



PRESS RELEASE

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PROMOTING MALAYSIA AS A SHOPPING HAVEN IN BRUNEI

BRUNEI DARUSSALAM, 26 JAN 2016: Tourism Malaysia is making a pitch to woo more Bruneians to shop in Malaysia. At a shopping seminar and travel mart session organized by Tourism Malaysia in Brunei's Rizqun International Hotel, Malaysia's shopping attractions were highlighted to some 150 Brunei travel agents, tourism associations, the media, and private sector.

The seminar and travel mart, led by Domestic Promotion Director of Tourism Malaysia, En. Iskandar Mirza Mohd Yusof, gave an opportunity for the Malaysian delegates, consisting of eight shopping mall and tourism product operators, to promote their attractions to a ready audience.

The Malaysian delegation participating in this seminar and travel mart includes IOI City Mall, Putrajaya; Jakel Mall; Suria Sabah Shopping Mall; Sogo KL Departmental Store Sdn Bhd; Sunway Pyramid; Sunway Putra Mall; Mitsui Outlet Park KLIA Sepang; and Batu Road Retailers.

"Tourism Malaysia is pleased to provide a platform for our tourism product operators such as shopping malls, shopping associations and tourism product operators, to promote themselves and Malaysia as a shopping haven. We have invited potential Brunei counterparts to this seminar and travel mart and look forward to partnerships and collaborations between the two parties to encourage more Bruneians to choose Malaysia for their leisure and shopping holidays," En. Iskandar said.

"I believe the favourable currency exchange rate, the extended border crossing hours until midnight, and the diversity of tourist attractions in Malaysia, are factors that will attract more Bruneians to shop in Malaysia," he added, referring to the extension of land border crossing hours from 6 am to midnight (previously only until 10 pm) introduced in September last year.

En. Iskandar also said, "Shopping is a lucrative sector of Malaysia's tourism industry. As of September 2015, tourist expenditure on shopping registered RM15.34 billion or 30% of total receipts of RM51.08 billion. It was an increase of 2.9% compared to the same period in 2014."

Malaysia's success can be attributed to its strategy of promoting Malaysia as a holistic shopping destination that, apart from value-for-money shopping, also provides leisure, wellness and lifestyle experiences to tourists.

MALAYSIA TOURISM PROMOTION BOARD

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This year, Malaysia's shopping campaign consists of its thrice-yearly sale events, i.e. The Malaysia Super Sale from 1 to 31 March; the 1Malaysia Mega Sale Carnival from 15 June to 31 August; and the 1Malaysia Year End Sale from 1 November to 31 December 2016.

Fast facts on Brunei:

- Brunei remains as number five in the top 10 generating markets for Malaysia, and has recorded more than 830,000 tourist arrivals until September last year.
- Brunei was also listed as the Top 10 per diem in Malaysia for 2014 with an average spending of RM663.6 with a growth of 21.6% compared to 2013.
- Shopping remains the highest component of Bruneian expenditure with 45.5%, as compared to other components listed such as accommodation, food & beverage, local transportation, entertainment, domestic airfare, organized tours and others.

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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.

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