

## MALAYSIA'S SHOPPING CAMPAIGN WINS AWARD IN HONG KONG



*Director of Tourism Malaysia Hong Kong office, Sham A. Rahman (Left) and Head of Secretariat Shopping Malaysia Baizuri Baharum receives the award from U Magazine*

**PUTRAJAYA, 22 NOVEMBER 2016** - Malaysia has once again made headlines for winning 'The Most Favourite Promotional Activity' award at the recent U Magazine Travel Awards 2016.

The awards recognises tourism campaigns implemented by international tourism promotion boards in Hong Kong. Malaysia won for its shopping campaign which featured Miss Shophia - an animated icon that's portrayed as a shopping companion in Malaysia, to guide shoppers on fashion trends, the latest news on when and where to shop, what to look out for and how to get the best shopping bargains in Malaysia.

Tourism Malaysia travel partners in Hong Kong promoted Malaysia's travel and shopping packages prominently featuring Miss Shophia in all their print and online media advertisements.

The campaign was successful in creating awareness among Hong Kong tourists on Malaysia as an exciting shopping destination. The favourable exchange rate of the Ringgit Malaysia as well as the convenience of the Tourist Refund Scheme served to boost their interest further.

The award was presented to Director of Tourism Malaysia Hong Kong Sham A. Rahman and Head of Secretariat Shopping Malaysia Baizuri Baharum at Sky 100, International Commerce Centre in Hong Kong early this month.

### **MALAYSIA TOURISM PROMOTION BOARD**

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## About U Magazine

U Magazine was founded in December 2005. It is an award-winning weekly publication that focuses on travel, food and lifestyle. Since its inception, the magazine has received more than 30 awards in Asia and Hong Kong. The awards is now in its fourth year with public nomination newly introduced. It is one of the most recognised and credible awards in the travel industry.

## 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.tourismmalaysia.gov.my/>*

**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 2015, Malaysia registered 25.7 million tourist arrivals and RM69.1 billion in receipts.

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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