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GM Klang Targets Six Million Visitors In Conjunction With VSY 2025

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KLANG, Nov 12 (Bernama) -- GM Klang Wholesale City is targeting to attract six million visitors to shop at their one-stop centre throughout the Visit Selangor Year 2025 (VSY 2025) campaign.

Its managing director, Datuk Lim Seng Kok said various campaigns including via social media have been planned and will be implemented starting this month to attract more local and international tourists to Selangor, and at the same time, to visit GM Klang.

He said the The Malaysia Book of Records' recognition of GM Klang as the Largest Wholesale Centre in Malaysia as well as being appointed as the Klang City Tourism Ambassador by the Klang Royal City Council (MBDK) since 2018, is able to instil confidence in tourists to visit GM Klang, in line with the vision of becoming the

most comprehensive one-stop wholesale centre in Southeast Asia in the future.

"Since the implementation of the Movement Control Order (MCO) ended, we have seen an increase in tour buses from within and outside Malaysia, such as Singapore, Indonesia and Brunei, coming to Selangor, and it is hoped that this positive development can continue to drive the state's and industry's economic growth," he said.

He told this to reporters after the launch of the GM Klang Special Campaign, in conjunction with the VSY 2025, by the Selangor Local Government and Tourism Committee chairman Datuk Ng Suee Lim at GM Klang today.

Meanwhile, GM Klang senior brand communications manager Norsuhaida Othman said among the programmes to be implemented is 'Ke Mana Kita Lepas Borong' campaign, with visitors needing to upload their photos at GM Klang or any tourist destination around Selangor onto social media along with a creative caption.

Additionally, the 'Check-in, Spend-in, Type-in & Win!' campaign will also be implemented and this is aimed at encouraging the public to visit the Royal City of Klang as well as spend RM200 at GM Klang for an opportunity to win exciting prizes.

"Meanwhile, GM Klang will also offer shopping incentives of as much as RM500 each month, beginning next year, for lucky visitors. This series of campaigns has received support from the MBDK and Tourism Selangor," he said.

Norsuhaida said in conjunction with GM Klang's 15th anniversary, the wholesale centre will launch a theme song in English to further extend the message of the wholesale centre to international visitors.

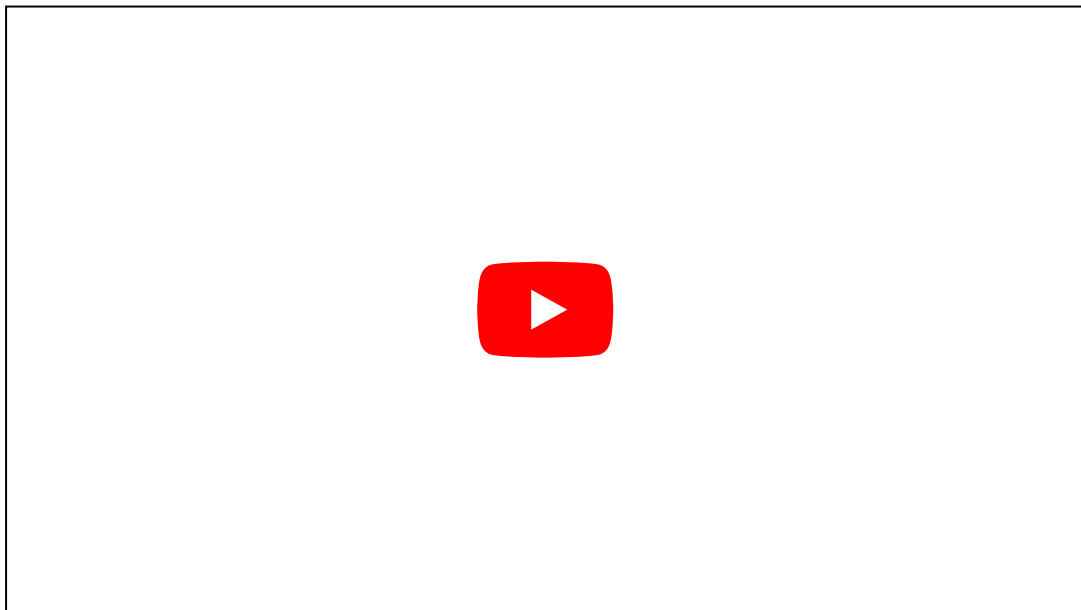
"The theme song will be promoted more widely through TikTok Challenge, beginning at the end of this month, with the aim of increasing the usage of the hashtag #VisitSelangor2025."

"With these continuous efforts, it hopes it can become a catalyst to further develop the tourism sector in Selangor while strengthening GM Klang's role as Klang's tourism ambassador," she said.

In addition, Norsuhaida said GM Klang also announced its participation in the Malaysia Year End Sale campaign, organised by Tourism Malaysia, with selected wholesalers set to hold great promotions and clearance sales from Dec 20 to Jan 5, 2024.

In the meantime, Ng said that the campaigns and initiatives implemented by GM Klang should serve as an example for shopping malls and supermarkets in Selangor in their efforts to assist the state government in boosting the VSY 2025 campaign.

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