



MEDIA RELEASE

HUA HIN, THAILAND-SUBANG AIR ROUTE TO BOOST THAI ARRIVALS

PUTRAJAYA, 19 DECEMBER 2012: A flight carrying 40 passengers from Hua Hin, Thailand, has arrived at Subang Skypark Airport on 18 December, signaling the inaugural Berjaya Air flight connecting Hua Hin, Thailand and Subang, Malaysia. The introduction of this thrice-weekly route offering 72 seats each way is a welcome news for Malaysia's tourism industry and is an opportunity to boost tourist arrivals from Thailand.

The passengers, participants of a special familiarization group, are here at the invitation of Berjaya Air to see and experience Malaysia first hand; they include the Lord Mayor of Hua Hin, Mr Nopporn Vuttikul, Governor of Prachuap Khiri Khan Province, Mr. Weera Sriwathanatrakoon, Tourism Authority of Thailand Director, Mr Wiboon Nimitwanich, guests from Hua Hin Municipality Government, travel agents, and media officials.

The group was treated to a warm Malaysian reception upon arrival at Subang Skypark Airport, complete with kompong and cultural performances. During the three day familiarization trip to Kuala Lumpur, the group will visit some key attractions such as the former Istana Negara, Dataran Merdeka, Royal Selangor, PETRONAS Twin Towers and KL Tower. A major highlight is the shopping spree at three designated shopping malls, i.e. Suria KLCC, Mid Valley Mega Mall and Sunway Pyramid. They will also be hosted to dinner and cultural performance at Saloma Theatre Restaurant by Tourism Malaysia tonight.

Hua Hin, with a population of 80,000, is about 200km south of Bangkok, and has a potential golfer and expatriate market that can be tapped for tourism purposes.

Last year, Malaysia received 1,442,048 tourists from Thailand, with many of them preferring to visit Kuala Lumpur, Genting Highlands, Penang and Putrajaya.

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