

14 SEP 1999

Sabah-Tourism

AGGRESSIVE DRIVE FOR VISIT SABAH 2000

KOTA KINABALU, Sept 14 (Bernama) -- Chief Minister Datuk Osu Sukam said today he is pleased that Sabah's aggressive tourism promotions have borne fruit for the state.

The state government will move full steam ahead to promote Sabah for Visit Sabah 2000 and beyond, he said.

Tourism was a relatively new industry for Sabah which did not get much push before but good results prompted the state government to take the lead in promoting the industry, he said.

He did this when receiving World Mountain Running Association (WMRA) officials, including the local organising committee, who briefed him on the final preparations of the two-day WMR Trophy at the Kinabalu National Park.

Prime Minister Datuk Seri Dr Mahathir Mohamad, who will be visiting Sabah for two days beginning Friday, will launch the event on Sept 18.

Following Sabah's successful bid for the race in 1997 at the Czech Republic, the Malaysian and Sabah state governments were determined to organise it well in view of its potential to draw tourists to Sabah, said Osu.

WMRA president Danny Hughes said the 15th WMR Trophy is the first to be organised in Asia and also outside Europe.

A total of 367 people comprising 301 runners and 66 officials from 33 countries will converge in Sabah for the race.

-- BERNAMA

HAK YBY