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Travel-Mart

DEVELOPING NEW BUSINESS THROUGH LANGKAWI TRAVEL MART

LANGKAWI, June 16 (Bernama) -- The first ever Travel-Mart to be held here on June 27 is expected to be a confidence booster for the local travel trade community where many deals are expected to be clinched between foreign buyers and local sellers.

Malaysia Airlines (MAS) manager for passenger sales development, Mohd Salleh Ahmad Tabrani said 148 delegates and 52 local sellers had so far signed up for the one-day buy and sell session to be officiated by Prime Minister Datuk Seri Dr Mahathir Mohamad.

However, he was unable to reveal the sales figures expected to be clinched.

The "Make-It-Langkawi" Travel-Mart is jointly-organised and sponsored by the national carrier and the Langkawi Development Authority (LADA).

Both LADA and MAS are confident of developing new business for the resort island with the selling point being Langkawi as a beach and nature destination, he told reporters after briefing local participants on the travel mart, here today.

The buyers will comprise 103 travel agent top executives from 28 countries and 14 states in the country while the 52 local sellers will consist of hoteliers, travel agents, restaurants and golf course operators and other tourism product sellers.

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

He said that the travel mart is the first of several significant promotional campaigns mounted by MAS and LADA in tapping new markets for the tourism sector.

Mohd Salleh said the travel mart could become a springboard for concrete and sustainable inbound tourism packages.

Also present were MAS Group Corporate Communications Controller Fadhilah Mustaffa and LADA Tourism Division manager Yazid Jais.

Meanwhile, Yazid said the travel-mart is set to change the perception that Langkawi is an expensive destination and to help travel trade players cope with the effects of the regional economic downturn which has seen drop in arrivals.

Yazid said local travel trade members must take the opportunity of the travel-mart as it is cost effective for them unlike the huge expenses to be incurred for participation in international promotions such as the World Travel Mart series.

The event will be held from Jun 25 to 29 where the delegates will be feted by the best services provided by the local travel trade community here.

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