



MEDIA RELEASE

SUNWAY PYRAMID WINS 'MY FAVOURITE MALL' ONLINE POLL

Sunway Pyramid has been voted as the winner of the 'My Favourite Mall' online poll. Organised by Tourism Malaysia, the poll was held for the first time in conjunction with the 1Malaysia Year-End Sale 2011, from 21 November 2011 to 2 January 2012.

Sunway Pyramid received a RM10,000 cash prize, a trophy, and a certificate. The prizes were presented by the Acting Director-General of Tourism Malaysia, YBhg Dato' Haji Azizan Noordin, at the prize-giving ceremony on 1 March 2012, at Sunway Pyramid.

The online polling was designed to promote Malaysia as a premier shopping destination and also to recognise the support given by shopping malls nationwide to Tourism Malaysia in making the sales campaign a success.

Shoppers voted online for their favourite mall from a nationwide list at the websites of Tourism Malaysia and the Malaysian Association for Shopping and Highrise Complex Management. A total of 35 lucky voters were randomly selected to win travel vouchers worth RM1000 each to various destinations in Malaysia.

Last year, Malaysia received 24.7 million tourists, with tourist receipts amounting to RM58.3 billion. Shopping holds the second biggest share of tourist expenditures after accommodation, constituting 30% of the total tourist revenue. It contributed RM17.5 billion, an increase of 8% compared to RM16.2 billion in 2010.

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