



# KL TALK

*The Newsletter of the Kuala Lumpur Tourism Association*

FOR MEMBERS ONLY

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## **Can the Domestic Tourism Sustain Without International Travellers?**

**By Dr Mohd Raziff Jamaluddin**

President, Tourism Educators Assoc. of Malaysia

The world is currently experiencing an unprecedented crisis that has never been experienced before. The impact can be observed in various aspects of life, including health, the economy, and people's safety. The country's economic downturn is beyond imagination. Cost-cutting measures such as layoffs, salary adjustments, facilities shut down, and operational efficiencies were undertaken to keep the business stayed afloat at the initial stage of the pandemic. It has been reported that over 79 million travel-related jobs have been lost worldwide. According to the UNWTO, there is a further reduction of 83 percent international tourist arrivals in 2021 compared to the previous year for the Asia Pacific region.

*cont'd p 9*

# Introducing the Executive Committee for 2020-2022

This committee has been in service to the Kuala Lumpur Tourism Association since December of 2020 and will continue to carry office till the Annual General Meeting this year.



**FAROUK NURISH**  
(Meridian Tourist  
Access Sdn. Bhd.)  
President



**PAVA NANTHAN**  
(Pkey Management  
Services)  
Vice President



**KONG KITT YEE**  
(Mudrock Media Sdn.  
Bhd.)  
Hon. Secretary



**SYED AZHAR**  
(Elang Wah Sdn.  
Bhd.)  
Hon. Treasurer



**DATO' ARULDAS**  
(Tourland Tours Sdn.  
Bhd.)  
Imm. Past President



**DATO' SIMON  
FOONG**  
(Aquawalk Sdn.  
Bhd.)  
EXCO Member



**DATO INDERA  
NARESH**  
(Trinidad Holdings  
Sdn. Bhd.)  
EXCO Member



**MOHD KHAIRUDDIN  
KHUDRI**  
(KPJ Healthcare  
Berhad.)  
EXCO Member



**SITI FARADILLAH**  
(Destination Transport  
(M) Sdn. Bhd.)  
EXCO Member



**NORAZA YUSOF**  
(Sam 08 Sdn. Bhd.)  
EXCO Member



**TERENCE LEE**  
(Palm Garden Golf  
Resort)  
EXCO Member



**REGINALD T.  
PERREIRA**  
(AAH Consulting  
Sdn. Bhd.)  
EXCO Member



**ANDREW LEE**  
(Arch Collection  
Sdn. Bhd.)  
EXCO Member



**TAN SRI DR ONG HONG PENG**  
(Former Secretary General to the  
Ministry of Tourism, Arts & Culture)  
Advisor

## Contributors in this issue



### **Dr Mohd Raziff Jamaluddin**

President, Tourism Educators Association of Malaysia

Dr. Raziff is the President of the Tourism Educators Association of Malaysia (TEAM) and the Editor-in-Chief for TEAM Journal for Hospitality and Tourism (TEAM) and Campus Business Review (UiTM Technoventure). He is an active International Resource Speaker for tourism, events, and destination topics with regular sharing in the webinar organized by the School of Hospitality and Tourism and Non-Government Association in Asian countries. His primary affiliation is the Faculty of Hotel and Tourism Management, Universiti Teknologi MARA Selangor.



### **Pavanathan Kanapathipillay**

Principal, Pkay Management Services

Pavanathan has 33 years working experience and this is his 24th year as a team bonding and treasure hunt specialist. He has conducted trainings on IT in Shell and Pacific Bank and to Business Owners in Business Network International (BNI). He is a certified trainer by Human Resources Development Fund (HRDF). Past President of BNI and currently a Regional Support Director Consultant and Trainer with BNI, he is Vice President of Kuala Lumpur Tourism Association (KLTA) and a member of Malaysian Association of Amusement Theme Park & Family Attractions (MAATFA).



