

BEST TOURISM OFFICER AWARD

BACKGROUND AND MOTIVATION

- ❖ Ipoh City was well known as the City That Tin Built in the late 19th and early 20th centuries.
- ❖ It lost its glory and shine when the tin business collapsed in 1980s.
- ❖ Likewise, the pandemic crisis in 2020 also proved to be a downfall for the economy especially the tourism industry.



Source : Images from Google

Limestone hills



Colonial buildings



Diverse Culture



Ipoh City has various products to offer such as

Caves



Forest



Lakes



Rapids



DISCUSSIONS



BRAINSTORM



RESULT

**3H CONCEPT:
HIPSTER, HERITAGE
& HEALTH**

THE 4PS MARKETING METHOD

PRODUCT



PLACE



❖ *Planning, Marketing and Promotion Strategies Are Made Easier When Product, Place And Price Were Identified.*

**3H
CONCEPT**

PROMOTION



PRICE



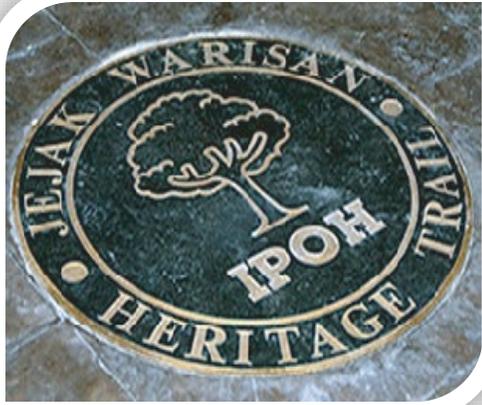
The first H : Hipster

- This concept is considered as an urban bohemian alternative lifestyle that comprises of fashion, art, culture, music and philosophy.
- This style has been applied in contemporary cafes, boutique hotels and music from the local youth community.

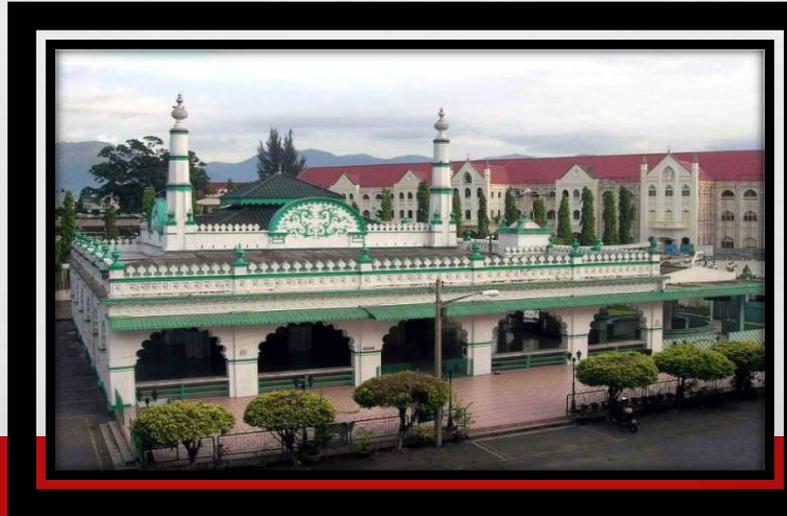


The second H : Heritage

- Relates to the buildings and monuments that can be found along the heritage trail which portrays distinctive structure characterizing the British colonial era in the late 19th century.
- The strong, bold, majestic British architecture will amaze visitors walking along the trail.



MOSQUES



TEMPLES & CHURCHES



The third H : Health

- This concept serves not only for domestic patients but also foreign patients who seek for treatment, rehabilitation and recuperation facilities.
- It is also refers to fitness and wellness whereby these type of centers are fast expanding in the city.



The third H : Health

- Various sports stadiums are strategically located in one area that caters for national and international events.



Aquatic



Badminton & Squash



Tennis



Lawn Bowl



Soccer



Indoor



Rugby



Hockey

LORONG SENI@LORONG PANGLIMA







Visit Ipoh

PERAK, MALAYSIA
2023

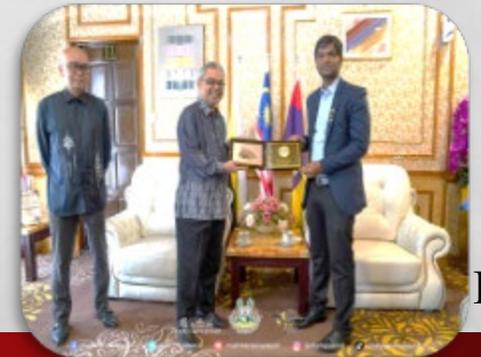
Korea



China



Japan



India

INTER-LOCAL AUTHORITY COLLABORATION





INTERNATIONAL CULTURAL EVENTS



HOSTING TPO MALAYSIAN CULTURE & LANGUAGE IMMERSION PROGRAM (M-CLIP) 2025 WITH LOCAL AUTHORITIES IN PERAK



IPOH



KAMPAR



TAIPING



MANJUNG

STUDENT EXCHANGE PROGRAM WITH MEDAN, INDONESIA AND FUKUOKA, JAPAN



6TH BRIDGE CLUB PRESIDENTS' MEETING



Stakeholders Involved

“Behind every achievement is teamwork.

We have worked with:

- State and federal tourism bodies,
- Local artists, schools, and NGOs,
- Hotels, cafés, and business owners,
- International partners through TPO and ASEAN networks.

This award is really a recognition of what we achieved together as a community.”

Outcomes & Achievements

“The outcomes of these initiatives are clear:

- Heritage spaces like Lorong Seni are alive again,
- Local businesses have grown, especially during events,
- Ipoh has gained recognition as a cultural city,
- Our youth and international friends have forged lifelong connections.

These results made Ipoh stronger — economically, socially, and culturally.”

RECOGNITION



LONELY PLANET 2016 : SIXTH BEST DESTINATION TO VISIT

LONELY PLANET 2018 : THIRD BEST COFFEE CITY

THE NEW YORK TIMES' TRAVEL 2018 : IPOH SHOULD BE ON THE TOURISTS' TRAVEL RADAR

CNN TRAVEL 2022 LISTED IPOH CITY AS THE NO. 1 ASIA'S MOST UNDERRATED PLACES.

RECOGNITION



UNESCO CREATIVE CITY NETWORK (UCCN): MUSIC CITY (31ST OCTOBER 2023)



Evidence of Success

“Our successes were not only measured in numbers, but in stories:

- Media reports of 3,000 visitors at Lorong Seni and 2,000+ participants at the Archipelago Festival.
- Testimonials from families and businesses saying how proud they are of Ipoh.
- Continuity — these initiatives did not stop after one event, they are ongoing traditions.

This is what makes me proud as a tourism officer — seeing our work create sustainable change.”

Conclusion

Mashie



"Terokai Keunikan Ipoh"

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