



PRESS RELEASE

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ON 31.12.13 COME AND CELEBRATE – KUALA LUMPUR NEW YEAR COUNTDOWN AT DATARAN MERDEKA & KLCC

Kuala Lumpur 20th December 2013 – Kuala Lumpur is going all out to make sure 2013 ends with a bash and to welcome Visit Malaysia Year 2014 in style. And the hottest place around to ring in 2014 will be in city centre Kuala Lumpur on 31st December from 9p.m. to 1 a.m. The official event venue will take place at KL's two most important landmarks, the Dataran Merdeka and KLCC and will be FREE for all to enjoy.

At Dataran Merdeka the night will include a 3 hour live orchestra performance by the DBKL Orchestra playing party hits. Eclectic line-up includes Amy Search, Zainal Abidin, Jay-Jay, Aweera Mojo, Caroline, Najwa Latif, Bob Nathan and Reno for Chinese songs. The supercharged local bands will feature Def Gab C, Utopia and Bloodshed. Crowd can join the Joget Lambak with DBKL Cultural dancers performing in between the pop music and get the chance to win attractive prizes by participating in “*Visit KL – Guess what..?*”

FOOD Bazaar will be held at “Bawah Tanah”, Dataran Merdeka. About 50 local food vendors will have stands to purchase delicious food and drinks from 3pm and throughout the night. Write down a resolution for the Resolution Tree @ KL City Gallery and win prizes for best written resolutions.

To start the New Year with a bang, at midnight there will be a spectacular countdown fireworks display launched from DBKL Headquarter building aligned with the heritage building of Bangunan Sultan Abdul Samad.

“We promise the New Year Countdown will be a truly breath taking event. Dataran Merdeka will be turned into a huge picnic site to bring to life the spirit of togetherness. Where people can enjoy great music, food and fantastic fireworks display to welcome the New Year 2014”, announced Datuk Seri Ahmad Phesal, Mayor of Kuala Lumpur. *“It is FREE for all and let it be an enjoyable big night out for KLites and tourists”,* added the Mayor.

Parking is available at Dataran Merdeka Underground, DayaBumi, Padang Merbok, around Central Market but best is to use public transportation as LRT, and Monorail will extend its services until 2am.

Fabulous 2014 @ KLCC. This year KLCC Symphony Lake Fountain will feature a fabulous three hour New Year countdown extravaganza at the symphony lake fountain along with famed Malaysian singers to usher in the festivities at the park. Come and enjoy a family themed night of songs and dances along with spectacular lasers, lights and sounds. The night will open with cultural performances that will showcase Malaysia to the world staged in conjunction with the Visit Malaysia Year 2014. *“This year celebration will also feature a giant water screen that syncs with the modern beat and patterns that will enliven the park culminating in Kuala Lumpur’s largest fireworks display at the stroke of midnight at this iconic location”*, said Datuk Hashim Wahir, the CEO of KLCC Properties. Usher the New Year in fabulous fashion from 9 p.m. onwards at the Fabulous 2014 New Year Countdown only at KLCC Symphony Lake.

Tourists Arrival Target for Kuala Lumpur in 2014

At the press conference, the Mayor also announced the target of 15 million for tourists’ arrival into KL during the Visit Malaysia Year 2014. The breakdown on the target would be 10.1 million foreign tourists and 4.9 million domestic tourists. Target tourism revenue from international tourists is set at RM24.9billion. And target for 2013 is 9.7 million foreign tourists. In 2012, Kuala Lumpur achieved 14 million tourists comprising of 9.3 million foreign tourists with estimated tourist revenue of RM19.8 billion and 4.7 million domestic tourists.

In 2012, Kuala Lumpur ranked no: 10 in 10 most visited cities in the world by Global Destination Cities Index published by Mastercard. In 2013, Kuala Lumpur moved up in rank to no: 8 by the same report and positioned 3rd ranking of the top Asia/Pacific destination cities.

“With more tourism products and services that will be introduced during the first quarter of 2014, and monthly exciting signature events which will be held in the city throughout 2014; I am confident the target set for the tourists arrival can be achieved”, said the Mayor. *Kuala Lumpur City Hall through its Tourism Unit (Visit KL) will continue to collaborate with Tourism Malaysia and increase our activities to promote Kuala Lumpur. We will participate in more local and international travel trade shows to promote our city and its attractions, increase advertising including social media and work with international media, in order to get a better global attention”*, promised the Mayor. As to increase domestic arrivals, Visit KL in collaboration with hotels and tourism attractions in KL will introduce tactical packages for fits travellers, family packages and students.

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