### **Siti Faradilah**

Managing Director, Destination Transport M Sdn. Bhd.

Siti Faradilah is the Managing Director of Destination Transport M Sdn Bhd and the EXCO member for both Kuala Lumpur Tourist Association (KLTA) and Kuala Lumpur Malay Chambers of Commerce (KLMCC).

She is also the Secretary for Women in Logistics and Transport (WiLAT) and regularly moderates webinar organised by Chartered Institute of Logistics Malaysia (CILTM). Her 20 years experience in the public transport and tourism industry gains her spot in the Taxi Platform division of Union Internationale des Transports Publics (UITP) based in and has attended various tourism conferences held in the Europe, Canada, Japan and UAE.

*Sincere thanks to all the contributors in making this edition of the KL Talk Newsletter an interesting and informative read.*



# A Message From The President

It is with great pride and privilege that I provide this short message in this first edition of the revived KLTalk Newsletter. My sincere congratulations to the editorial team and all contributors in making this newsletter a reality. Although it has taken some time for us to get here, I am glad that we can finally get this project off the ground despite the challenging times. This newsletter is a great medium to record and publish the activities of the KLTA and indeed our members to be made known to industry players and stakeholders alike.

***The KLTA is an ideal platform to facilitate this collaboration and ensure that our city-wide offering is indeed an attractive one.***

2021 seems to have flown by in a flash! And I am not sure whether that's a bad thing. Like the year before it, the global pandemic has proven a very challenging situation with no clear end in sight. Although there have been developments in the industry and many tourism players have adapted well given the circumstances, there is still much frustration within the industry as we face mutated variants of the virus and more uncertainty.

We must look to the coming year with optimism and resolve that indeed things will get better and the tourism industry in Kuala Lumpur will gain momentum in heading back to the glory days of years past. It is but a matter of time when international travel will resume, and our doors will once again be open to foreign visitors. When this happens, we must be ready. We must be competitive. We must be able to attract more tourists by offering them genuine reasons to want to visit Kuala Lumpur. We must ensure that Kuala Lumpur becomes the tourism destination and not just a transit to the rest of the country or the region. This is a tall order and industry players must collaborate to make an impact on the international markets.

The KLTA is an ideal platform to facilitate this collaboration and ensure that our city-wide offering is indeed an attractive one. In the meantime, the association is planning several initiatives that are designed to kickstart this reboot of our industry. In the first quarter of 2022 we hope to launch the Visit Kuala Lumpur 2022 promotional campaign. I sincerely hope that KLTA members take full advantage of this campaign and participate wholeheartedly to make it a success.

Over the years, the KLTA has become known for organising our annual tourism games, an event that brings together industry players and all stakeholders in friendship and sportsmanship. While organising a multi-sport event this year may prove a difficult challenge, the Executive Committee are opting to keep it to golf and hopefully revive this long-standing tradition in the future. As such, we hope to have our annual golf challenge towards the end of March 2022. This event will prove to be an ideal opportunity for networking amongst members and invited guests. We expect the tournament to be held at the Palm Garden Golf Club and I hope all golfing members will participate and make the event a success.

A third project that is in the pipeline for the coming year is the Kuala Lumpur Tourism Conference 2022.

Targeted to be held in June this year, the conference will bring together industry players and government agencies to a single platform to discuss the challenges faced by the industry and to chart the way forward towards revival and growth in the post pandemic world. Other than local participation, we hope to make the conference a quality event that has international participation and will have the capacity to provide new perspectives and insights in tourism strategies and best practices from abroad.

Several members of the Executive Committee and myself had the opportunity to meet with the Director General of Tourism Malaysia, Dato' Hj. Zainuddin Abdul Wahab. Having updated him on the KLTA's planned initiatives, he pledged Tourism Malaysia's support to making them a success.

I sincerely hope that these initiatives get the full support of all our members and the industry as a whole. With optimism and hope, I wish you all a Happy New Year and a great 2022 ahead.

