



Perak aims for a 'slice' of S'pore

IPOH: Tourist attractions in Perak will be more aggressively promoted in Singapore now that travel time to the state capital has been reduced to a mere 80-minute flight.

Ipoh will be highlighted as a food haven, Pangkor as the destination for island adventure, and Royal Belum State Park as the ideal holiday venue for nature lovers.

"Singaporeans know about Malacca, Kuala Lumpur, Genting Highlands and Johor, but Perak, states on the east coast, Sabah and Sarawak are less popular.

"Since Firefly is starting its Singapore-Ipoh flights, we will have more opportunity to promote Perak," said a top Tourism Malaysia official during a working visit by Perak executive councillors to the island republic recently.

It is understood that Singapore-Ipoh flights are fully booked for the next two months and that Firefly will increase its flights from the current four times a week.

Perak Health, Local Government, Consumer Affairs, Envi-



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ronment, Public Transport and Non-Islamic Affairs Committee chairman Datuk Dr Mah Hang Soon, who headed the delegation, said the state government was hopeful of attracting 20 per cent of Singaporean visitors to Malaysia.

Malaysian High Commissioner to Singapore Datuk Hussin Nayan praised Firefly and other carriers for increasing services to the major towns.