

Press Statement

For Immediate Release

4th May 2017

KL Mayor's Tourism Awards Partners With Royal Selangor

The Kuala Lumpur Mayor's Tourism Awards programme is in its third edition since its inception in 2011. Held once every three years, this programme has proven to be a sustainable benchmark for establishing the highest in standards of service in the Kuala Lumpur tourism industry.

One of the success factors of this awards programme is the high level of excellence and the prestige that is associated with it. In order for the awards to continue to represent the best of the industry, these factors will need to be maintained.

For the Kuala Lumpur Mayor's Tourism Awards brand to grow as a recognizable icon of the industry, it must also be associated with brands that are also icons of the industry. It is for this reason that we are very selective of the partners we work with to run this prestigious programme.

Royal Selangor is a very successful, home grown brand that has gone beyond the shores of Malaysia in its growth and is recognized all around the world for its distinctive quality, creativity and fine pewter products.

It can be said that since Kuala Lumpur was established upon the tin mining industry over 150 years ago, the city has a long relationship with tin and pewter. Therefore partnering with a brand like Royal Selangor to create the award trophy is an obvious choice.

Royal Selangor have designed a bespoke trophy that is full of meaning and character that best suites the Kuala Lumpur Mayor's Tourism Awards. There are four variations of the trophy that will be presented to the recipients. They are the platinum trophy, the gold trophy, a trophy for the commendable front-liners and a special trophy for outstanding contribution towards the development of the Kuala Lumpur Tourism Industry.

This year there will be platinum and gold awards in a total of 14 categories and sub-categories including: Accommodation for 5-Star, 4-Star, 3-Star and Budget categories, Dining for Fine Dining Restaurant, Home-Grown Restaurant and Foodcourt, Tourist Attraction for Family Entertainment and Culture, Arts & Heritage, Shopping Malls, Medical Tourism and Education Tourism.

The commendable award for front-liners, will identify and recognize individuals on the front lines who have gone over and above the call of duty to serve the tourists. The programme will also recognize one industry leader who has made outstanding contributions to the growth and development of the Kuala Lumpur tourism industry.

The partnership between DBKL and Royal Selangor will continue after this year's programme for at least two more editions of the KLMTA in 2020 and 2023. This long-term commitment from Royal Selangor will ensure that the consistency in the trophy design will contribute towards further developing the Kuala Lumpur Mayor's Tourism Awards brand as a premier awards programme for the Kuala Lumpur tourism industry.

End.