Best wishes,

Farouk Nurish  
President 2020-22



Members of the KLTA Executive Committee met with the Director General of Tourism Malaysia, Dato' Hj Zainuddin Abdul Wahab (centre) on the 27th December 2021.



## TREASURE HUNTING IN A POST PANDEMIC WORLD

**Pavanathan Kanapathipillay**  
Principal, Pkay Management Services

A conventional drive hunt and walk hunt is where teams of 2 to 4 participants get together on a quest. They find answers to 'Route Questions' by unravelling clues, in the form of cryptic or picture clues, and answer general knowledge questions. This is done along a pre-determined route guided by directional 'Tulips'. Answers are visible from the road, and can be seen on signboards (including directional signages), large and small, and sometimes banners and graffiti too. Along the way, teams will also attempt to decipher clues for treasures. They must obtain the item in its physical form and submit it to the Clerk of Course at the Finish point to be awarded points for treasures.

**In a Virtual Treasure Hunt (or an Online Treasure Hunt), the basic principles of a conventional drive hunt and walk hunt is applied. For all intents and purposes, it is similar.**

The clerk of course is the person who sets the course, crafts the questions and formulates the tasks to be completed along the route.

For more than 30 years, treasure hunts have been something where groups travel from one destination to the another for a weekend. It would take about 3 months to organise a treasure hunt event as time is needed to obtain the necessary permits from the authorities, book hotel accommodation, organise FNB, T-Shirts and Car Stickers. The Clerk of course would have to do a few recce trips to set the course. There would also be a number of hunt marshals who would have to be employed, ranging from as low as 4 to even 20 marshals depending on the magnitude of the treasure hunt. Usually, a photographer and videographer would also be involved.

In a Virtual Treasure Hunt (or an Online Treasure Hunt), the basic principles of a conventional drive hunt and walk hunt is applied. For all intents and purposes, it is similar. The only thing different is that teams do not have to get into a vehicle as a team to move physically from the start to the finish, nor do they have to physically walk the entire route in a walk hunt. For the Virtual or Online hunts, only the fingers of the participants will be moving, to navigate and move along a given route using a computer mouse or touch pad.

In the last 20 months all this changed: there are no permits necessary, no accommodation to book, no F&B, No T-shirts, No Stickers. The recce is done sitting in front of the computer. The essence of a virtual treasure hunt is Google Street View, where one gets to view the streets and shops, which is just like driving along the roads in the conventional treasure hunts.

At the beginning, we thought that the pandemic which led to the lockdowns would paralyze the treasure hunt industry. However, someone remembered that I had listed a Cyber Hunt option on my company profile. That someone approached me to organise the first Online Treasure hunt using Google Street View. This was received well within the treasure hunt fraternity and corporations.



***At the beginning, we thought that the pandemic which led to the lockdowns would paralyze the treasure hunt industry.***

Corporations were very quick to subscribe to the new method - it helped them to engage with their staff and uplift morale. There were organisations who saw this an opportunity to engage with their customers, members of associations and agents. The best part of this was I only had to invest in a good webcam, a ring light and get a paid zoom account. Although I did have to actively participate in cost cutting measures, naturally I did not have much to spend on travel (Fuel, Toll, Parking) and accommodation.

For the participants, they were feasted to not only their normal dose of cracking clues, but virtual hunts also took them across boundaries. We used to be confined to certain popular routes within our country. This now expanded to places (within our country) which we would normally bypass, and also to many different parts of the world where it was not possible to go in the conventional treasure hunts.

Event sponsors were also not left out as they received great visibility. Most of the virtual hunt organised by me had a few questions on the sponsor's website which bring participants to visit the sponsor website and spend a reasonable amount of time (more than 30 mins). They are also made to visit all the pages on the website in their quest to get the correct answers. This will expose the participants to the products and services the sponsor has to offer. The increases the number of visits and also the dwell time on the website. To top it we have a social media challenge where participants are required to share the sponsor product/ service on their social media account.

