

MELAKA'S TOURISM BOOM

Melaka to Host World Tourism Day 2025: A Global Recognition

ENCORE MELAKA

Welcomes Genting Dream Cruise Passengers!

Encore Melaka Showtimes Update:

Effective 11th November 2024

NEWSLETTER

NOVEMBER 2024

YONG TAI
永大集团



MELAKA'S TOURISM BOOM

Source from the new straits times

Melaka to Host World Tourism Day 2025: A Global Recognition

Melaka has been chosen as the esteemed host for World Tourism Day (WTD) 2025, marking a remarkable step that places this historic city under the global spotlight. The event, themed "Tourism and Sustainable Transformation," will unfold from September 27-29, 2025, drawing over 3,000 international attendees, including tourism ministers, industry leaders, and key stakeholders from 159 countries. This honor not only underscores Melaka's vibrant history and cultural significance but also boosts its reputation as a leading travel destination.



Source from themalaysianreserve

With more than 156 international events slated across Malaysia from 2024 to 2026, this wave of tourism is expected to generate RM2.3 billion, fueling local businesses and enriching cultural exchange.

For Encore Melaka and tourism partners, this is a prime opportunity to showcase Melaka's unique heritage, culinary delights, and iconic sites. Enhanced collaboration between Malaysia and global partners promises sustained growth, amplifying Melaka's allure as a premier destination for cultural tourism and international gatherings. As preparations unfold, Melaka is set to shine brighter than ever, cementing its legacy as a global city of heritage and innovation.

Source of News: The Malaysian Reserve, Tuesday, Oct 29, 2024



Welcomes
Genting Dream Cruise Passengers!

Starting **November**, Melaka is set to welcome over 200,000 visitors, brought by the exciting 2-Night Cruise packages from Resorts World Cruises. Each Monday, the Genting Dream Cruise will travel from Singapore across the Straits of Malacca, docking at Melaka's CIQ Complex for a 12-hour stopover, giving guests time to explore Melaka's rich history and attractions.

Encore Melaka is honored to be one of the selected destinations to **welcome the first group of Genting Dream visitors on November 11, 2024, with a special 2:30 PM performance.** On this day, guests can enjoy a lively marketplace outside the theatre featuring local merchandise, handmade crafts, and traditional Melaka foods—perfect for an authentic taste of Melaka's heritage.

We invite local vendors interested in showcasing their signature products to join this memorable event. Please contact us for participation details, as we aim to make Encore Melaka a must-visit experience, adding a memorable touch to each Genting Dream visitor's Melaka journey.





Vendor Recruitment
GENTING DREAM MARKET

DATE
11/11/2024 Monday

TIME
12:00pm - 7:00pm

For more details,
reach out via WhatsApp
6012 - 665 9209
6017 - 902 6010

Encore Melaka Showtimes Update:

Effective 11th November 2024

Starting 11th November 2024, Encore Melaka is introducing a revised show schedule to better serve our guests and offer more convenient times for all. The updated showtimes are as follows:

Every Monday : 2:30 PM & 5:30 PM
Tuesday to Saturday : 5:30 PM & 8:30 PM
Every Sunday : 11:30 AM, 2:30 PM & 5:30 PM
Every Wednesday : No shows







With this new schedule, Encore Melaka aims to provide enhanced flexibility and a more accessible experience for visitors. For more details or inquiries, please contact us at +60 17-902 6010 or +606 270 7777. We look forward to welcoming you to an unforgettable performance!



Encore Melaka Pop-Up Store Now

Open at Cheng Ho Cultural Museum!

Encore Melaka by Yong Tai Berhad now has a pop-up store at the Cheng Ho Cultural Museum, open daily from 9 AM to 5 PM (closed on Wednesdays).

Welcome to visit out store and enjoy exclusive ticket discounts available only at this location! Don't miss out—plan your visit and enjoy Encore Melaka as part of your perfect Melaka getaway!



Notice to Shareholders

It is our pleasure to invite you to the thirtieth (30th) Annual General meeting of the company which will be held at **Encore Melaka – Admiral Hall, No 3, Jalan KSB-Impression 8, Impression City @kota Syahbandar, 75200 Melaka on Tuesday, 26th November 2024, 10am.**

As a part of our commitment to creating a culture of sustainability with the Group and the community and managing our impact on the environment, please download the following documents from our website at www.yongtai.com.my by selecting "Investor Relations > Annual Report 2024" or you may also scan the QR code with your smartphone / tablet to download / view the documents.

WEBSITE

