LUMPUR, Thurs. - The Culture, Arts and Tourism Ministry has extended the Sports and Recreation Year campaign for another year to woo more foreign tourists.

The campaign was launched this year following lower tourist arrivals.

Minister Datuk Seri Sabbaruddin Chik said following the extension, 1999 had also been declared as the "Golfing Year".

He said the Ministry had lined up at least 280 sports and recreational activities for the year.

Sabbaruddin added the main objective was to generate additional revenue by encouraging travel to Malaysia through sports events as it would attract sports fans and team supporters as well.

The Government, he said, would give an additional allocation of RM150 million for the advertising and promotion of the various events.

The campaign, he said, would emphasise on Malaysia as the host for world sporting events and as a destination that offered sporting facilities, activities and recreation.

"The campaign will see Malaysia being promoted internationally as a world-class sports destination and a haven for the pursuit of recreational activities," he said after the Press conference on World Cup Golf.

The World Cup Golf and the Formula One motor racing are the main events next year.

Others include the Benson and Hedges Malaysian Open, Lima 99, Shopping Carnival and Asia Nation Cup.

Earlier, Sabbaruddin said the World Cup Golf to be held in Kuala Lumpur would give more prominence to Malaysia on the world tourism map.

The World Cup Golf holds the record for being the oldest and most prestigious international golf team event in the world.

It has been televised by NBC Super Sports, NBC Super Channel and NBC Super Channel Asia, reaching some 68 million homes in 44 countries.

"The tournament will not only attract the world's best golfers but also the international media."

The patron of the event is Prime Minister Datuk Seri Dr Mahathir Mohamad and the venue for the tournament is the Country Heights Golf Resort Sdn Bhd, a subsidiary of Country Heights Venture Sdn Bhd.

In 1995, the World Cup Golf was held at Mission Hills in Shenzhen, China.

The crowd was estimated at well over 30,000 with the main sponsors receiving more than US\$13 million (RM49.4 million) worth of media value.

This year, it was held in Gulf Harbour, New Zealand.

Sabbaruddin said next year, 250 teams or 1,000 players from 18 countries would take part in the event.

(END)