Although it was not as lucrative and as exciting as the physical treasure hunts due to the simplicity of organising it, and the frequency of online hunts are much higher. This helped me to sustain myself during this trying period.

I was rather fortunate that I did not have a permanent team. I had always worked with a bunch of very competent and experienced free lances who worked when there were events. However, I miss them dearly. Some have been with me for close to 10 years, and I am looking forward to meeting them soon in physical or hybrid events.

Virtual treasure may still go on as there seems to be a following for it. Some organisations may take their time before exposing their staff to physical activities. Moving forward, I am looking at a Hybrid model where participants get to experience the fun and exciting physical part of a travel adventure while minimising mass gatherings and limiting physical contact.

For my fellow business owners, take this period as an opportunity to try things differently. We never had a chance to try something different before because we were all caught up with what we do best and was comfortable with it. The mindset was "don't rock the boat" or "if there is something that works, don't fix it". But now, the boat is already rocking. Some things are not working the way it was. So, why wait? Explore and try new way of doing things: you will never know the outcome. As for me, the long solo recce trips, the late nights printing hundreds of pieces of paper for question sheets and tulips; and preparing clipboards are things of the past, thanks to the pandemic. ●

### Participants in the KLTA Amazing Hunt 2018 - the last pre-pandemic event.



*Continued from front page.*

There will be no significant changes in international arrivals coming 2022 due to the restriction on outbound tourism by the Chinese government, and it is hoped that the Chinese government will ease the policy soon after the end of the Winter Olympics. With no Chinese tourists, it is predicted that the South East Asian will generate roughly around USD40 billion in total income next year. Considering these brief findings, how can the tourism industry rely on the domestic market to remain resilient until 2024, when the tourism sector is predicted to rebound?

Malaysia's uncertain pandemic situation and stringent SOP led many enterprises into crisis, necessitating extraordinary solutions. According to experts, travellers' top priority during the unprecedented crisis is trustworthy partnerships. This is aligned with the UNWTO's "Recovering Tourism, Rebuilding Trust" theme, which became a main emphasis during the global shutdown. According to the Harvard Business Review, COVID-19 has placed a new emphasis on relationships, with a virtual sales environment being the key to revenue momentum if the organization has the skillset of selling solutions rather than products.



However, according to the same report, affordability remains the top priority, with one-third of those surveyed indicating that price will be more important than brand. The second most essential consideration is the family's safety, with the low risk being the primary determinant in decision making.

Correspondingly, the European Travel Commission proposed that the new normal of travel would emphasize personal wellbeing, air quality, and humans' impact on the environment; a strong preference for domestic travel; a desire to spend time in open spaces, with fresh air, and private accommodations; and a preference for active holidays, including fitness and outdoor activities.

*Policymakers must carefully prepare a systematic approach to address the challenges caused by the crisis to support the containment of COVID-19 and promote a robust recovery of the tourism sector.*

In a recent speech, Philip Kotler, the Father of Modern Marketing, stated that the marketing process might have to be reversed. Conceptually, the marketing process will follow the sequence of Marketing Research, STP (Segmentation, Targeting & Positioning), Target Market, Value Proposition, Marketing Plan, Implementation and Control. However, in the domestic context, the four main marketing processes may need to begin with Control, Implementation, Marketing Plan, and Value Proposition. Understanding the domestic business environment is crucial at this point since the trajectory of government policies, belief systems, business rules and regulations, and corporate governance will define the course of the domestic economy in the near future. Understanding the cyclical changes in the domestic economic environment should be easier and, as the saying goes, “low hanging fruit.” However, the challenge for the domestic economy is to predict the most active and high-quality market segment that can contribute to income generation.



