

Media Release

For Immediate Release

ERL Launches Visit Malaysia 2020 Happenings @ KL Sentral

Twice-A-Month Cultural Performance and KLIA Ekspres Ride & Win Campaign in Support of Visit Malaysia 2020

Kuala Lumpur, 17th January 2020 – Express Rail Link (ERL) kicks off its Visit Malaysia 2020 Campaign support with a colourful and entertaining cultural performance for tourists and locals alike at KL Sentral Station today.

Dancers from the National Department for Culture and Arts (JKKN) perform popular traditional dances such as Zapin, Joget, Classical Indian Dance, Chinese Fan Dance, Ngajat and Sumazau at the launch of Visit Malaysia 2020 *Happenings @ KL Sentral* which was officiated by the Deputy Minister of Tourism, Arts and Culture Malaysia, YB Tuan Muhammad Bakhtiar Wan Chik.

This initiative is a collaboration between ERL and JKKN, and supported by Tourism Malaysia to showcase Malaysia's diverse cultures to visitors arriving at KL Sentral. There will be a cultural performance twice a month (except in May and August) at the KLIA Ekspres Arrival Hall, starting 17th January 2020.

YB Tuan Muhammad Bakhtiar said, "With global trends pointing towards experiential tourism, tourists today want to experience a destination through the rich cultural heritage and creative expressions of the local community. A study by Tourism Malaysia shows that activities related to the arts and culture such as heritage walking tours, traditional dance and batik drawing workshops, amongst others, are sought-after experiences."

"Today, we witness the fruits of cooperation between ERL, Tourism Malaysia and JKKN as an excellent example of the private sector's initiatives in support of VM 2020. I would like to urge more industry players and operators in the travel and tourism ecosystem to come forth and join us. The ministry and Tourism Malaysia look forward to supporting your initiatives and together, we can ensure a successful VM 2020 Campaign," he added.

ERL's Visit Malaysia 2020 Campaign Support

ERL is taking several initiatives to support the government in achieving the targets of 30 million tourist arrivals and RM100 billion in tourist receipts this year.

Besides the cultural performances, ERL is also organising a Monthly KLIA Ekspres Ride & Win Campaign starting 1 February 2020 in collaboration with Tourism Malaysia and with the support of tourism partners for prize sponsorships to spice up the VM 2020 Campaign and create more excitement for inbound visitors. This new campaign is open to all KLIA Ekspres customers who buy train tickets during the campaign period and enrol online to win monthly grand prize sponsored by the tourism partners.

Noormah Mohd Noor, Chief Executive of ERL said: “ERL will play our part to promote Malaysia as a preferred destination, and work together with Tourism Malaysia, hotels, travel agents and other partners to support the Visit Malaysia 2020 Campaign. We will continue to provide special promotions such as the Family Package and Group Saver as well as enhance our transport packages for tourists such as KL TravelPass and Discover Kuala Lumpur to better meet the tourist needs.”

“When tourists fly into Kuala Lumpur, one of their first Malaysian experiences will be on board our train as they make their way into the city. With our impeccable 99.7% on-time performance and safety record, we aim to provide a great first impression to these visitors,” said Noormah.

After the launch, the Deputy Minister took the opportunity to meet and greet arriving KLIA Ekspres passengers from KLIA, and presented them with goodies in conjunction with the upcoming Chinese New Year.

The free cultural performance will be held on the following Friday dates in 2020:

17 & 24	14 & 28	13 & 27	10 & 17	12 & 26	10 & 24	11 & 25	9 & 23	6 & 20	4 & 18
JAN	FEB	MAR	APR	JUN	JUL	SEP	OCT	NOV	DEC

Time: 3:45pm – 4:30pm

Venue: KLIA Ekspres Arrival Hall, KL Sentral Station

For more information on the *Happenings @ KL Sentral* and KLIA Ekspres Ride & Win Campaign, visit www.KLIAekspres.com.

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About Express Rail Link

Express Rail Link (ERL) is the operator of KLIA Ekspres and KLIA Transit services that connect Kuala Lumpur International Airport (KLIA & KLIA2) and the city. The non-stop 57-km journey on KLIA Ekspres between KL Sentral and KLIA takes only 28 minutes. Passengers can also take a 3-minute ride between KLIA and KLIA2. ERL has been recognised locally and internationally for consistently providing high standards in the air-rail service. ERL was named AirRail Link of the Year at the Global AirRail Awards (GARA) in 2012, 2014, 2015 and 2016. ERL won Partnership of the Year Award at GARA 2019 for its efforts in expanding its sales platform and customer base worldwide.

To date, ERL has carried almost 105 million passengers onboard its trains.

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