

Media Monitoring

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World Champion Racing Tour To Be Crowned At Pulau Duyong

KUALA LUMPUR, Nov 5 (Bernama) -- The prestigious sailing championship, the Monsoon Cup, which will be held at Pulau Duyong in Terengganu from Nov 28 to Dec 2, will host the final round of the World Match Racing Tour for 2006/2007 season, where the world champion will be crowned.

The five-day event will bring in the world's best yachtsmen and sailing crews, including from the America Cup syndicate.

"It is a great honour and recognition for Terengganu especially for hosting the final round of the World Match Racing Tour. Hosting the prestigious event means a lot for us, especially in terms of state revenue through tourism," Terengganu Menteri Besar Datuk Seri Idris Jusoh told reporters after hosting the Monsoon Cup corporate luncheon here today.

He noted that for last year, the Terengganu state government had an increase of 77 per cent in television broadcast minutes, 80 per cent increase in television viewership and 45 per cent rise in gross television media value from the Monsoon Cup.

"We expect the response to be much better this year, as this year's championship will be the final leg of the World Match Racing Tour," he said.

Meanwhile, Terengganu state executive councillor for Infrastructure, Development and Communication Datuk Wan Hisham Wan Salleh said the Monsoon Cup had motivated tourism growth in Malaysia by positioning Malaysia and Terengganu as an international tourism destination.

"The Monsoon Cup has now received recognition from the sailing powerhouses such as the Alinghi team, Emirates Team, New Zealand, as well as international brands like BMW, MasterCard World and Richard Mille," said Wan Hisham, who is also chairman of the state-owned T-Best Events Sdn Bhd, the event organiser.

The Monsoon Cup, which made its debut in Malaysia in 2005, offers RM1 million cash prize and has become the richest sailing event in the world.

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