According to the Department of Statistics Malaysia's (DOSM) Domestic Tourism Malaysia 2020 indicators, nearly 75% of travels were made for shopping and visiting friends and relatives, making it difficult for the tourism industry to build packages for leisure, MICE, and medical tourism segments. Another critical concern is the small expenditures for accommodation (5.2%) and package (1.1%). The findings of this report indirectly suggested that the domestic environment cannot sustain itself without having international tourists.

Policymakers must carefully prepare a systematic approach to address the challenges caused by the crisis to support the containment of COVID-19 and promote a robust recovery of the tourism sector. As seen in the news report, several general plans were outlined, including handling travel restrictions, offering tax rebates and fee waivers, and subsidizing training to avoid layoffs. In the short run, policymakers should look into repositioning and upgrading products and services to stay competitive. Online travel and tourism services should be improved to optimize digital channels and technology. Additionally, budgets for promotion and marketing should be reinstated to pre-crisis levels, and additional funding should be used to support international outreach and an 'openness' policy. To promote intra-market cooperation, ASEAN members should leverage regional promotion and coordination and establish communication, branding, and market positioning strategy. In the medium run, SME companies should be expected to attend training and formally register to gain access to financial incentives, subsidies, and updates, which would help implement potential initiatives targeted at small and medium-sized businesses. Since they lack access to traditional banking, most informal businesses depend heavily on social networks and community-based funding. Social security, microfinance, and fintech solutions may be the most effective means of addressing these issues. ●



VISIT KL 2022

# THE VISIT KUALA LUMPUR 2022 CAMPAIGN

## *KLTA's Efforts to Revive The City's Tourism Industry*

### **Siti Faradilah**

Managing Director, Destination Transport M Sdn. Bhd.

Just a few short years ago, before the Covid-19 pandemic wrecked havoc on global travel and the tourism industry in the country and internationally, Kuala Lumpur was ranked amongst the top most visited cities in the world. This counts for very little now given the state of our industry today.

In an effort to revive the industry (or at least keep it alive) one of KLTA's key initiatives for the year is the Visit Kuala Lumpur 2022 Campaign. This campaign is aimed at encouraging Malaysians to visit Kuala Lumpur as a tourist destination.

The campaign will be centred on the main website ([www.visitkl2022.com](http://www.visitkl2022.com)) which will act as a digital market place where unique KL tourism products and offers will be made available to all Malaysians and anyone who visits the site.

An Advertising & Promotions campaign utilising multiple media will be implemented to drive traffic to the website and encourage visits to KL through the value deals and offers available.

Our mission is  
simple and  
impactful:

**We aim to revive  
the Kuala Lumpur  
tourism industry  
and bring it back to  
the pre-pandemic,  
glory days.**

## Discover all that Kuala Lumpur has to offer

SEARCH BAR WITH 'I'M LOOKING FOR', 'LOCATION', and 'RECOMMEND ME!' buttons.



### Featured hotels



Hotel Name, Category, Location, Learn More



Hotel Name, Category, Location, Learn More



Hotel Name, Category, Location, Learn More



Hotel Name, Category, Location, Learn More

### Featured attractions



Attraction Name, Category, Location, Learn More



Attraction Name, Category, Location, Learn More



Attraction Name, Category, Location, Learn More



Attraction Name, Category, Location, Learn More

### Featured restaurants



## The Website Content

The website (www.visitkl2022.com) will provide content that is experience centric to KLites and potential visitors to the city. There will be two essential types of information; one that is "directory" type and the other that is more magazine in nature.

The "directory" type of content will be made up of the vendors' pages. These pages will carry content that are specific to each participating vendor in the programme. These vendors will fall into 8 categories: Hotels, Attractions, Restaurants, Shopping, Medical, Golf, Tour Operators & Others.

The magazine type content will be in the form of articles, videos and photo essays that feature the unique experiences waiting to be had in Kuala Lumpur. These would include pieces on the participating vendors as well as events happening in the city that all create a good reason for a visit.

