



**PRESS RELEASE**

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## **MALAYSIA NATIONAL SALES GRAND LAUNCH 2016**

***Get Set for Super Bargains, Fantastic Experiences***

**KUALA LUMPUR, 1 March 2016** – Malaysia’s 2016 shopping extravaganza kicked off today with the Grand Launch of the country’s thrice yearly nationwide sales – the 1Malaysia Super Sale (1–31 March) (replaces the 1Malaysia Grand Prix Sale), 1Malaysia Mega Sale Carnival (15 June–31 Aug) and 1Malaysia Year-End Sale (1 Nov–31 Dec).

Adopting a new tagline “Super Bargains, Fantastic Experiences”, the three sensational sales entice Malaysians and tourists to shop, dine and unwind during the best shopping seasons of the year.

The Malaysia National Sales Grand Launch 2016 was officiated by the Deputy Minister of Tourism and Culture Datuk Mas Ermieyati Samsudin at Nu Sentral, Kuala Lumpur. She also unveiled Shopping Malaysia’s newly created promotional icon called *Miss SHOPhia*. This icon will be featured in both local and overseas shopping campaigns and specially created shopping and food blog, viral videos and television commercials.

Present at the launch are invited guests, including tourism industry players, retailers and local media, as well as 56 participants of Tourism Malaysia’s Mega Fam Programme, comprising international media and travel agents from Brunei, Cambodia, India, Indonesia, Jeddah, Laos, Myanmar, Philippines, Seychelles, Singapore, Thailand, and Vietnam.

The Mega Fam invitees also took part in Tourism Malaysia Shopping Hunt 2016 today, which is held in conjunction with the Grand Launch. Malaysian participants, including representatives of local media, shopping malls, retail trade associations, and Tourism Malaysia Recreation Club, also joined the Shopping Hunt.

They were flagged off by Tourism Malaysia’s Deputy Director General (Strategic & Domestic) Chong Yoke Har at the Malaysia Tourism Centre (MTC) at Jalan Ampang, Kuala Lumpur, at 10:00am.

The hunt took the participants to some of the major shopping routes/precincts in Kuala Lumpur, such as Bukit Bintang–Kuala Lumpur City Centre, Jalan Ampang, and Jalan Tuanku Abdul Rahman, via public transport. It ended at Nu Sentral at 3.30pm.

### **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)



Among the participating malls, cafés and hotel are Pavillion KL, Suria KLCC, Lot 10, Starhill Gallery, Nu Sentral, Outback Steak House, Coliseum Café and Swiss Hotel Kuala Lumpur.

Winners received prizes in cash and kind, sponsored by Tourism Malaysia, participating malls, cafés, and hotel, BBKLCC, Batu Road Retailers Association (BARRA), and Prasarana Malaysia Berhad.

The Tourism Malaysia Shopping Hunt 2016 serves as a platform to introduce and promote major shopping precincts in the capital city that have contributed towards making Kuala Lumpur a highly attractive shopping destination in Asia.

These sales seasons are the peak time for shoppers to enjoy special deals, huge discounts, in-store surprises and redemptions, as well as take part in fun and rewarding activities. The seasons are also perfect for shoppers to indulge in Malaysia's culinary pleasures – from local street fares to *Malaysia Truly Asia's* melting pot of delicacies and east-meets-west gastronomic delights. The shopping and culinary experiences become more exciting with the addition of a wide selection of entertainment, recreation and leisure pursuits in integrated, contemporary shopping malls, all over the country.

To date, Kuala Lumpur has won several international shopping awards, which include the world's 5<sup>th</sup> Best Shopping Destination by Expedia UK in 2016, and the 2<sup>nd</sup> Best Shopping Destination 2015 for Muslims in the OIC Destination based on CrescentRating and MasterCard Muslim Travel Shopping Index.

Kuala Lumpur was also crowned the world's 4<sup>th</sup> Best Shopping City by global news network CNN, for two consecutive years – 2012 and 2013, while the Geneva-based Globe Shopper Index ranked the city as the 2<sup>nd</sup> Best Shopping Destination in Asia Pacific in 2012.

Shopping is an important sector for the country's tourism industry. In 2014, it held the second biggest share of tourist expenditure with RM21.6 billion or 30% of the total tourist receipts of RM72 billion. Tourist expenditure on shopping recorded an increase of 9.3% compared to RM19.8 billion in 2013.

Up to September 2015, shopping constituted the biggest share of tourist expenditure with RM15.3 billion or 30% of the total tourist receipts of RM51 billion.

For more information, kindly contact:-  
*Baizuri Baharum*  
*Head, Secretariat Shopping Malaysia*  
Tel: +603-8891 8469  
Email: [baizuri@tourism.gov.my](mailto:baizuri@tourism.gov.my)

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**MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA** is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Through the Tourism NKEA (National Key Economic Area), collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination and achieve the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020.

The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

**Press contact:**

**Media Relations Unit:**

Shukri Hanafiah, Senior Deputy Director, Corporate Communication Division

Tel: +603-8891 8767

Email: shukrihanafiah@tourism.gov.my

**Editorial Unit:**

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

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my

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