



MEDIA RELEASE

LANGKAWI WELCOMES SK TELECOM INCENTIVE GROUP

SK Telecom, one of the largest telecommunication companies in South Korea, is bringing in 150 people consisting of top-performing agents and upper management officials to the Four Seasons Resort in Langkawi from 16 to 19 November 2011 as part of its incentive program.

Led by its President, Mr. Ha Sung-Min, the group will be flown in via a chartered Korean Air flight direct to the island. They will enjoy a variety of recreational activities which include golfing, spas, island hopping and cooking sessions, visiting a batik photo studio, and tours around other key attractions in Langkawi.

This incentive tour was made possible by the cooperative efforts of Tourism Malaysia, the Korean ground handler SK Tourvis, Langkawi Development Authority (LADA) and Korean Air.

SK Telecom, or Sunkyong Telecom, was established in 1984 and is a subsidiary of SK Group, one of South Korea's largest conglomerates. It currently has over 4,400 employees, with SK Communications and SK Broadband as its sister companies.

Tourism Malaysia's involvement in this program is in line with the government's aim of strengthening Malaysia's position as a business tourism destination, and enhancing connectivity to priority medium haul markets. Last year, Malaysia received 264, 052 tourists from South Korea, an increase of 16.2% compared to 227, 312 tourists in 2009.

For more information, please contact:

Abdul Haris bin Hadi
Deputy Director
International Marketing Division (North and East Asia)
Tourism Malaysia, Putrajaya
Tel: (+60)3-8891 8000 (G/L) (+60)3-8891 8215 (D/L)
Email: abdulharis@tourism.gov.my

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Tel: 03-8891 8764; Email: khairie@tourism.gov.my
Website: www.tourismmalaysia.gov.my
Facebook: <http://www.facebook.com/friendofmalaysia>
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