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Najib: Running events can be tourism products

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PEKAN: Major running and marathon events can become tourism products not only for locals, but also foreign tourists, said Prime Minister Datuk Seri Najib Razak.

He said such running events not only promoted a healthy lifestyle, but also raised profiles of interesting places in the country among visitors.

“For example, in today’s (yesterday) run, the participants got to enjoy Pekan and its scenery,” he said at the Uda Pekan Bridge Run 2016 prize presentation ceremony here yesterday.

Present were Uda Holdings Bhd chairman Datuk Dr Mohd Shafei Abdullah and group managing director Datuk Ahmad Abu Bakar.

Najib, who is Pekan member of parliament, said such events could also spur the economy of the places where the events were held.

“When we talk about tourism, we tend to associate it with foreign tourists, but domestic tourism can also spur local economies.

“For example, when a run is held in Pekan, people from other states

will come and spend money here. The benefit is similar to what we get from foreign tourists.”

He pledged to boost tourism here, including giving additional allocation to upgrade the Sultan Abu Bakar Museum.

Najib also said running events served as a medium to collect funds for welfare activities.

About 1,500 people joined the inaugural Uda Pekan Bridge Run 2016.

Winners each received RM1,000 (first place), RM800 (second), RM700 (third), RM500 (fourth) and RM400 (fifth).

Shafei said the run was in line with the government’s efforts to produce productive Malaysians by 2020.