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Rebak ideal spot for sun, fun seekers

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NOW is the time for the "marketing" of the Malaysian tourism industry as consumers are stretching the limit of their respective currencies, Glenmarie Hotels & Resorts director of marketing Zakariya Musa said.

"Travel trade organisations should be more consumer-oriented and apply creative marketing to win more customers and maintain the existing ones, to sustain their market share," he added.

New tour programmes have to be introduced instead of the dull and stereotype tour itineraries which are being pushed to the consumer.

Zakariya said the tourism industry should be able to revive its glory to pre-crisis times with extra teamwork, research, professionalism, common sense and consistency.

In an effort to support and expand its marketing efforts, Glenmarie Hotels & Resorts organised several education tours to Rebak island in Langkawi.

Recently, the group, together with NTV Times Travel as its co-sponsor, took a team of travel agents and the media to the island.

As a new tourist destination in Malaysia, Rebak island has a lot to offer tourists visiting Langkawi, where it acts as the catalyst to further establish marine tourism in the country.

The group used the North-South Expressway and visited a few touristic attractions along the way.

This is to provide them the alternative way in promoting Langkawi by not neglecting the major places of interest along the route, Zakariya said.

"This familiarisation tour is to show our local travel trade people that it is interesting to drive to Langkawi rather than just fly which can be costly especially during this economic slowdown," he added.

Rebak Marina Resort also recently hosted a group of 24 members of the Taiwanese media and travel agents to instil their confidence due to the JE (Japanese encephalitis) scare, which was adversely reported in the market. Another tourist attraction which will be added to Rebak island, is Langkawi Crystal factory which will be operational by November.

For the hardworking, stressed-out city folk, Rebak Marina Resort is where you have to go. For the adventurous, it's a must. And for those who just love vacations, it's simply wonderful.

The resort is located on Rebak island which is at the south western tip of Langkawi island, one of Malaysia's most famous tourist destinations. The island was named after the Rebak tree, an indigenous and dominant plant of the place.

From the mainland, Rebak island is just 15 minutes away and it is accessible by boat from Port Langkasuka. This jetty point is also only five minutes away from the Langkawi airport.

As the name implies, the resort is made famous by the marina. The sights of different kinds of yachts from various parts of the world simply proves the attraction of the marina.

It has 128 berthing keys, which is the most ideal in Malaysia due to its location and competitive rates, and its berthing occupancy is well over 87 per cent.

One can spot the names of these vessels written on the sides, showing where they came from. There was even one which came all the way from Los Angeles.

Guests will also be able to see a ship which was presented as a gift to

the Prime Minister Datuk Seri Dr Mahathir Mohamad from a Kelantanese businessman, aptly named "Bahtera Purba" (ancient vessel) due to its looks.

Rebak island will also be the first in Malaysia to have a hardstand - a hard surface area which will allow 67 yachts to dry dock for repairs and maintenance. It is expected to be ready by December this year.

After opening for only two years, Rebak Marina Resort has been very popular as 30 per cent of its guests are repeat tourists. Demand has also been increasing, and as a result, the resort has opened its second phase which consists of 48 superior rooms.

There are four types of accommodation in the resort namely, family chalets, deluxe rooms, superior rooms and the junior suite. Rates range from RM380 for the family chalet and superior, to RM430 and RM960 for the deluxe room and junior suite respectively.

All rooms are equipped with international standard facilities, amenities plus balconies.

Guests can also enjoy the various recreational activities that are provided. For water sports enthusiasts, one can go canoeing, wind surfing, banana boating and sail boating. Other activities include mountain biking, tennis and beach volleyball.

Not to be missed is the opportunity to go sailing on a yacht which can be organised by the resort.

Watching the ocean from land is a lot different from a boat. It is simply breathtaking.

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