



PRESS RELEASE

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1MALAYSIA YEAR-END SALE SHOP, DINE AND UNWIND

KUALA LUMPUR, 15 Nov 2014 – The nation’s grandest and most exciting sale is back for the year-end holiday and festive season. The 1Malaysia Year-End Sale (1MYES) will be held from 15 November 2014 to 4 January 2015, offering the best in shopping, dining and recreation throughout the country.

The 1MYES 2014 was officially launched today at the National Visual Arts Gallery, Kuala Lumpur, by the Deputy Chairman of Tourism Malaysia Dato’ Maznah Mazlan. Present at the launching ceremony were invited guests comprising tourism industry players, retailers and local media.

It was also attended by 277 participants of Tourism Malaysia’s Mega Fam Programme. They are comprised of international media and travel agents from 26 countries, namely Australia, Brunei, Bulgaria, Cambodia, China, Czech Republic, Egypt, Germany, India, Indonesia, Iran, Italy, Japan, Kazakhstan, Korea, Myanmar, the Netherlands, New Zealand, the Philippines, Saudi Arabia, Thailand, Turkey, the United Arab Emirates, Uzbekistan, Vietnam, and Yemen. The Mega Fam participants get to see for themselves Malaysia’s vibrant shopping scene and experience the sights and sounds of the country.

Prior to the launching ceremony, the Mega Fam participants attended a Destination Seminar at the Royale Chulan Hotel Kuala Lumpur where they were briefed by Tourism Malaysia, Themed Attractions & Resorts Malaysia, the Kuala Lumpur City Hall, and Express Rail Link (ERL), on the country’s latest tourism developments and offerings. It was followed by a welcome luncheon hosted by the Deputy Director General (Promotion) of Tourism Malaysia Dato’ Haji Azizan Noordin.

On 14 Nov, the Mega Fam participants enjoyed a tour of Kuala Lumpur’s Shopping Trail – the Bukit Bintang-KLCC (BBKLCC) Walk, and also a musical production – *Mud: Our Story of Kuala Lumpur* at Panggung Bandaraya, as well as *Licence to Thrill: A Bond Concert* at Istana Budaya.

During the launching ceremony, there was an Arts & Crafts Showcase organised by Karyaneka with demonstrations on songket-making, batik-making using the *canting* technique, and tekat-making (traditional Malay embroidery), as well as traditional henna tattooing and Malaysian caricatures. There were also performances by local artistes and a designers’ showcase in conjunction with the Kuala Lumpur Fashion Weekend 2014.



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The KL Fashion Weekend is being held at the National Visual Arts Gallery from 12 to 16 November. Highlights of the event include the Malaysian batik *canting* with the famous touch of renowned fashion designer Dame Zandra Rhodes. It is a collaboration with Karyaneka, which marks its first cooperation with an international designer. Karyaneka aims to bring Malaysian products to the international stage and at the same time attract visitors to the KL Fashion Weekend 2014, and also bring them to the 1MYES.

The highlight of this year's 1MYES is the nationwide sale, which offers in-store surprises, redemptions and gifts, deals and discounts, and year-end school holiday specials for the entire family, as well as Christmas and New Year sales. Besides that, it is also the best time to enjoy Malaysian food – from local street fares to *Malaysia Truly Asia's* melting pot of delicacies and east-meets-west gastronomic delights.

The 1MYES is one of the three major sale campaigns in Malaysia, besides the 1Malaysia Grand Prix Sale in March and the 1Malaysia Mega Sale Carnival from June to September. These campaigns have helped boost tourist expenditure in the country and bring numerous benefits to local retailers.

This year-end shopping fiesta is also a prelude to the upcoming Malaysia Year of Festivals (MyFEST) 2015. As the curtain closes on Visit Malaysia Year 2014, the country is all geared up for a year of Endless Celebrations under a new national campaign.

MyFEST is expected to help Malaysia to achieve its target of 29.4 million tourist arrivals and RM89 billion in tourist receipts for 2015. Along with Visit Malaysia Year 2014, these tourism campaigns are the key drivers towards achieving the country's target of 36 million arrivals with RM168 billion in tourist receipts by 2020, based on the Malaysia Tourism Transformation Plan.

FAST FACTS:

- Tourist arrivals to Malaysia in 2013 were 25.7 million – an increase of 2.7% compared to 25 million tourists in 2012.
- Tourist receipts for 2013 were RM65.4 billion – an increase of 8.1% compared to RM60.6 billion in 2012.
- Shopping is the second biggest share of tourist expenditure after accommodation.
- The retail sector constituted 30.2% of the total tourist expenditure in 2013 against 30.7% in 2012.
- In 2013, tourist expenditure on shopping was RM19.8 billion – an increase of 6.3% compared to RM18.6 billion in 2012.
- Kuala Lumpur was ranked as the 2nd Best Shopping Destination in Asia Pacific by Global Shopper Index in 2012 and the world's 4th Best Shopping City (after New York, Tokyo and London) by global news network CNN for two consecutive years – 2012 and 2013.



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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 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating 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.

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