# Roberto's 2010 Osteria

RESTAURANTS    BANGSAR



## About

Roberto's 2010 Osteria is a casual dining Italian restaurant located at the ground floor of Bangsar Shopping Centre. Serving up authentically prepared pizzas and pastas made with fresh ingredients and traditional Italian recipes, the restaurant's head chef, Christian Grandi takes pride in the offering that unique Italian experience.

## Exclusive Offers



Buy 2 Get 1 Free

### Your 3rd Pizza is on us!

For every two pizzas ordered, you'll get one free Margherita pizza on us!

For dine-in and takeaway.

Terms & conditions apply.



Get A Free Cocktail/Mocktail

### Cheers! A drink on us!

Spend a minimum of RM150 on a single receipt and receive a Cocktail/Mocktail on us!

Terms & conditions apply.



Get A Free Tiramisu

### Dessert is on us!

Spend a minimum of RM150 on a single receipt and receive a Tiramisu on us!

Terms & conditions apply.

## Terms & Condition

Valid for all a la carte menus  
 No applicable to promotional menus or set menus  
 The minimum spending applies to both food and beverages items  
 Valid till the end of this campaign.  
 Free Cocktail and mocktail to be selected from the list of classic cocktails  
 Please inform your waiter of the redeemable item upon arrival.

## Contact



Address: Lot G109 & Gk3, Ground Floor, Bangsar Shopping Centre, 285, Jalan Maarof, 59000 Kuala Lumpur

Phone: 017-394 8050

## Branded Vendor's Page

Each participating vendor will get one full page to feature their outlet, attraction, products and services.

This page will comprise of the following sections:

1. Vendor's Brand/Business name and logo will appear at the top of the page
2. Images at the top of the page
3. A short synopsis of the vendor's offering in the "About" section
4. Three to Five "Special Offers" or Deals that are particular to this campaign
5. Contact information that would include a location map as well as branch addresses (if multiple outlets) and contact details. A link to their own page is also available.
6. The Terms & Conditions of the Offers/Special packages stated above.

## Results for "Restaurants in Bangsar"

### Locations

- Bukit Bintang
- Bangsar
- Ampang
- Cheras
- Selayang
- TTDI

Clear selection

### Categories

- Hotels
- Attractions
- Restaurants
- Shopping
- Golf Clubs
- Medical Centers
- Tour Operators
- Others

Clear selection

158 results found



20% OFF

#### Boran Thai Streetfood

RESTAURANTS ▶ BANGSAR

Thai

LEARN MORE



50% OFF

#### Red Lobster

RESTAURANTS ▶ BANGSAR

Western, Seafood

LEARN MORE



20% OFF

#### Din Tai Fung

RESTAURANTS ▶ BANGSAR

Chinese, Dim Sum

LEARN MORE



20% OFF

#### Boran Thai Streetfood

RESTAURANTS ▶ BANGSAR

Thai

LEARN MORE



50% OFF

#### Red Lobster

RESTAURANTS ▶ BANGSAR

Western, Seafood

LEARN MORE



20% OFF

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RESTAURANTS ▶ BANGSAR

Chinese, Dim Sum

LEARN MORE



20% OFF

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Thai

LEARN MORE



50% OFF

#### Red Lobster

RESTAURANTS ▶ BANGSAR

Western, Seafood

LEARN MORE



20% OFF

#### Din Tai Fung

RESTAURANTS ▶ BANGSAR

Chinese, Dim Sum

LEARN MORE



20% OFF

#### Boran Thai Streetfood

RESTAURANTS ▶ BANGSAR

Thai

LEARN MORE



50% OFF

#### Red Lobster

RESTAURANTS ▶ BANGSAR

Western, Seafood

LEARN MORE



20% OFF

#### Din Tai Fung

RESTAURANTS ▶ BANGSAR

Chinese, Dim Sum

LEARN MORE



## Vendor's Directory Page

The Directory pages will each be divided by eight the categories of vendors.

