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Visit Malacca campaign

MALACCA recently launched its year-round tourism campaign with a six-day exhibition at the Petronas Twin Towers in Kuala Lumpur.

The Malacca Tourism Festival 2000 was a huge success, causing quite a stir with a baby crocodile, Manja from Taman Buaya, and a huge python from Zoo Melaka let loose during the event.

Another drawcard is the chance to win an imported TVR Chimaera, a Proton Wira and a Kriss Modenas motorcycle and a A Famosa Golf Resort membership. The fair attracted more than 30,000 visitors.

Themed "Visit Malacca Means Visit Malaysia", the event was officially launched by Prime Minister Datuk Seri Dr Mahathir Mohamad.

It was a part of the promotion by Malacca to highlight the State's historical, recreational, health, educational, sports, shopping and agro-tourism attractions in the hope of drawing in three million tourists this year.

The festival saw 82 participants camping in an air-conditioned tent of 3,900 square metres. There were displays of traditional food and medicinal products, handicraft, hand-drawn batik clothes, sporting attire and equipment, replicas of ancient artifacts and souvenirs sold at below market prices.

The exhibition was organised by Malacca and supported by the State Development Corporation, Malacca Municipal Council, Kumpulan Melaka Berhad, Yayasan Melaka and Malacca Museum Corporation and co-ordinated by PM-Warisan Media Sdn Bhd.

Sponsoring the event were Telekom Malaysia, Tenaga Nasional Bhd, DRB Hicom Group, Takaful Nasional, A Famosa, Nestle Kit Kat and United Engineers (M) Bhd with the New Straits Times and Nanyang Siang Pau as the official media.

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