



Grab Malaysia partners with Tourism Perak as strategic partner for Visit Perak 2024

IPOH, 20 December 2023 - Grab Malaysia announced its inaugural collaboration with Tourism Perak as strategic partner for Visit Perak 2024. Together with Tourism Perak, Grab Malaysia aims to leverage technology and partnerships to facilitate a seamless travel experience to drive tourism growth in Perak. Renowned for its captivating culture, landscapes, and gastronomy, the goal is to attract more than 8 million domestic and international tourists throughout 2024.

As a pivotal part of Perak's digital transformation, this collaboration goes beyond contributing to the state's economy and tourism revenue. It focuses on improving accessibility and ensuring an enhanced and seamless travel experience for tourists, through 3 key areas:

Exclusive e-hailing partner

Grab Malaysia will play a role in ensuring tourists have convenient and reliable transportation options throughout their visit in Perak. Through its extensive network of driver-partners and app features, Grab will provide tourists easy access to explore Perak seamlessly,

5-Star Dining Experience with GrabFood

Tourists and users will have access to a curated list of 5-star restaurants in Perak through Grab Food, ensuring a delightful culinary experience with the region's best and top-rated cuisines.

Driver-Partners as Ambassadors

Perak's driver-partners will undergo online training sessions, empowering them with the knowledge and awareness needed to serve as ambassadors for Visit Perak 2024. This initiative not only elevates the quality of service but also fosters a positive and welcoming environment for tourists.

"We are excited to be the strategic partner for Visit Perak 2024. As the most accessible, reliable, and preferred platform for everyday services, tourists can depend on Grab for a safe and reliable way to explore more of Perak. With one app serving 500 cities across 8 SEA countries, we are committed to providing seamless and memorable travel experiences for all visitors to this culturally rich destination," said **Ben Chin, Director of Country Strategy and Outer Cities, Grab Malaysia**.

Yang Berhormat Loh Sze Yee, Perak State Executive Council for Tourism reiterates **Chin's** sentiments, "This collaboration aligns with our digitisation efforts, ensuring a tech-forward experience for tourists. By integrating Grab's digital services into our tourism efforts and enhancing accessibility through modern travel solutions, we hope to give the visitors of Perak a smooth and unforgettable journey".

Grab Malaysia will be a key partner in advancing the Perak State Council's vision for enhanced tourism through Visit Perak 2024—an initiative designed to attract more tourists and boost Perak's appeal as a leading tourism destination in the region. This strategic partnership is dedicated to fostering tourism and cultural growth within the state.

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About Grab

Grab is a leading superapp in Southeast Asia, operating across the deliveries, mobility and digital financial services sectors. Serving over 500 cities in eight Southeast Asian countries - Cambodia, Indonesia, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam - Grab enables millions of people everyday to order food or groceries, send packages, hail a ride or taxi, pay for online purchases or access services such as lending and insurance, all through a single app. Grab was founded in 2012 with the mission to drive Southeast Asia forward by creating economic empowerment for everyone, and strives to serve a triple bottom line: to simultaneously deliver financial performance for its shareholders and have a positive social and environmental impact in Southeast Asia.

About Tourism Perak

Tourism Perak Management Berhad is a government-linked company, fully funded by the state of Perak, with the mandate to promote the tourism sector within the state. TPMB serves as the primary manager of state tourism and is responsible for the promotion and the provision of strategies, facilities, infrastructure, artistic and logistical support, and technological resources aimed at enhancing tourism. TPMB is also tasked with fostering, developing, and improving state tourism. TPMB's objective is to make the Tourism Industry in the State of Perak rapidly grow and to become the second-highest contributor to Perak's GDP by providing the best infrastructure and products, promotional activity and tourism programs in a systematic, integrated, and effective way based on nature and heritage.

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