
ZOOM! Malaysia - Domestic Tourism Campaign 2008/09

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Zoom! Malaysia encapsulates the main aim of the domestic tourism campaign 2008 / 2009 which is urging we Malaysians to give priority to our local vacation destinations and encourages us to look at Malaysia with a different view. Zoom! Malaysia will replace the previous Cuti-cuti Malaysia campaign.

Going on vacation overseas used to be a luxury many of us took for granted but with uncertainty in the global economy, vacationing at home has now become a sensible choice.

The campaign title Zoom! Malaysia is a catchy phrase which transcends language, culture and racial barriers.

We Malaysians have to work hard to make Malaysia the first choice in the world's tourism destination and doing everything that can make it more beautiful and attractive to tourists, and to ourselves.

Zoom! Malaysia, the brainchild of Tourism Minister Datuk Seri Azalina Othman, was created to get tourists especially locals to look at Malaysia with fresh eyes.

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