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Press Statement

5th February 2015

For Immediate Release

KL Tourism Going Global with Digital 'HELLO KL' E-Newsletter & #IAMKL Online Campaign

Traders Hotel, Kuala Lumpur, 5th February 2015 – The Mayor of Kuala Lumpur, Datuk Seri Ahmad Phesal Bin Hj. Talib today announced Kuala Lumpur rank no:9 out of 100 world's leading cities in terms of international tourist arrivals by the Euromonitor International in its annual Top City Destinations Ranking 2013. The released report recorded 11.2 million international tourist visited Kuala Lumpur in 2013 whereby the 5% growth illustrated KL's economic strength, as well as the sustained importance of Kuala Lumpur to global tourism, both business and leisure.

The Mayor then pointed out under the Initiative 10.3 in the Kuala Lumpur Tourism Master Plan 2015-2025, one of the key areas that must be worked upon is to market Kuala Lumpur in a targeted manner and provide industry players and tourists with better access to city information.

HELLO KL E-NEWSLETTER

In addressing the above, at the event the Mayor launched an industry E-newsletter named "Hello KL". *"This bi-monthly, free electronic publication will engage local and international tourism stakeholders with the latest and consistent news in the Kuala Lumpur tourism industry with a just simple click of the mouse. For a start, the inaugural KL e-newsletter issue will say 'hello' to 5,500 database of tourism*



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stakeholders within Malaysia and other countries, as far as Europe. Being an electronic newsletter, it can be sent all around the world efficiently without incurring high postage costs and most important, it is 'environmental friendly', said the Mayor.

The E-newsletter will be sent via email to travel & tour agents in Malaysia and overseas, Kuala Lumpur tourism product owners and relevant organisations and associations that have a stake in the Kuala Lumpur tourism industry. The E-newsletter will also be downloadable to any interested party via the official tourism website at www.visitkl.gov.my. The inaugural edition as well as future editions of the newsletter will be archived and continuously be made available at the website.

In his address at the launch, the Mayor said that the *"E-newsletter will be a useful and effective tool in providing information on tourism updates in Kuala Lumpur and it would be a valuable resource for all parties who are responsible for selling the city as a preferred tourist destination. This information will allow them to creatively develop tour packages and itineraries that will be more appealing and attractive"*.

As for the inaugural issue the contents focuses on a string of initiatives stated in the Kuala Lumpur Tourism Master Plan 2015-2025 that have been implemented in 2014, besides highlighting tourism products and services in KL. *"For future publications, I am inviting more tourism industry players in KL, to contribute towards the content of this E-newsletter and reach out the international audience, for free"*, added the Mayor.

Hello KL E-newsletter will be published on a bi-monthly basis. However, should there be a need in the future for a more frequent publication or for supplementary issues to be published; KL City Hall will consider producing more than just six issues



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per year. Those who wish to subscribe to the E-newsletter can easily email to helloklnewsletter@gmail.com

#IAMKL CAMPAIGN

At the same event, the Mayor also launched an international online campaign that has been aptly named #IAMKL. The main objective of the campaign is to engage an international audience in a light and fun way while creating greater awareness of the city among travellers and enticing them to visit Kuala Lumpur. The campaign utilizes a combination of social media such as Facebook, Twitter and Instagram, as well as the official campaign website; www.iamkl.com, to gain exposure and a presence on the internet.

The website, which comes in three languages; English, French and Spanish, will offer daily postings on the “KL Story”, food, celebrities, culture, lifestyle events, and the like. Visitors to Kuala Lumpur are invited to upload ‘selfies’ of themselves with identifiable scenes of Kuala Lumpur in the background. They are then encouraged to share their posts with friends online in an effort to generate “likes”, and so creating the viral effect that will garner more awareness. By participating in this way, visitors can also join the “I Want To Go There” contest that will offer a lucky winner a return ticket to Kuala Lumpur. The contest period will run from today to the 31st of March and participation is open to non-Malaysians, aged 25 years and above only. #IAMKL was originally targeted at the European market, but it has been extended globally.

“As part of the effort to effectively brand Kuala Lumpur as a dynamic tourism destination, it is important for us to embrace digital media and utilize to its full potential such as the “Hello KL” E-newsletter and #IAMKL campaign, for a start”, explained the Mayor.



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“Thru #IAMKL, we are capitalizing online social media as our new communication strategy to brand and promote KL internationally. I recon by launching this campaign, tourists and KLites will share their ‘selfies’ on attractions, unique experience that portray the friendly, young, vibrant and the soul of Kuala Lumpur on #IAMKL website. Promoting KL then will become more sophisticated and personalize”, said the Mayor.

To demonstrate the ease with which individuals can participate in the #IAMKL campaign, the Mayor himself took a ‘selfie’ with the iconic twin towers in the background and uploaded the image to the official campaign website.

For more information please contact Noraza Yusof, Head of Tourism, Kuala Lumpur City Hall at email: norazayusof@gmail.com or handphone 013-3399915

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