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THE MELIUM GROUP JOIN FORCES WITH TOURISM MALAYSIA TO TARGET INTERNATIONAL LUXURY SHOPPING TOURISTS

KUALA LUMPUR 15th June 2017: The Malaysia Mega Sale – Luxury Shopping Experience campaign was launched today by YBhg. Datuk Hj. Ab. Ghaffar B. A. Thambi, Secretary General, Ministry of Tourism and Culture, at Pavilion Kuala Lumpur.

The Malaysia Mega Sale – Luxury Shopping Experience, is an initiative driven by The Melium Group in collaboration with Tourism Malaysia Shopping Secretariat and other key tourism players to attract more high-end shopping tourists to Kuala Lumpur. It signifies the commitment of private sector retailers towards the Government's effort to promote Malaysia as a shopping haven, particularly for high-end, luxury brands.

“Over the years, there has been a big development in the retail sector that's created a positive impact on tourism. In 2015, for the first time, shopping became the main tourist expenditure at 31.3%, overtaking the share for spending on accommodation. This trend continued into 2016 as well with tourist expenditure on shopping taking up a share of 31.7%. We are also seeing an increase in the amount spent by tourists for shopping. In 2016, tourists spent RM26.03 billion on shopping alone, up 20.3% from RM21.63 billion in the previous year. Meanwhile, per capita expenditure also improved from RM841.1 in 2015 to RM972.6 in 2016” said Datuk Hj. Ab Ghaffar.



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“Based on a report on the Tourism Refund Scheme, we found that 43% of the tourist expenditure is on watches and jewellery, which are considered luxury items. Chinese tourists are the largest spenders on these items, followed by Singaporeans, Indonesians, Indians and Bangladeshis. All this gives an indication of the growth and potential of luxury shopping and luxury tourism, with markets in Asia leading the way as high retail spenders”, he added.

Today, there is a change in the luxury retail business across the globe, where Shopping is becoming a strong driving force of tourism. If in the past, leisure has always served as the primary motivation for travelling; today, shopping tourism has become a trendy and determining factor in the decision to travel. Tourists are increasingly choosing their destination based on where they can shop – and this trend has a huge impact for luxury brands and fashion.

There are many independent stores, malls, shopping districts around the world such as Oxford Street in London and Avenue des Champ Elysees in Paris that have become ‘must visit’ attractions for tourists. As shopping and travelling fuses together in an interesting way it gives an opportunity for luxury retail business in Malaysia to position all high-end brands to attract this new market of luxury shopper tourists.

The Melium Group is Malaysia’s leading retail group in international luxury fashion and lifestyle brands that offers an extensive range of international brands which include Givenchy, Lanvin, Roger Vivier, TOD’S, Hackett London, Max Mara, MCM, Stuart Weitzman, Emilio Pucci, Aigner and Malaysian designer label Farah Khan, among many others.



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“Our aim to support the government’s effort in the Malaysia Mega Sale launch is to engage with the luxury tourism market segment and ensure that Kuala Lumpur, Malaysia is well positioned as the next global market opportunity for luxury brands to attract discerning tourist shoppers from across the globe. With our duty-free status, we can capitalise on the luxury tourist shoppers market as luxury brand prices in Malaysia are within an average of 25% lower than in some other countries and with GST tax refund, our luxury brands prices are more attractive. On top of that, Malaysia now has an impressive range of international luxury fashion brands”, said Dato’ Seri Dr. Farah Khan, President of The Melium Group.

Moving forward and spurred by the growth of our retail sector, the Ministry of Tourism and Culture together with Tourism Malaysia has created a new tagline for the Shopping Malaysia brand which is “Super bargains, fantastic experiences.” Tourism Malaysia is taking its marketing and promotional efforts online. With the emergence of social media marketing, Tourism Malaysia has introduced a shopping icon, Miss SHOPhia that acts as a “shopping companion” across all social media platforms.

Tourism Malaysia is focusing more on organizing tactical campaigns overseas with target markets Indonesia, Vietnam, Brunei, Singapore, Thailand, China, Hong Kong, India and Bangladesh. The campaigns emphasize on conveying the message that the shopping experience in Malaysia for tourists is exciting, fun-filled, entertaining, and value for money.

The launch of the Malaysia Mega Sale – Luxury Shopping Experience coincides with the date of national sale season, the Malaysia Mega Sale Carnival. It is held from 15 June to 31 August and sees shopping malls throughout Malaysia offering big discounts to shoppers. These are the months when tourist arrivals and tourist spending peaks, and events have been lined up for this period to appeal to the right target market. Upcoming events during this time are Kuala Lumpur



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Fashion Week Ready to Wear from 16 to 20 August and the BBLCC Fiesta from 25 August to 3 September, which is in conjunction with the SEA Games celebration.

Meanwhile, Pavilion Kuala Lumpur as joint partner, is organising the “Drive the Sale” programme where three luxury Lexus cars worth over RM900,000 will be given away during the Malaysia Mega Sale Carnival period for a minimum spend.

“As a leading shopping destination in Malaysia, a great part of our business is making every visit to Pavilion KL engaging and experiential. It is a privilege to partner Lexus, a global luxury lifestyle vehicle brand that resonates very well with the brand positioning of Pavilion KL. Through this partnership, we are enhancing the shopping experience by allowing our shoppers to drive away three brand new Lexus. We believe this will be a driving force for people to shop during 1MMSC as this will be one of the most rewarding shopping experience ever”, said Dato’ Joyce Yap, CEO of Retail, Pavilion KL.

The Melium Group is showcasing its initial luxury shopping game-changing initiative by introducing a Luxury Shopping Experience campaign. *“Now is the time, more than ever, to talk about the Luxury Shopping Experience at the launch of the Malaysia Mega Sale 2017 as the Melium Group starts our End-of-Season-Sales as early as the 11th of June which is at the beginning of the summer season; making it very exciting and highly attractive to shopper tourists, whilst the international brands sales in Europe start in late July or August which is towards the end of summer”,* said Dato’ Seri Dr, Farah Khan.



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Kuala Lumpur has many world-class shopping malls such as Pavilion Kuala Lumpur, Suria KLCC, and The Gardens Mall that facilitate a luxurious shopping experience and there is a wide selection of five-star hotel accommodation for discerning luxury shoppers such as St. Regis, Ritz Carlton, Grand Hyatt and Mandarin Oriental. There are also sterling dining experiences all through the city at very attractive prices.

These factors have created great opportunities to attract more luxury shopping travellers across the board to visit Kuala Lumpur, Malaysia. The Melium Group is prepared to work closely with the Ministry of Tourism, tour operators and travel agents, shopping malls and other luxury retailers to embark on initiatives to take luxury shopping to a whole new level and position Kuala Lumpur, Malaysia as the Premium Luxury Shopping Destination in Asia.

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