



Langkawi plots recovery path



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MYCEB gears up events campaign

Myceb charts Malaysia's journey by launching a new 10-year business events marketing strategy.

Malaysia Convention & Exhibition Bureau (MyCEB) launched its 10-year Business Events Strategic Marketing Plan 2021 – 2030 last week.

strategy will be driven by the industry players; however, there is a clear role for government in facilitating the growth of Malaysia's business and international sporting events industry.

"In charting out a better future for the next decade, the SMP aspires to deliver

optimisation, foresight and competitiveness based on embracing a sustainable marketing approach driven and adapting digitalisation and innovation.

The plan places considerable importance on integrating the marketing and development of both

developing this strategy is a testament to their commitment to the growth and development of Malaysia business and the international sporting events industry," said Ministry of Tourism, Arts and Culture secretary-general YBhg Dato' Dr Noor Zari bin Hamat.

MyCEB chief executive officer Dato' Sri Abdul Khani Daud added: "Malaysia has remained steadfast in the wake of a pandemic outbreak in 2020, which was also supposed to be the Visit Malaysia 2020 year.

"Entering the new decade, MyCEB is determined to uplift Malaysia's business events industry by reinvigorating it both substantively and strategically. This SMP creates a pathway for business and international sporting event in Malaysia that can boost Malaysia's BE industry to re-emerge stronger than before in the coming decade."



The country's Minister of Tourism, Arts and Culture, YB Dato' Sri Hajah Nancy Shukri, officiated at the travel trade launch held at Pullman Bangsar Kuala Lumpur on 15 April.

The Minister of Tourism, Arts and Culture (MOTAC) Malaysia noted: "The majority of the

transformative outcome by constituting 3% of the travel and tourism industry and create an estimated 25,833 total employment by 2030."

MyCEB's strategic marketing plan for Malaysia's business events anchors on three core elements;

the business and international sporting events industries side-by-side, with the Malaysia Convention & Exhibition Bureau taking a lead role to attract events with the support of the private sector.

"The willingness to work together in

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Vietnam: Domestic tourism a lifesaver

In the lead up to hosting the Vietnam Travel Mart, 5 to 8 May, the travel industry sets domestic travel goals during a pre-show forum.

Domestic travel is a lifesaver for the country's tourism industry, the Vietnam Tourism Association's vice chairman Vu The Binh told forum delegates last week

Vietnam News Agency said: "thousands of representatives from tourism management agencies and enterprises" gathered in the northern province of Ninh Binh a national domestic tourism forum with themed 'Domestic Tourism

– Power Force for Recovering Vietnam's Tourism in New Normal Situation'.

The forum leaders noted that in the past domestic tourism played second fiddle to the international tourism market, but all that changed.

"Domestic tourism has never been considered a main power force of the sector; as a result, it has not been properly recognised," the vice-chairman told local media. "Tourism enterprises have not defined clearly the demands, interests and favourite products and services that Vietnamese people

like, which is a weak point of the sector."

Covid-19 pandemic highlights the urgent need for the Vietnamese tourism sector to focus on the market of nearly 100 million people.

Hanoi Travel Agents Association chairman and director of Hanoitourist, Phung Quang Thang told VNA sports tourism and MICE (meetings, incentives, conferences and exhibitions) are trending with travellers residents in Hanoi.

"Tourists tend to go in small groups, book online and use their own means of transportation," he said.

The event hosted various signing ceremonies between Ninh Binh province's authorities, the Ninh Binh Tourism Department, Ninh Binh Tourism Association and Xuan Truong Construction Enterprise and various agencies and localities including Vietnam Airlines, the Vietnam Tourism Association, the HCM City Tourism Association, authorities of Da Nang City and Can Tho City and the Vietnam MICE Tourism Club.

The forum identified as curtain raiser event for the annual Vietnam Travel Mart (VITM) 2021 due to take place in Hanoi on 5 to 8 May, called on travel agents to create new travel products geared for domestic travel while developing niche markets such as golf tourism and the lucrative events market such as company incentives.

In the past, incentive schemes for Vietnamese sale executives employed in major corporations concentrated on reward trips to Thailand, Hong Kong and Singapore. Now the ongoing Covid-19 outbreaks are forcing companies to switch to domestic incentive travel reward schemes.



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Emirates offers summer deals to the Maldives



Airline offering UAE travellers a chance to book their Eid or summer break with special fares.

Emirates is offering travellers from the UAE the chance to book their long-awaited Eid* or summer getaway to the Maldives.

Fares start from AED3,495 in economy class and AED8,555 in business class. The offer is valid for bookings until 25 April 2021 for travel until 31 July 2021.

Travellers can also plan their Maldivian getaway with Emirates Holidays, starting from AED 4,389 per person for a three-night stay package at a four-star hotel.

Emirates currently offers 28 convenient weekly flights to the Maldives.

The Maldives has become a popular destination for UAE

travellers as it is one of just a few destinations that has remained open for tourists since July of last year. Private island resorts implemented Covid-19 health and safety measures and offered convenient PCR testing within the resorts ahead of their return flight.

Additionally, travellers to the Maldives can enjoy privacy and seclusion through its extensive range of villa-style accommodation options with private pools.

The airline has also recently introduced contactless technology to ease customers through Dubai airport.

The airline provides the latest information on its COVID-19 information hub, including entry requirements, travel restrictions and all its initiatives for customer wellbeing.

For more information on Emirates, including how to book flights and a complete list of terms and conditions, visit www.emirates.com, travel agent or through the local Emirates Sales Office.

All travellers to the Maldives, excluding Maldives citizens, must present a negative Covid-19 PCR test result, conducted within 96 hours before departure. Travellers are also requested to complete the online Immigration and Health self-declaration form within 24 hours before arrival.

*According to the UAE's official holiday calendar, residents will get Eid Al Fitr holiday from 29 of Ramadan to 3 of Shawaal, the 10th month of the Islamic calendar. This means residents will enjoy a four-day break from Tuesday, May 11, to Friday, May 14.

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Langkawi plots recovery path

LADA outlines post-Covid-19 recovery plans to rekindle domestic tourism during a networking day to introduce its LND2021 strategy.

Langkawi Development Board introduced its Langkawi Economic Direction Plan recently that outlines how Malaysia's top holiday island intends to shape its "Reopening strategies As a Safe Travel Destination post-Covid-19."

At a recent Langkawi Networking Day, the board confirmed its primary focus, post-Covid-19, would concentrate on rebuilding domestic tourism followed by mobilising travel packages through business relations with foreign tour operators during the medium to long term.

In a recent post on its Naturally

involving several government agencies, private and industrial players in Langkawi.

LADA chief executive officer

day event as representatives of the travel industry, government agencies and non-government bodies (NGOs).



Langkawi Facebook page, LADA presented its reopening action plan to position the travel destination with a "new norm approach"

Dr Hezri Adnan said the LND2021 strategy plan received encouraging response from the 150 participants who attended the networking

"This is a good sign for Langkawi. I'm confident that we will offer more interesting travel packages to tourists in a little while from now," he said.

LND2021 is a LADA initiative to promote Langkawi and create new tour packages that can support so-called "Domestic Travel Bubbles" between Malaysian states once the Rehabilitation Movement Control Order (PKPP) eases and domestic travel to Langkawi fully resumes.

LADA will also place MICE (Meetings, Incentives, Conferences & Exhibitions) top-of-mind to drive domestic MICE bookings to the island.

"LADA will continue to seek to diversify initiatives as a step to restore the local economy and make Langkawi stronger and more resilient in going through the phase of post-Covid-19 economic recovery," concluded the LADA CEO.

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