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Langkawi-Logo

LOGO TO PROMOTE LANGKAWI AS A TOURIST HAVEN

LANGKAW, March 17 (Bernama) -- Langkawi will adopt an official logo as part of an aggressive drive to promote the resort island as a leading tourist destination in the region.

Kuala Lumpur-based Sorfena Group of Companies has been appointed to design the logo depicting Langkawi as a tourist haven, Langkawi Development Authority (LADA) public relations officer Mohd Hatta Said said today.

Several designs would be presented to Prime Minister Datuk Seri Dr Mahathir Mohamad and the Kedah state government for selection, he said.

LADA will also publish a travel magazine entitled "Langkawi Travel" to be distributed free to hotels, airlines, Malaysia Tourism Promotion Board offices abroad, travel agents and Malaysian embassies.

He said the bilingual magazine would contain news on developments in Langkawi and its tourism industry.

It will be published quarterly in collaboration with Sorfena, and 20,000 copies will be printed for its first issue this June.

Hatta said LADA would also send officers to meet travel agents abroad to promote Langkawi.

LADA has targeted 70 percent foreign tourists among the projected two million tourist arrivals by the year 2005.

-- BERNAMA

NH YBY