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YBhg Datuk Dr Aminuddin Hassim

Press Launch

10th Putrajaya International Hot Air Balloon Fiesta

Welcome to Putrajaya, and thank you for being here today. This marks my first time being part of the hot air balloon fiesta and I am truly excited to witness its return to Precinct 2 and once again be among the many iconic events held annually in the Putrajaya tourism calendar.

Perbadanan Putrajaya and AKA Balloon Sdn Bhd have been the host of Putrajaya International Hot Air Balloon Fiesta since 2009 until 2016 and it is great to have this event again in 2019.

Hot air balloons has become synonymous with Putrajaya and I view them as the perfect ‘ambassadors’ to this city with the balloon fiesta attracting around 200,000 visitors each year from all over the world comprising of over 70 different nationalities. Not many events are able to tout themselves as a universal event that attracts a multiracial and multigenerational crowd. I dare say the only other thing that has the power to do so here in Malaysia is the durian.

Besides that, the Fiesta has proven to be a great platform for local entrepreneurs to showcase their products and talent.

Hot air balloon flights in Putrajaya offers a magnificent view of the city in its entirety, highlighting the intricate architecture and city planning that can only be appreciated from above. Putrajaya, an “intelligent garden city”, a vision of our beloved prime minister, Tun Mahathir Mohamed has clearly matured over time and even after 26 years since its initial development, it continues to grow and evolve organically.

I am proud that this city, albeit being the federal administrative capital of Malaysia is able to have a ‘sustainably fun’ side with hot air balloons colouring the sky every so often.

This goes to show that Putrajaya has a massive tourism potential waiting to be tapped. One of our efforts to explore this is by launching an official mobile app for Android and iOS users called “Putrajaya Mobile”, allowing users better access to activities available here. All through a single app, visitors are able to purchase tickets for these activities with special discounts.

As a joint effort with MyBalloonFiesta, new this year is the integration of existing activities in Putrajaya together with the Fiesta. As an example, Nadi Putra Travel & Tours is providing a special package for visitors coming from Putrajaya Sentral that consists of a return trip to MyBalloonFiesta as well as fun activities and a dedicated bus for sightseeing in Putrajaya, Perahu Putrajaya and Horse Joyride.

Besides that, visitors can walk to nearby activities like Skyride Festival - a helium balloon ride that can fly up to 30 passengers at a time, enjoy the Cruise Tasik located near the Pink Zone that's available for morning until evening, for visitors who wish to see the iconic landmarks around the core island.

Once again, I would like to express my happiness over the return of Fiesta as I believe it brings a great economic impact for this city and I hope to see everyone enjoying this spectacular event as I definitely will.