

22 OCT 1999

Tourism-Mahathir

DR MAHATHIR'S SPECIAL INTEREST IN LANGKAWI PAYS DIVIDENDS

By: Nor Hammad Wariman

PERTH, Oct 22 (Bernama) -- Thanks to Prime Minister Datuk Seri Dr Mahathir Mohamad taking a special interest in Langkawi, the resort island has become well-known among Aussies, an Australian tour operator said today.

Ron Culley, manager of Venture Holidays, one of the main tourism wholesalers in Western Australia, said Dr Mahathir's special interest was the main drive in making Langkawi an international tourist destination in Malaysia, besides Pulau Pinang.

"I think the main drive and everything comes probably from Dr Mahathir by pushing that area. Otherwise, it might not be as well-known as it is," he told Bernama after attending a luncheon held in conjunction with the Langkawi international road show, here.

He said the road show organised jointly by the Langkawi Development Authority (Lada) and Malaysia Airlines was a great idea to promote Langkawi.

With such a great programme, the Aussies would choose Langkawi for their holiday as it offered affordable accommodation, great air fare and food, he said.

"More importantly, there is no hassle from the petty traders compared with the other destinations. The Aussies got the same deal and price in Kuah, friendly people and the tranquility offered by its natural beauty," Culley added.

Rick Shephard, the Asian Explorer Holidays manager for Western Australia, shares Culley's views on Langkawi.

He said such a promotion was excellent as the number of Australians visiting Langkawi was increasing.

"Langkawi is getting more popular now and with the MAS involvement, it is going to be more interesting," he added.

Shephard said more Aussies were coming from all angles, especially with the Star Cruise Holiday trip to the resort as it had its own port in Tanjung Malai.

-- BERNAMA

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