

Media content on MRTs tourism boost

KUALA LUMPUR — The Mass Rapid Transit (MRT) system has become part of Malaysia's tourism landscape and presents unique advertising and promotional opportunities, according to Datuk Seri Nazri Aziz.

Speaking at the launch of the Titanium Compass Sdn Bhd and VGI Global Media Sdn Bhd office at Menara Manulife here yesterday, the Tourism and Culture minister said effective media placement on the public transportation system would boost tourism.

"We already had tourism planning in mind when constructing the MRT, with stations near the National Museum, Chinatown and Central Market.

"But the MRT itself has become a tourist

draw. Personally I make it a point to use public transportation in any country I visit, whether it is a bus in London, a tram in San Francisco or the New York City subway."

Nazri said he is impressed with the value of the MRT system to tourism and expressed hope this would be effectively capitalised by the Titanium Compass.

He added surveys and studies conducted by the ministry indicated tourists, especially from other Asean countries, were especially interested in riding on the MRT.

"It is my hope that some media content at the stations and in the trains complement our efforts to promote the country. The ministry is ready to extend any cooperation towards such efforts."

Nazri suggested advertisements could include "tourist trails" to help guide visitors to the best tour spots along the MRT line.

Also present at the launch were Redberry Group chairman Tan Sri Mohamed Al-Amin Abdul Majid, Redberry Group managing director Datuk Siew Ka Wei, Redberry Media Group chief operating officer Datuk Wong Sai Wan, BTS Group chairman Khun Keeree Kanjanapas, Ikatan Asli managing director Mohd Azar Ismail, chairman of the executive committee of VGI Global Media Kavin Kanjanapas, Mahaka Group chairman Erick Thohir, and AMG chief executive officer Davy Makimin.

The office will house an estimated 100 staff of the conglomerate.