



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **LAUNCH OF MALAYSIA NATIONAL SALES CAMPAIGN 2017**

**KUALA LUMPUR, 1 March 2017** – Malaysia’s annual shopping campaign for 2017 kicked off today with the launch of the National Sales Campaign at Suria KLCC here.

The nationwide campaign is held three times a year and comprises the 1Malaysia Super Sale (1-31 March), 1Malaysia Mega Sale Carnival (15 June-31 August) and the 1Malaysia Year-End Sale (1 November-31 December).

Organised by Tourism Malaysia through its shopping promotion arm, Secretariat Shopping Malaysia, the yearly campaign is part of the Government’s on-going efforts to promote the country as a top, world-class shopping destination.

The National Sales Campaign was launched by Minister of Tourism and Culture, Dato’ Seri Mohamed Nazri Abdul Aziz. Present at the launch, which also marked the beginning of 1Malaysia Super Sale, were 15 members of the media from Indonesia, Brunei, Thailand, India, China, and Vietnam who participated in the Tourism Malaysia Mega Familiarisation Programme from 28 February until 3 March 2017.

In his speech, Dato’ Seri Mohamed Nazri said, “Malaysia’s tourism sector showed signs of recovery with positive growth in tourist arrivals and receipts in 2016. In 2016, Malaysia welcomed 26,757,392 tourists mainly from Singapore, Thailand, Indonesia, Brunei, China and Saudi Arabia. It was a 4% growth over 2015 arrivals.”

“Meanwhile, tourist receipts for 2016 were RM82.1 billion, an increase of 18.8% compared to RM69.1 billion in 2015. Tourists’ spending on shopping in Malaysia amounted to RM26 billion, an increase of 20.3% compared to RM21.6 billion in 2015. It accounted for the largest share of tourist expenditure, making shopping an important sector of Malaysia’s tourism industry,” he said, adding that the current currency exchange rate has actually made shopping more affordable in Malaysia.

Malaysia’s shopping branding is centred on the “Experiential Shopping” concept that promotes Malaysia as a fun and wholesome shopping destination, complemented by entertainment and recreation activities, gastronomic adventures, luxury treatments and visits to popular tourist

### **MALAYSIA TOURISM PROMOTION BOARD**

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)  
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia  
Tel: +603 8891 8000; Official: [malaysia.travel](http://malaysia.travel); Corporate: [tourism.gov.my](http://tourism.gov.my)  
Facebook: [friendofmalaysia](https://www.facebook.com/friendofmalaysia); Twitter: [tourismmalaysia](https://twitter.com/tourismmalaysia); Blog: [blog.tourism.gov.my](http://blog.tourism.gov.my)



spots. It is made possible by the support of more than 500 integrated shopping malls and retail outlets in the country whose numbers are increasing every year. New retail and lifestyle hubs coming up this year include KL Gateway Mall in Kuala Lumpur and Genting Premium Outlets in Genting Highlands, which will further stimulate Malaysia's shopping scene.

## **SHOP, SNAP & WIN! CONTEST**

March 1 is the first anniversary of Malaysian Shopping Buddy, Miss SHOPhia. Since her debut last year, Miss SHOPhia has been diligently taking up her role as the ultimate shopping buddy by keeping "fashionistas" and shoppers across the globe up-to-date on fashion, food, gadgets as well as shopping news and events via her social media platforms.

She also takes on cameo roles in viral videos and TV commercials promoting shopping in Malaysia. Her "presence" was internationally recognised recently, with Tourism Malaysia awarded The Most Favourite Promotional Activity – Miss SHOPhia at U Travel Magazine Award 2016 in Hong Kong.

In conjunction with the first anniversary of the shopping icon, shoppers (aged 18 and above) are invited to enter the SHOP, SNAP & WIN! online contest and win exciting holidays and fabulous prizes sponsored by Suria KLCC, Starhill Gallery, Pavilion KL, Fahrenheit88, IOI City Mall, Putrajaya and IBC Tours Sdn Bhd. The contest runs from today until March 31. To participate, each contestant is required to do the following:

1. Shop at your favourite shopping mall or brand.
2. Take a creative picture of yourself, or with friends and family together with your shopping haul outside the store.
3. Complete the caption "I love shopping in Malaysia because..." (in no more than 20 words).
4. Upload your picture together with the completed caption to Miss SHOPhia's Facebook Page and tag #MalaysiaSuperSale2017, #MissShophia and the mall location.

Pictures with the most Likes and creative captions stand a chance to win.

For details, log on to:-

Website: [missshophia.malaysia.travel](http://missshophia.malaysia.travel)

Facebook: [facebook.com/missshophia](https://www.facebook.com/missshophia)

Instagram: @miss\_shophia

## **ABOUT MISS SHOPHIA**

- Female cosmopolitan Malaysian lady in her 30s. Mixed race.

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- Educated in Malaysia and abroad, majoring in Contemporary Arts and Design with a minor in Social Studies.
- A writer and traveller by profession.
- Familiar with fashion trends and the latest in gadgets and designs.
- Enjoys local and international cuisines.
- A health nut who exercises regularly and enjoys various sports such as cycling, trekking, off-road driving and scuba-diving.
- Enjoys the company of family and friends for her travels, shopping trips and gastronomic adventures.
- Has two cats.

### **FAST FACTS**

1. Shopping is one of the most lucrative sectors of the Malaysian tourism industry. It has been included in the Tourism National Key Economic Areas (NKEA) with 12 Entry Point Projects (EPPs). Three of these EPPs are related to shopping:-
  - EPP 1: Positioning Malaysia as a duty-free shopping destination.
  - EPP 2: Designating vibrant shopping precincts in Malaysia with Bandar Utama, Bandar Sunway, Subang Jaya, Jalan Tuanku Abdul Rahman, Georgetown, Johor Bahru, Melaka, Sabah and Sarawak as newly identified shopping zones.
  - EPP 3: Establishing new premium outlets in Malaysia namely Johor Premium Outlet, Mitsui Outlet Park, Freeport A'Famosa Outlet and Genting Premium Outlets.
2. In 2015, the shopping sector surpassed the accommodation sector for the first time and became the biggest contributor to Malaysia's tourist expenditure.
3. Malaysia has more than 500 shopping malls including three of the top 10 largest malls in the world, namely 1Utama, Mid Valley Megamall and Sunway Pyramid (all in Klang Valley).

ENDS

*For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourism.gov.my/>*

**MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA** is an agency under the Ministry of Tourism & Culture, Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. In 2015, Malaysia registered 25.7 million tourist arrivals and RM69.1 billion in receipts, placing it among the major tourism destinations of the world.

**Press contact:**

**Media Relations Unit:**

*Mohd Libra Lee Haniff, Deputy Director, Corporate Communication Division*

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Tel: +603-8891 8752

Email: [mohdlibra@tourism.gov.my](mailto:mohdlibra@tourism.gov.my)

**Editorial Unit:**

Anis Rozalina Ramli (Ms), Senior Editor, Corporate Communication Division

Tel: +603-8891 8759

Email: [anisramli@tourism.gov.my](mailto:anisramli@tourism.gov.my)

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