



MEDIA RELEASE

TOURISM MINISTER LAUNCHES ZOOM! MALAYSIA ADVERTISING CAMPAIGN (SMRT TRAIN, BUS & TAXI) IN SINGAPORE

The Hon. Dato' Sri Azalina Dato' Othman Said, the Minister of Tourism, Malaysia today marked the beginning of the New Year by launching a Tourism Malaysia advertising campaign (ZOOM! Malaysia) for **SMRT trains, busses and taxis in Singapore.**

The launching of the advertising campaign in Singapore is **to intensify the promotion of the domestic tourism campaign – Zoom! Malaysia.** Under the recent Tourism Malaysia market structure, Singapore and Brunei markets are under the purview of the Domestic Promotions Division.

The launching gimmick of Zoom! Malaysia advertising campaign was carried out at the **Toa Payoh MRT station** and was witnessed by the media and officials from both countries.

Using the body wrapping advertising technique (with Zoom! Malaysia creative for the Singaporean market) the campaign specifically targets the public transport because it is popular among Singaporeans and foreign tourists.

The campaign is expected to give an extensive exposure to the products, activities and tourism destinations in Malaysia.

BACKGROUNDER

1. The Zoom! Malaysia campaign is one of the Government's efforts to promote and develop domestic tourism. The campaign encourages Singaporeans to plan their holidays and explore the various places of interest in Malaysia.
2. Tourist arrivals from Singapore have been growing steadily over recent years. For the first 11 months of 2008 (Jan-Nov) Malaysia recorded **9.97 million visitors** from Singapore. This is an **increase of 4.4 per cent** compared to the same period the previous year.
3. According to research (Nielsen) 72% of Singaporeans commute by bus, while 42% prefer taxis.
4. The Zoom! Malaysia advertising campaign for SMRT trains, busses and taxis in Singapore will be for six months, beginning January 2009.

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