

## **Ipoh's 'Hipster Town' image reason for new-found fame, MB says**

IPOH, July 13 — The Perak state government's approach of making Ipoh city a 'Hipster Town' has borne fruit as it is recognised as among the top 10 interesting destinations to be visited in Asia.

Menteri Besar Datuk Seri Dr Zambry Abd Kadir said the approach had, among other things, revived some of the city's old buildings like shophouses into quaint cafes which had drawn a certain kind of crowd.

"Places or spaces regarded as having historical value are given a facelift so as to have their own identity to attract visitors.

"Besides that, emphasis on highlighting culture and heritage can also bring more tourists to Ipoh," he told reporters after chairing a state executive council meeting, here, today.

Zambry referred to the *Lonely Planet* portal, the world's biggest on travel, which has placed Ipoh in sixth place as must-see tourist destinations in Asia this year after Hokkaido in Japan, Shanghai in China, Jeonju in South Korea, Con Dao Island in Vietnam and Hong Kong, China.

According to the website, the lesser-known food capital has new flair, thanks to a crop of boutique cafes that have sprung up in its historic district.

It also mentioned wild escapes, like birdwatching by bicycle through the Kinta Nature Park and whitewater rafting near Gopeng, for tourists.

Zambry said the state government had its own policy in developing tourism, including restoring and maintaining the major tourist spots.

"The state government will also ensure that areas that can be made state parks will be developed accordingly. In fact, I have instructed that a park be developed in Meru," he added.

He noted that Perak received 7.96 domestic tourists in 2015, the highest in the country, based on the Statistics Department report. — Bernama

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