

MALAYSIA

Nicol David eyes showcasing Penang globally as state's new tourism ambassador

Yeoh Soon Hin says the retired squash queen will help to revitalise the industry

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Retired squash queen Datuk Nicol David says it has been a dream of hers to contribute back to her hometown, Penang, in some way. –

The Vibes pic, December 24, 2021

BY

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GEORGE TOWN – Retired squash queen Datuk Nicol David has decided to emulate her Penang hometown luminary Datuk Lee Chong Wei by becoming a tourism ambassador.

While Chong Wei, who grew up in Bukit Mertajam, decided to help Sabah, Nicol has returned to Penang to become the state's tourism ambassador for 2022.

The duo's presence is expected to further boost tourism, especially with the key economic sector having just emerged from months of lockdowns due to Covid-19.

Nicol, 37, told journalists here that she was grateful to be appointed as the Penang Tourism Ambassador, as it would enable her to showcase her hometown

globally.

“This is such a huge honour for me because Penang is home to me. This is where I belong and where I grew up.

“Penang has so much to offer; the food (of course), the heritage and the beautiful nature. It has been a dream of mine to contribute back to my state in some way,” she said at a ceremony to mark her appointment yesterday.

Penang governor Tun Ahmad Fuzi Abdul Razak graced the occasion.

State exco for tourism Yeoh Soon Hin said Nicol will help to revitalise the industry.



Nicol David (second from right) presents a memento of caricatures to Penang governor Tun Ahmad Fuzi Abdul Razak, while Penang Chief Minister Chow Kon Yeow (left) and state exco Yeoh Soon Hin (right) look on. – The Vibes pic, December 24, 2021

“Her appointment will see her playing a role in boosting Penang’s tourism image, both domestically and internationally.

“We expect more restrictions to be eased next year when a greater population gets fully vaccinated.

“We have been so used to seeing Nicol in her sports attire, holding a racquet, and conquering the court. But she is so much more than just that – always chatty and beaming. She will also explore her home state to showcase our attractions.”

Chief Minister Chow Kon Yeow said that the state is grateful that Nicol is willing to work with Penang to restore the glory of the state’s tourism industry.

Her parents Desmond David and Ann Marie David were also present at the ceremony held at the Eastern & Oriental Hotel.

Penang will allocate up to RM50 million to promote the state next year.

Among those present included newly appointed state secretary Datuk Dr Ahmad Jailani Muhamed Yunus, Consulate-General of Japan in Penang Hiroyuki Orikasa and Penang Global Tourism chief executive officer Ooi Chok Yan. – The Vibes, December 24, 2021

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