

Companies join hands in partnership for Visit Malaysia 2020

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MALAYSIA Airlines will reward travellers with special promotions as part of the Visit Malaysia 2020 campaign.

Its special promotions are made through partnerships with Starbucks Malaysia and its sister company Kenny Rogers Roasters, under the Berjaya Food group of companies.

Malaysia Airlines group chief marketing and customer experience officer Lau Yin May said the partnership allowed passengers to enjoy their travel experience with Malaysia Airlines even after they completed their journey.

"In line with our campaign, we are showcasing favourite Malaysian brands and introducing a taste of the Malaysian lifestyle to visitors worldwide in conjunction with Visit Malaysia 2020.

"We believe that Malaysian hospitality begins when the passengers make the decision to fly with

our airline and it does not stop there," Lau said.

She added that the partnership served to strengthen the nationwide push towards Visit Malaysia 2020 and allowed them to further promote Malaysia as a premier travel and holiday destination for the new year and decade.

Starbucks marketing and loyalty head Thila Chandran said in showing the company's appreciation to its customers, the promotion offered a 20% discount to all Malaysia Airlines passengers when they present their boarding passes at any of the 300 Starbucks branches nationwide.

Passengers can enjoy the discounts for one year from Dec 20 this year until next year.

The 20% discount also includes any chicken dish at the 80 Kenny Rogers Roasters restaurants nationwide.

"Passengers are entitled to get the discount by presenting either their physical or digital boarding passes after 48 hours of departure,

at both stores nationwide.

"We want to be the third party that connects passengers from one place to another, where they can relax and have a cup of coffee before leaving for their next destination," said Thila at the launch held in conjunction with Starbucks' 21st anniversary.

In line with the Fly Malaysia campaign, the partnership aims to promote Visit Malaysia 2020 by allowing passengers to experience the wonders that Malaysia has to offer.

"We will focus on promoting Malaysia to worldwide destinations covered by Malaysia Airlines," said Lau.

"There are numerous experiences that the country offers, from ecotourism and heritage, to food, cuisine and lifestyle.

"Passengers will get to experience a taste of Malaysia with Malaysia Airlines, through our in-flight service and extensive coverage of Malaysia, from Batang Lalang to Lawas."



Thila (third from left) and Lau (third from right) at the launch of the promotion held at Starbucks Reserve, Four Seasons Kuala Lumpur.