The website will have a search feature that will utilise either the categories of vendors or by geographical location. This will allow visitors to the page the opportunity to find vendors and their special offers easily.

Each of the listings in the directory will lead to the vendor's own page where more details on their offering will be displayed.

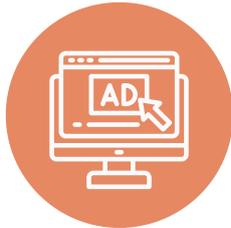


## The Campaign Objectives

- DRIVE TRAFFIC TO THE WEBSITE
- CREATE AWARENESS AMONGST MALAYSIANS
- INSTIL THE DESIRE TO VISIT KL FOR A FAMILY HOLIDAY

## The Advertising & Promotion Campaign

Our strategic campaign is divided into three main components:



### Online Ads

The Digital Advertising component of the Campaign will include:

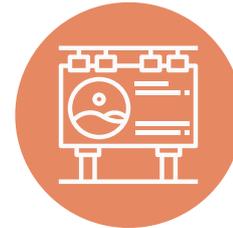
- SEO (for the website)
- Google Ads
- FaceBook Ads



### Public Relations

The PR component of the Campaign will include:

- Launch Event
- Media Engagement
- Key Opinion Leaders (influencer) engagement
- Social Media content creation and boosting



### OOH Ads

The Out Of Home Advertising component of the Campaign will include:

- KL HOHO Bus wrap
- KL Taxi Ads
- Selected billboards in other towns & cities.
- POS Materials at all participating premises

## The Benefits of Participation

**Gain Exposure To A Targeted Audience -** The Visit KL 2022 campaign will include a strategic Advertising & Promotions that will be targeted at Malaysians from all states. The campaign will focus on those looking to have an out-of-town getaway with the family.

**Increase Sales To The Domestic Market -** The Visit KL 2022 website will act as a digital platform to promote vacations/staycations in Kuala Lumpur while providing a host of special offers and deals from participating vendors. Visitors to the site will be able to click directly to your site to purchase tickets/make bookings.

**Strengthen Your Brand As A Quality Tourism Product In Kuala Lumpur -** The efforts of the campaign will serve to position all participating vendors as quality tourism products that offer experiences that are uniquely Kuala Lumpur.

# How to Participate

Participation in this campaign will be open to all tourism and tourism related industry players in Greater Kuala Lumpur and Selangor. There will be a small participation fee and members of the KLTA will be afforded a special discount.

The organising committee of the Visit KL 2022 campaign do request that all participating vendors do provide special offers and packages that are truly "special". Regular discounts and promotions will not serve to make the campaign successful. We would like all visitors to this site be genuinely enticed to take advantage of the benefits offered and make bookings and arrangements to visit the city and experience what it has to offer.

We also request that all participating vendors further display the Point Of Sale Marketing materials (such as door / window decals and buntings) at their premises and outlets to further promote the awareness of the campaign. As we work together to make this campaign a success, so to will we all collectively reap the rewards.

To register your interest please contact the KLTA secretariat and request the participation form. For more information kindly contact [arissa@klta.org.my](mailto:arissa@klta.org.my).



Organised by



**KUALA LUMPUR  
TOURISM ASSOCIATION**

Supported by



**Join us in this campaign and let's together rebuild the Kuala Lumpur tourism industry to its fullest potential as an internationally preferred tourist destination.**

# DOWN BUT NOT OUT: ICONIC KLCG BRAVES TWIN DISASTERS TO KICKSTART 2022

*Dataran Merdeka landmark is undeterred by Covid-19 pandemic, floods*

As Reported in TheVibes.com by Amar Shah Mohsen



The Kuala Lumpur City Gallery (KLCG), housed in what was once the historic Selangor Government Printing Office building, is a tourist information centre of the city and serves as a sort of museum where visitors can learn about Kuala Lumpur's past, present and future. – Pic courtesy of Andrew Lee, Jan 5 2022

KUALA LUMPUR – Kuala Lumpur City Gallery (KLCG) was hoping for a plain-sailing restart to its business when it reopened its doors on December 15, after being shuttered for over 20 months due to the Covid-19 pandemic.

