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MELAKA TOURIST FEST LAUNCHING IN KL

MELAKA, Feb 17 (Bernama) -- The Melaka Tourist Festival will be launched in Kuala Lumpur on Feb 23 to kick off the state's tourism promotion for this year.

Melaka Chief Minister Datuk Wira Mohamed Ali Rustam said the three-day festival would begin with a ceremony to be officiated by Prime Minister Datuk Seri Dr Mahathir Mohamad at a shopping complex in KL's Bukit Bintang area.

Similar festivals to promote Melaka's tourist attractions would also be held in other cities such as Johor Baharu, Penang, Singapore and Pekan Baru, Indonesia, he said in his speech at the launching of the Melaka Historic City Kite Flying Festival here. The text of his speech was read out by State Executive Councillor for Youth and Sports Datuk R.Raghavan.

Mohamed Ali said the state government's target for this year was to increase the number of tourist arrivals by 40 per cent through various promotions and offers.

Meanwhile 80 people including kite flyers from Singapore, Australia, China, France and Japan are taking part in the two-day festival organised by the Melaka Historic City Council in conjunction with Historic City Day Proclamation anniversary celebrations on April 15.

-- BERNAMA  
SBS RON AAM