

# Press Statement

For Immediate Release

6<sup>th</sup> April 2017

## KL Mayor's Tourism Awards Get Encouraging Response From Industry

**6<sup>th</sup> April 2017, Kuala Lumpur:** The Kuala Lumpur Mayor's Tourism Awards 2017, awards committee met today to finalize the preparations for the upcoming judging process of the shortlisted nominees. Nominations for all 14 categories and sub-categories had closed on the 31<sup>st</sup> of March 2017.

The response from industry players was encouraging with a total of 449 nominations received for all categories and sub-categories. Having undergone a stringent vetting process to ensure that all nominees were in compliance with the statutory licensing and taxation requirements, the final lists were further reduced to shortlists by the panels of judges. The shortlisted nominees will now undergo the tedious judging process that will vary according to each category of award.

The panels of judges will take just under a month, from the 7<sup>th</sup> of April to the 5<sup>th</sup> of May, to conclude their judging process. The head judges will then tabulate the score-sheets and submit the finalized scores identifying the positions of the nominees in order of highest scoring marks to lowest scoring marks, in a sealed envelope to the audit committee for confirmation of the results. This judging session will make up 95% of the total points awarded to each nominee, while the remaining 5% of the points will be determined by way of a public vote.

From the 16<sup>th</sup> of April to the 5<sup>th</sup> of May, members of the public will have the opportunity to vote online for their favourite establishment via the official Kuala Lumpur Mayor's Tourism Awards 2017 website ([www.klmayortourismawards.com](http://www.klmayortourismawards.com)). The points awarded from the public voting are based upon the percentage of votes each nominee gets from the total number of votes cast.

Nominees who receive 25% and above of the total votes cast will get 5 points added to their total judging score. Nominees who receive between 20% and 24% of the total votes cast will get 4 points added to their total judging score. Nominees who receive between 15% and 19% of the total votes cast will get 3 points added to their total judging score. Nominees who receive between 10% and 14% of the total votes cast will get 2 points added to their total judging score, and nominees who receive between 1% and 9% of the total votes cast will get 1 point added to their total judging score.

The award recipients will each receive a trophy and certificate, which will be presented at the KLMTA 2017 Gala Dinner and Award Presentation Event to be held on the 23<sup>rd</sup> of May 2017. Award recipients will also be given the exclusive rights to use the KLMTA 2017 logo in their promotion materials and marketing efforts. Award winners will also be given formal acknowledgement through advertisements in the local media as well as discounts in licensing fees. Platinum award recipients will get a 50% discount on their licensing fees while gold award recipients will get a 25% discount. Winners of the Mayor's Commendable Award for Front Liners will each receive RM3,000.00 and a sponsored gift together with their trophy and certificate.

Speaking to the press, the Mayor said that participation in the awards programme was absolutely free of charge and that there were no hidden costs or charges to participate. *"I was told that some industry players have queried if there are any hidden costs to participate in the programme. Let me confirm that there are none and that the judges will carry out their judging without bias, fear or favour. Nominees who have been confirmed to receive an award will be invited to attend the Gala Dinner to receive their award without any charge to them"*.

He said the timing for the awards was appropriate given the global challenges faced by the travel industry. *"Global affairs such as regional unrest, economic downturn and the threat of international terrorism have had a negative impact on international travel. As global challenges continue to effect the tourist arrivals to our city, it is more important now that we strive to increase our competitiveness in attracting more tourists to Kuala Lumpur. Elevating the level of excellence in our tourist offering is critical in making Kuala Lumpur a preferred tourist destination,"* said the Mayor.

The Mayor then introduced the KLMTA 2017 award partners that included The Shangri-La Hotel Kuala Lumpur, Royal Selangor Marketing Sdn. Bhd., Elang Wah Sdn. Bhd., Arch KL City Gallery and Canon Marketing (Malaysia) Sdn. Bhd.

The Shangri-La Hotel will be the official venue partner for the KLMTA 2017 gala dinner and award presentation ceremony.

Royal Selangor have entered an agreement with the Kuala Lumpur Tourism Bureau and Kuala Lumpur City Hall to be the official trophy partner for this year's edition of the awards programme and to continue as the official trophy partner for the next two editions in 2020 and 2023. In his address, the Mayor mentioned that the bespoke trophy design provided for the award recipients by Royal Selangor is to be retained for future editions of this awards programme to create a distinct and recognizable brand.

Elang Wah Sdn. Bhd. the company that runs the Kuala Lumpur Hop-On-Hop-Off City Tour Bus will be wrapping one of their buses to promote the KLMTA 2017, while Arch KL City Gallery will be providing specially designed and produced frames for the certificates presented to the award recipients. Canon will be the official photographer during the gala dinner event as well as providing printers as prizes for the Mayor's Commendable Awards for Front Liners.

The KLMTA 2017 Gala Dinner & Award Presentation Ceremony event will be held at the Shangri-La Hotel Kuala Lumpur Grand Ballroom and will be attended by the who's who of the Kuala Lumpur tourism industry. The guests of honour for the evening will be the Minister of Federal Territories, YB Datuk Seri Utama Tengku Adnan Bin Tengku Mansor, and the Minister of Tourism & Culture, YB Dato' Seri Mohamed Nazri Bin Abdul Aziz.

For those interested in attending this high profile industry event, a limited number of tables are offered for sale at RM5,000.00, RM7,500.00 and RM10,000.00. Interested parties may contact the KLMTA 2017 secretariat for table bookings and more information on the event.

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