

VENTURE WITH TOURISM MALAYSIA

TM UNVEILS SIM CARD FOR TOURISTS

unifi Travel Pass offers unlimited high-speed data plan, WiFi and entertainment TV

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TELEKOM Malaysia Bhd (TM) has introduced unifi Travel Pass, a tourist SIM in Malaysia, in partnership with Tourism Malaysia for the Visit Truly Asia Malaysia 2020 campaign.

As part of the collaboration, TM through its premier convergence

brand — unifi — has introduced a special mobile plan called unifi Travel Pass, designed exclusively for tourists visiting Malaysia.

unifi Travel Pass offers unlimited high-speed data plan, access to unlimited WiFi nationwide via wifi@unifi and unlimited entertainment via playtv@unifi app.

Tourism Malaysia targets to achieve 30 million in tourist arrivals and RM100 billion in tourist receipts from the Visit



Telekom Malaysia Bhd partners with Tourism Malaysia to introduce unifi Travel Pass for tourists visiting Malaysia. PIC BY ASWADI ALIAS

Truly Asia Malaysia 2020 campaign.

However, TM group chairman Rosli Man could not disclose its sales target for now.

"We would like to get as much as we can," he said after the signing ceremony for the collaboration, here, yesterday.

Rosli said the collaboration marks an unwavering effort by both parties to optimise the use of technology, leverage digital marketing and maximise integrated marketing campaign to boost the tourism industry.

It will focus on three main pil-

lars, namely broadband connectivity for tourists; promotion of the campaign via TM's digital assets; and promotions via global and domestic assets.

"The collaboration not only reflects our support for Malaysia's tourism industry, but also is a testament to our continuous commitment to bringing unlimited connectivity for everyone, including foreign tourists, so they can stay connected to the digital world, in line with our role in realising Malaysia's Digital Nation aspirations," he said.

Tourists can choose either a

seven-day pass for RM30 or a 15-day pass for RM60, both offering high-speed 4G/3G data.

It comes with preloaded airtime credit for them to make outgoing calls at 20 sen per minute and send SMS at 10 sen each.

They can reload their credit online or purchase it from over 15,000 unifi mobile reload vendors nationwide.

Tourists can choose to collect the SIM card from Tourism Malaysia's Tourist Information Centres at the Kuala Lumpur International Airport (KLIA) and klia2.