

Change in reading habits

Manager: Interest in books on leisure reflects Malaysian lifestyles

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Good turnout:

The scene at Bookfest 2012 at Kuala Lumpur Convention Centre. The festival is open daily until Aug 26.

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KUALA LUMPUR: Interest in books on hobbies, pets, travelling and collectibles are on the rise, reflecting the changing lifestyles of Malaysians.

"The demand for such books usually follows lifestyle changes.

"Higher sales for travel and photography reflect the fact that more people are doing these activities," said Popular Book Co. English department assistant merchandising manager Ray Lim.

He added that the popularity of hobbies and craft also reflected a higher quality of life, with people having more time for leisure activities.

"Previously, people would buy

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reference and text books as well as self-help books.

"Language books are popular now as more people travel," Lim said when met at BookFest Malaysia 2012 at the Kuala Lumpur Convention Centre (KLCC) yesterday.

Housewife Monica Pang, 44, was among thousands who thronged the first day of the fair.

She was shopping for books that would help her two sons Matthias, 10, and Marcus, six, to build their

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English and Bahasa Malaysia vocabulary.

"My sons are quite proficient in Mandarin as they go to a Chinese school.

"But I want them to be fluent in English and Bahasa too," said Pang as her sons flipped through a picture book at the Malay-language section.

Consultant orthopaedic surgeon Dr Ivan Randal Ranatunga, 40, said book fairs are a good way to help stock the family's home library.

"I have bought some storybooks

for myself and my daughter.

"But I will have to bring my wife on another day," he said.

BookFest Malaysia 2012 will be open daily until Aug 26 from 10am to 10pm at Kuala Lumpur Convention Centre.

Admission is with purchase of the BookFest catalogue, at RM2.50 per entry, or RM10 for multiple entries over the nine days.

Catalogues are available at the BookFest entrance and all Popular and Harris outlets nationwide. Entrance is free for students aged 18 and below and for senior citizens aged 60 and above.

For more information, visit www.bookfestmalaysia.com

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