

Langkawi tourism industry banks hopes on first travel mart ✓

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LANGKAWI. Wed. The first ever Travel-Mart to be held at this resort island is seen as a confidence booster for the local travel trade.

Those in the trade are looking forward to the event, to be held from June 25 to 29, during which many deals are expected to be clinched between foreign tour agents and locals in the hospitality industry.

A total of 148 delegates and 52 local sellers have signed up for the one-day buy-sell session that will be opened by Prime Minister Datuk Seri Dr Mahathir Mohamad on June 27.

The "Make-It-Langkawi" Travel-Mart is jointly-organised and sponsored by Malaysia Airlines Bhd and the Langkawi Development Authority (Lada).

Without specifying the volume of sales expected to be clinched, MAS passenger sales development manager Mohd Salleh Ahmad

Tabrani said both Lada and MAS are confident of developing new business for the resort island banking on its attraction as a holiday destination.

The buyers comprise 103 top executives of foreign and local travel agencies from 29 countries including Malaysia while the 52 local sellers will consist of hoteliers, travel agents, restaurants, golf clubs and others involved in tourism.

"Most of the buyers have never visited Langkawi, and so we are confident of developing new markets for our local travel trade members. We are confident of good deals, from which both buyers and sellers can greatly benefit," Salleh said.

He added that the travel mart is the first of several significant promotional campaigns mounted by MAS and Lada in tapping new tourism markets. It can become a springboard for concrete and sustainable inbound tourism packages.