



PRESS RELEASE

FOR IMMEDIATE RELEASE

**SHOPPING TIME FOR ALL!
1MALAYSIA YEAR-END SALE 2015**

GEORGE TOWN, PENANG, 12 NOVEMBER 2015 – The fabulous 1Malaysia Year-End Sale (1MYES) wraps up 2015 with a big bonanza for everyone – huge bargains, special deals, duty-free offers at entry/exit points, and enticing events and happenings in hundreds of shopping outlets nationwide for nearly two months from 14 November 2015 to 3 January 2016.

From the cool comfort of chic malls and stores to charming open-air markets, the year-end atmosphere comes alive with an extensive offer for the best shopping, dining, entertainment and leisure experiences ever. 1MYES boosts the celebrative and holiday mood as we pull the curtains down on 2015 and welcome the New Year with great anticipation.

Tourism Malaysia's Deputy Director General (Strategic & Domestic) YBrs. Madam Chong Yoke Har launched 1MYES 2015 at G Hotel in George Town, Penang today. Among those present were representatives of participating merchants and shopping malls as well as about 152 participants of Tourism Malaysia Mega FAM Programme, including travel agents and foreign media members who were specially invited to see and experience Malaysia's vibrant shopping environment.

Madam Chong also launched Tourism Malaysia's new Shopping Malaysia Maps with directional details that can help shoppers to get around major shopping hubs in the country. Four separate maps covering the shopping precincts of Kuala Lumpur, Selangor and Putrajaya; Penang; Johor & Melaka; and Sabah & Sarawak, which have a high potential of attracting both foreign and local shoppers, have been produced. The maps also identify various places of interest for tourists to visit and include a list of shopping malls in the four shopping hubs, making it easy for tourists to identify and choose the places to shop.

Additionally, the maps contain useful information on Malaysia's Tourist Refund Scheme. A step-by-step guide is given to help tourists claim GST refund of 6 per cent on shopping spend of at least RM300, including GST in a single invoice or receipt. Refund validation counters are located at Kuala Lumpur International Airport (KLIA) and KLIA 2 as well as airports in Subang, Kuantan, Senai, Kuching and Kota Kinabalu. There are also approved refund agents in these locations to help tourists with their GST refund claims.

Two pocket events are also held to coincide with 1MYES 2015. The first event is the Kuala Lumpur Fashion Weekend 2015 from 15-22 November 2015 at the Craft Complex and KL PAC in Kuala Lumpur. The city's foremost fashion extravaganza will feature ready-to-wear collection by famed designers, such as British designer Zandra Rhodes, as well as renowned Malaysian labels, including Amanda Brown Couture and Euro Moda, and the unique creations of Kraftangan Malaysia. Next is the 9th edition of the prestigious watch and jewellery showcase *A Journey Through Time* at Starhill Gallery, Kuala Lumpur from 20-27 November 2015.

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; <http://www.tourismmalaysia.gov.my>

www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my





This annual showcase has become one of Asia's premier events that has attracted watch and jewellery enthusiasts to Malaysia's capital city to view rare private collections, first-in-market editions and exquisite pieces by some of the world's leading watch and jewellery brands.

Such events have contributed towards making Kuala Lumpur a highly attractive shopping destination in Asia. Kuala Lumpur has already a bagful of international shopping awards, including the latest feat of securing the second top position in the Muslim Travel Shopping Index for the category of the Best Shopping Destination 2015 for Muslims in the OIC Destination. The brand new Index is released by CrescentRating and MasterCard. An authority in the Muslim travel market, CrescentRating analyses the behavioural trends and expenditure of Muslim shoppers. Kuala Lumpur is second only to Dubai but is ahead of Istanbul and Antalya in Turkey and Manama in Bahrain, thus making the top five on this international Index. Penang also made it to the Top 10 on this Index, securing the 9th position ahead of Sharjah, United Arab Emirates.

In recent years, Kuala Lumpur has won two other coveted international shopping destination awards. The global news network CNN ranked Kuala Lumpur as the world's 4th Best Shopping City, after New York, Tokyo and London, for two consecutive years – 2012 and 2013, while the Geneva-based Globe Shopper Index ranked Kuala Lumpur as the 2nd Best Shopping Destination in Asia Pacific in 2012. Both rankings made Kuala Lumpur the best shopping destination in Southeast Asia and among the top in Asia.

The 1MYES is one of three nation-wide shopping campaigns. The other two are the 1Malaysia Grand Prix Sale in March and the 1Malaysia Mega Sale Carnival from June to September. Organised by Tourism Malaysia through its shopping promotion arm, Secretariat Shopping Malaysia, the thrice yearly sales have helped bring numerous benefits to the local retail sector and boost tourist expenditure in the country.

In 2014, Malaysia was the 12th most visited country in the world. This was based on the United Nations World Tourism Organisation's barometer. Malaysia's tourist arrivals for 2014 reached 27.4 million, an increase of 6.7% compared to 25.7 million tourists in 2013. Malaysia's shopping sector is a major contributor to the country's tourist receipts, amounting to RM21.6 billion or 30% of the total receipts of RM72 billion in 2014. In addition, the shopping sector also continues to hold the second biggest share of tourist expenditure after the accommodation sector.

For more information, kindly contact:-

Norlizah Jahaya

Senior Assistant Director, Secretariat Shopping Malaysia

Tel: + 603-8891 8470

Email: norlizah@tourism.gov.my

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; <http://www.tourismmalaysia.gov.my>

www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my



FAST FACTS:

- Malaysia's tourist arrivals for 2014 reached 27.4 million, an increase of 6.7% compared to 25.7 million tourists in 2013.
- Tourist receipts for 2014 were RM72 billion, an increase of 10% compared to RM65.4 billion in 2013.
- In 2014, tourists spent RM21.6 billion on shopping in Malaysia, an increase of 9.3 % compared to RM19.8 billion in 2013.
- Shopping expenditure continues to hold the second biggest share of tourist expenditure after accommodation.
- MyFest 2015 is expected to help Malaysia secure the targeted 29.4 million tourist arrivals and RM89 billion in tourist receipts for 2015. These figures will help achieve the target of 36 million tourist arrivals with RM168 billion in tourist receipts by 2020 under the Malaysia Tourism Transformation Plan.

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 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Malaysia celebrated its fourth VISIT MALAYSIA YEAR (VMY) in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The promotion of the country continues with the MALAYSIA YEAR OF FESTIVALS (MyFEST) campaign in 2015 with the theme "Endless Celebrations" emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Tourism NKEA (National Key Economic Area).

Through the Tourism NKEA, 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. 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:

Chresentia F.B. Sadatal (Ms), Assistant Director, Corporate Communication Division

Tel: +603-8891 8776

Email: chresentia@tourism.gov.my

Editorial Unit:

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

Tel: +603-8891 8759

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; <http://www.tourismmalaysia.gov.my>

www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my



Email: anisramli@tourism.gov.my

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; <http://www.tourismmalaysia.gov.my>

www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my

