

## **Legoland Malaysia Will Double Effort To Lure More Indonesian Tourists**

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**By Elmi Rizal Elias**

JAKARTA, March 4(Bernama) -- Legoland Malaysia will redouble efforts to market the theme park in Indonesia following the highly encouraging response from the people there.

Its Tours and Travel manager, Hasbullah Rosli said Indonesia, which had a population of more than 251 million people, was a very good market to Legoland specifically, and the Malaysian tourism sector in general.

He said, since May last year, the management of Legoland Malaysia visited Indonesia on alternate months to promote the theme park.

"To maintain the momentum of Indonesian tourist arrivals, we will always carry out promotions by imparting the latest information on Legoland," he said when met at the 'Travelmart' tour organised by the Tourism Malaysia Office, here Tuesday.

Since Legoland Malaysia was opened in September 2012, Hasbullah said the people of Indonesia made up the highest number of foreign tourists.

He said the offer of great entertainment was the main draw in attracting Indonesian tourists to the theme park which is located in Nusajaya, Johor.

Hasbullah said there were those among Indonesians who opted to fly to Singapore, but spent a lot of time holidaying in Johor.

"Most Indonesian tourists come to Legoland Malaysia because of the cheaper holidaying cost compared to neighbouring Singapore," he said.

Legoland Malaysia is the sixth Legoland theme park in the world after Legoland Billund (Denmark), Legoland Windsor (England), Legoland California and Legoland Florida (United States) and Legoland Gunzburg (Germany).

The theme park was developed by a subsidiary of Iskandar Investment Bhd, IDR Resorts Sdn Bhd with Merlin Entertainments at a cost of RM720 million at Medini North, Iskandar Malaysia's lifestyle centre.

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