



MEDIA INFO

VISIT KEDAH YEAR 2008

Malaysia's One Golden Celebration continues with three states declaring 2008 as their visit state year. The northern state of Kedah, known as the rice bowl of Malaysia, has come up with a much hyped up Visit Kedah Year 2008 campaign.

The Visit Kedah Year 2008 is held in conjunction with the golden jubilee celebrations of the reign of the Sultan of Kedah, Sultan Abdul Halim Mu'adzam Shah. A total of 70 events, including 29 to be hosted in Langkawi, have been planned to help the state achieve its target of 3.88 million tourists next year.

Among the national and international events that will be held in Kedah in 2008 are:

- Royal International Langkawi Regatta (*5 – 11 January*)
- Kedah Hot Air Balloon (*18 – 23 March*)
- The Launch of National Water Festival 2008 (*4 – 6 April*)
- International Jet Ski Competition (*9 – 10 May*)
- Islanders Music & Dance Festival Langkawi 2008 (*30 May – 1 June*)
- Kedah International Media Hunt (*29 – 30 June*)
- International Tomoi Competition (*13 – 16 August*)
- Jerai International Mountainbike Challenge (*7 – 9 November*)
- International Kedah Golf Border Challenge (*29 – 30 November*)

Apart from that, a total of 18 development projects will be implemented in Kedah under the 9th Malaysia Plan, with an allocation of RM69.8 million. These projects include the development and maintenance of existing tourist destinations and the upgrading of homestay programmes. The government will focus on two main aspects in these development projects, namely to provide/upgrade tourism facilities and to develop ecotourism.

Some of the tourism products and destinations that will benefit from this are Sungai Merbok Forest Reserve, Medan Budaya in Alor Star, Ulu Legong Hot Spring, Chenang Beach in Langkawi, Gunung Keriang and Sungai Sedim.

For more information, please contact:

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Backgrounder:

The state of Kedah is located at the north of Peninsular Malaysia, flanked by Perlis on the northwest, Perak on the southeast and Penang on the southwest. It also borders with Thailand on the northeast. Kedah is known as the “rice bowl of Malaysia” due to the vast rice fields found in the state. It is also home to the first geopark in Southeast Asia – the Langkawi Geopark.

Kedah's fascinating and unique natural heritage has lured many visitors from afar since the 2nd century. In fact, the state records the oldest civilization in the history of Malaysia. Besides the scenic and tranquil island of Langkawi, Kedah has many other tourist attractions such as the Sedim River (whitewater rafting and the longest tree-top walk), Bujang Valley (oldest civilization), Merbok River (mangrove biodiversity) and Ulu Muda Eco Park (forest reserve), to name a few.

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