

## **TOURISM MINISTER LAUNCHES MY TAXI CAMPAIGN**

KUALA LUMPUR, 17 June 2008 – Being front liners in the tourism industry, taxi drivers play an important role in projecting a good image of our country. The quality of their services can also enhance the pleasures of one's vacation in our country, and boost visitor arrivals.

To improve the services of our taxi, Minister of Tourism YB Dato' Sri Azalina bin Othman Said launched the *My Taxi Campaign* today at Malaysia Tourism Centre, Jalan Ampang, Kuala Lumpur.

The campaign will run for the next five consecutive Tuesdays to coincide with the peak period of Middle East tourist arrivals. The Minister of Tourism will have the Meet and Greet session with the taxi drivers every Tuesday at MATIC to listen and discuss matters to develop them as the country's "ambassador".

The launch was attended by the foreign diplomatic corp of Middle East countries, heads of taxi associations, heads of tourism related associations such as MAH and MAHO and other NGOs.

Two hundred taxi drivers were also present, all spruced up in appearance, and driving vehicles with spick and span interiors. Car seat posters were also installed in all vehicles.

The core of the briefing was to instill in taxi drivers five important principles; namely, be courteous, be friendly, keep your taxi clean, be honest and be knowledgeable. After having being briefed, the taxi drivers were flagged off by YB Dato' Sri Azalina bin Othman Said. Each taxi driver was given a goodie bag.

This campaign is one of a series in the pipeline by the Ministry of Tourism to upgrade the quality of our tourism services so as to have a cutting edge over our competitors in other countries.