

Matta Fair Johor targets RM8 million in sales

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ISKANDAR PUTERI: The Johor chapter of the Malaysian Association of Tour and Travel Agents (Matta) announces that it targets to generate sales of RM8 million from the Matta Fair in Johor Baru from March 10 to 12.

Matta Johor deputy chairman, Kathryn Lee, said the fair to be held at the Austin International Convention Centre would be officiated by Johor Menteri Besar Datuk Onn Hafiz Ghazi and expected to attract between 5,000 and 8,000 visitors.

"We have allocated 80 exhibition booths. There will also be various types of travel packages, not just flight and theme park tickets but also for umrah as many people buy such packages at the Matta Fair," she told a press briefing here today (Feb 16).

Lee expressed hope that the travel fair would continue to help the country's tourism sector recover and expand.

She said last year's Matta Fair Johor Baru achieved RM5 million in sales and attracted almost 9,000 visitors.

"Among the popular travel destinations last year were Johor, Langkawi, Penang, Perak and Sabah. Overseas destinations included Turkiye, Saudi Arabia, Thailand, South Korea and Vietnam," she said.

Lee said many people took the opportunity to buy travel packages from registered travel agencies to avoid falling victim to travel scams.

"We receive several complaints every month. Even agencies are being cheated by individuals allegedly wanting to buy packages.

"Therefore, it is safer to buy from registered agencies," she added. – Bernama