

Initiatives to promote luxury tours must be intensified, says PM
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Malaysia must intensify further plans, preparations and implementation of various initiatives to attract more mass tourists and luxury travellers, says Prime Minister Najib Abdul Razak.

Najib said this was in line with the latest trend in the tourism sector, which focused on elite tourism.

Quoting the report from 'The World Travel Monitor', in 2014, he said the world population undertook 46 million international luxury trips.

"I am certain that by adopting this measure, we can derive much benefits for the local entrepreneurs and population by creating various job opportunities besides generating the local economy which promises good returns.

"They include hire-car, handicraft, food and drinks, textile and clothing entrepreneurs who will enjoy the spillover benefits from the considerable expenditure by the luxury and mass tourists," he said in his blog, *NajibRazak.com*.

In 2015, Malaysia received 25.7 million tourists, who generated RM69.1 billion in income for the country.

On the average, Malaysia succeeded in raising the expenditure by each tourist to about RM2,600, which also benefited the local community.

Touching on the St Regis Langkawi Hotel, which was officially opened by Yang di-Pertuan Agong Tuanku Abdul Halim Mu'adzam Shah yesterday, Najib said it was part of the strategy to upgrade Langkawi into a destination of choice for the tourists worldwide.

"It also signifies investors' confidence on the Malaysian economy and government," said Najib, who hoped that there will be more Indonesian investments in Malaysia, which would lead to integration and strengthening of the economy of both countries.

The Prime Minister pointed out that St Regis Langkawi was a success story in terms of joint-planning by the government agencies on tourism.

- *Bernama*

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