But barely four days after it was reopened to the public, the iconic tourist spot, strategically located in the heart of Dataran Merdeka, was once again brought to its knees – this time by the floods that swept across the country over two weeks ago.

Rather than dwell on it, the resilient Andrew Lee – the founder and chief executive of commercial concern Arch, which owns and operates KLCG – and his team of some 20 individuals picked up the pieces and got on with life.

On December 25, exactly a week after the disaster inundated the two-storey premises and damaged potentially hundreds of thousands of ringgit worth in items, KLCG once again accepted visitors.

Speaking to The Vibes, Lee recalled the experience he had to go through following the emergence of the Covid-19 pandemic in 2020, which saw the government impose various restrictions, including travel bans, effectively crippling KLCG's business.

KLCG, housed in what was once the historic Selangor Government Printing Office building, is a tourist information centre of the city and serves as a sort of museum where visitors can learn about Kuala Lumpur's past, present and future.

The place used to earn around half a million ringgit a month pre-pandemic. However, the multiple lockdowns in 2020 and 2021 meant it was no longer practical to operate its business banking on foreign tourism alone.

During this period, the team moved online to sell baked goods, before upgrading the gallery to include a fine confectionery and bakery cafe to entice more local visitors.

Physical upgrading works began in October last year before the place officially opened to the masses last month.

“We spent an estimated RM300,000 for the upgrading and to purchase new equipment and ingredients for our delicacies. Then we were ready and announced our opening on Wednesday (December 15),” he said.

***Three days later, the flood happened. It was a Saturday, and we were operating our business as usual during the day. The water rose and entered at night.”***

According to Lee, the floodwaters damaged most of his furniture, food stocks, gallery exhibits and kitchen equipment, and it took his team a week to clean up and replace their items.

KLCG also had to replace some of the destroyed exhibits with makeshift line drawings of the old KL buildings, although the gallery’s main masterpiece – the Greater Kuala Lumpur model, which took Lee and his architecture modelling firm three years to build — was saved, as it is located on the upper floor.



The recent floods inundated the two-storey premises of Kuala Lumpur City Gallery and damaged potentially hundreds of thousands of ringgit worth in items. – Pic courtesy of Andrew Lee, January 5, 2022



During the multiple lockdowns in 2020 and 2021, the Kuala Lumpur City Gallery team moved online to sell baked goods, before upgrading the gallery to include a fine confectionery and bakery cafe to entice more local visitors. – Pic courtesy of Andrew Lee, January 5, 2022

***We are always reminded of how we are able to attract and be useful to tourists wanting to learn about KL.***

"I don't even want to be reminded about how much the flood had cost us. It's just so painful to remember. The damage is already done," he said.

Despite the predicament KLCG had to go through in the past couple of years, Lee said everyone involved remained positive and were in high spirits as they ushered in the new year, driven by the gallery's long and rich history serving locals and foreigners.

"For many years, we have been so proud of the gallery, and it is an award-winning centre.

"While we don't have many international tourists now, this doesn't mean we can't attract the domestic crowd.

"Now is as good a time as ever for the locals to know KL. We want to give an insight to Malaysians into our capital city." – The Vibes, January 5, 2022



Kuala Lumpur City Gallery's main masterpiece — the Greater Kuala Lumpur model, which took Arch founder and chief executive Andrew Lee and his architecture modelling firm three years to build — was saved from the floodwaters, as it is located on the upper floor of the building. - Selangor Viral Facebook pic, January 5, 2022



Kuala Lumpur City Gallery was a popular tourist attraction in the pre-pandemic days.