

Government Development Agenda To Propel Langkawi Further As International Tourist Destination
Bernama
October 31, 2012

LANGKAWI, Oct 31 (Bernama) -- Langkawi has never been sidelined in the Federal government's development agenda and the island will definitely benefit from more projects to propel it further as an international tourist destination, said Prime Minister Datuk Seri Najib Tun Razak.

"Each government development agenda definitely takes into account the welfare of the people, be it in the city, rural areas, islands or interiors. Langkawi is the backbone and pulse of the tourism sector," he said while launching the Rebranding of Langkawi at the Langkawi Development Authority Complex, here Wednesday.

The government has listed 14 aggressive but realistic initiatives through the 2011-2015 Langkawi Tourism Blueprint, aimed at drawing three million visitors to the island with a revenue of RM3.8 billion by 2015, he said.

"But I understand that we have exceeded three million visitors this year itself. We've surpassed our target in 2012, what more in 2015," he said.

With this Blueprint, the government intends to turn Langkawi into an eco-tourism destination and among the top 10 island destinations in the world, said Najib.

"The implementation of the Blueprint has had a positive effect on the local economy. Compared to the first half of 2011, before it was launched (on Dec 8 2011) there has been an increase of 11.9 percent in passenger traffic via the Langkawi International Airport. It is the highest percentage recorded since 2000," he noted.

This had also increased hotel occupancy rates by 8.7 percent compared to only three to four percent prior to the launch of the Blueprint, he added.

"Physical projects proposed by the private sector have touched RM8.8 billion. The Blueprint is a catalyst to the economic and social development of Langkawi. And most important, the islanders are now enjoying the benefits directly and will do so in the long term as well through developments implemented by the government," said Najib.

The Prime Minister also advised the people to not just succeed as 'express millionaires' but to participate in the long term success of the island.

He said Langkawi had built its own brand since long ago and this distinctive brand needed to be strengthened.

"Rebranding Langkawi is crucial as it is always competing with other famous islands of the world. With a strong rebranding, Langkawi will be even more famous and attractive among the other islands," he said.

Langkawi's new brand, 'Naturally Langkawi' aims to showcase the archipelago of islands as a natural and beautiful first choice of location for tourists, in line with making it one of the top 10 island destinations in the world by 2015.

Langkawi has distinctive and unique features such as a rock formation spanning 550 million years old; an archipelago of 99 islands which have been declared as the region's first Geopark; rainforests; mangroves, beautiful beaches and its own legends and myths.

Also present at the rebranding ceremony were, minister in Prime Minister's Department, Tan Sri Nor Mohamed Yakcop, Second Finance Minister Datuk Seri Ahmad Husni Hanadzlah, Agriculture and Agro-based minister Datuk Seri Noh Omar, International Trade and Industry deputy minister Datuk Mukhriz Tun Dr Mahathir, Kedah Umno Liaison chairman Datuk Ahmad Bashah Md Hanipah and LADA chief executive officer Tan Sri Khalid Ramli.

-- BERNAMA

Copyright © 2012 BERNAMA

Source: <http://www.bernama.com/bernama/v6/newsindex.php?id=706000>