

Muhyiddin Wants More Aggressive Promotion Of M'sian Tourism Products
Bernama
23 May, 2013

PHUKET, May 23 (Bernama) -- Tourism industry players in Malaysia need to pay attention to detail and be more aggressive in promoting Malaysian tourism products so that the industry can continue to compete with neighbouring countries, said Deputy Prime Minister Tan Sri Muhyiddin Yassin.

He said aggressive long term planning was vital because most of the products offered by Malaysia were almost the same as other countries.

Taking the tourism industry in Phuket as an example, he said the ability to carry out effective promotions had resulted in a 19 per cent increase in tourist arrivals in the resort city last year, which was something all the players in the industry could learn from.

"More than 600 flights arrive in Phuket in a week. As I said, what's available in Malaysia is also available in Phuket, everything is almost the same except for the culture, other products are almost the same.

"So if we want to attract more tourists especially with competition at a critical level from neighbours like Thailand and Indonesia, Malaysia must provide tourism infrastructure and other products that are more attractive and of quality in order to derive higher revenue," he told reporters after receiving a briefing on the tourism industry in Phuket from Thailand's Tourism Authority (TTA), in Phuket, Thursday.

Also present were Phuket Governor Mitrai Inthusut and Tourism Malaysia director-general Datuk Mirza Taiyeb.

Muhyiddin said Phuket's ability to provide more than enough hotel rooms to cater to tourists was something Malaysia needed to emulate as these were not enough where certain star categories were concerned and needed to be addressed.

He suggested that promotions be focused on drawing quality tourists, those who stayed longer and had spending capability.

In line with this, he urged that the target of attractiing 28 million tourists for Visit Malaysia Year next year be upped to 30 million.

--BERNAMA

Copyright © 2013 BERNAMA

Source: <http://www.bernama.com/bernama/v7/newsindex.php?id=951869>