

Singaporeans Contribute Over 50 Pct Of Tourists Arrivals In Malaysia, Says Tourism Malaysia

Bernama

September 06, 2012

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SINGAPORE, Sept 6 (Bernama) -- Singaporean visitors continuously contributed more than 50 per cent of worldwide tourists arrivals in Malaysia with 13.338 million last year, up 4.5 per cent from 13.042 million in 2010, says Director for Tourism Malaysia Singapore, Zalizam Zakaria.

"Of the total 24.714 million worldwide tourists arrivals in Malaysia in 2011, he said Singaporeans accounted for 54 per cent compared with 24,577 million in 2010 or 53 per cent," he said during the Hari Raya Open House here.

Also present were Malaysia's Deputy High Commissioner to Singapore, Kamsiah Kamaruddin, Trade Commissioner Malaysia External Trade Development Corporation (Matrade) Naim Abdul Rahman, travel agents, hoteliers, expatriates, media and other Malaysian friends.

Zalizam said:"I would also like to take this opportunity here to thank all of you for your undivided support in promoting Malaysia to our Singapore friends as well as expatriates living here.

"Without such support, I don't think we've managed to receive such big numbers of Singaporeans visiting Malaysia yearly," he said.

Singapore tourists arrivals to Malaysia showed a slight decline from January to June 2012, at 5.832 million from 6.125 million in the same period in 2011 due to change of data collection by Malaysian Immigration from country of resident to country of nationality.

He noted that there is more than 20 per cent expatriates living in Singapore and this number lost to their individual country.

Zalizam pointed due to aggressive promotion with travel agents in selling packages, the number of group tours to Malaysia for the last few years has increased tremendously.

Besides, most Singaporeans travelled to Malaysia by self-drive," he said, adding accessibility to Malaysia continues to improve.

Zalizam said the latest connectivity in last month, Malaysia's community airline, Firefly provides a four times weekly flights to Kota Baharu.

"To complement this, we are having Kelantan Food Festival from Sept 28 till Oct 7, he said.

Touching on the latest attraction in Malaysia, he noted that the Johor Premium Outlet, Nusajaya offers 25 per cent to 65 per cent discount on branded items, while KidZania, Damansara offers interactive learning and entertainment experience for kids in a kid-sized city, featuring over 90 professions working within a real economy.

Other attractions include Legoland, Nusajaya, a park packed full of family fun with more than 40 rides, shows and attractions, will be opened to the public next week.

Zalizam said Family Theme Park, Puteri Harbour @ Nusajaya, a four-level family theme park featuring popular global children's characters from The Little Big Club, Sanrio Hello Kitty, Bob The Builder, Barney and Friends, Angelina Ballerina, Pingu the Penguin, as well as Thomas and Friends will be opened in November this year.

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