



## **MEDIA RELEASE**

### **KUALA LUMPUR IN TOP 5 RANKING FOR HIGHEST TOURIST ARRIVALS**

Kuala Lumpur has been ranked fourth in Euromonitor International's report on Top City Destination Ranking 2009, ahead of such popular destinations such as Paris, Hong Kong, New York City and Dubai. The city recorded 9,400,000 tourist arrivals in 2009.

The report showed that while total arrivals to 100 of the world's cities fell by 3.5 per cent due to the global economic crisis, Kuala Lumpur recorded an increase of 5.2 per cent in tourist arrivals compared to the previous year.

In its report, Euromonitor International expects cities in emerging markets to continue to steal a share of global arrivals, especially in Asia Pacific and the Middle East and Africa. This shift will be accelerated by the expansion of low cost carriers and rising middle classes that are travelling in ever greater numbers, especially intra-regionally. Those cities serving as main airport hubs are expected to benefit from this regional movement, namely São Paulo, Johannesburg, and Kuala Lumpur.

In explaining its research methodology, Euromonitor International defined "international tourists" as any person visiting another country for at least 24 hours, for a period not exceeding 12 months, and staying in collective or private accommodation. Each arrival is counted separately and includes people travelling more than once a year and people visiting several countries during one holiday. Domestic visitors are excluded.

The report is accessible at: <http://blog.euromonitor.com/2011/01/euromonitor-internationals-top-city-destinations-ranking.html>.

#### **PENANG IS A MUST-VISIT ISLAND AND GASTRONOMIC HAVEN**

On a similar note, web portal Yahoo! ran an interesting, though morbidly-titled, story of one-of-a-kind islands called "10 Islands to Explore Before You Die" by Gary McKechnie. The article featured Malaysia's unique fusion of cultures and flavours, especially Penang's popularity as a gastronomic haven with affordable Asian and European food choices. Specific mention was given to local favourites – lor bak, lok-lok and ikan bakar. The writer even went so far as to tag George Town as "Malaysia's food capital." Kek

Lok Si temple's fusion of Chinese, Thai and Burmese architectural influences was also highlighted as an exemplary coexistence of Malaysia's diverse cultures.

Other islands on this "must-see" list include the Galapagos, Bora Bora and Bali. The article can be viewed at [http://travel.yahoo.com/p-interests-37926474;\\_ylt=AoIRBpytrZphVC2BIs.DYJehpYMA](http://travel.yahoo.com/p-interests-37926474;_ylt=AoIRBpytrZphVC2BIs.DYJehpYMA).

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