



PRESS RELEASE

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**MALAYSIA'S MAMMOTH SALES UNITE!
1MALAYSIA MEGA SALE CARNIVAL & 1MALAYSIA UNIFIED SALE**

KUALA LUMPUR, 22 June 2014 – While football fans are still gripped by the World Cup fever, shoppers nationwide are set for the nation's biggest shopping kick-off ever. The strategic move to jointly launch the 1Malaysia Mega Sale Carnival and the 1Malaysia Unified Sale is right on target to lure Malaysians and tourists to go on a shopping spree and grab the best bargains the country has ever offered.

The event was pre-launched today at Sogo Kuala Lumpur by the Minister of Tourism and Culture Dato' Seri Mohamed Nazri Abdul Aziz and the Deputy Minister of Domestic Trade, Co-operatives and Consumerism Senator Dato' Seri Ahmad Bashah Md. Hanipah.

Besides tourism industry players, retailers, local media, foreign tourists and the general public, the event was also witnessed by 111 international media and travel agents from 11 countries, who are here under Tourism Malaysia's Mega Fam Programme. Earlier today, the Mega Fam participants attended a destination seminar at Renaissance Hotel Kuala Lumpur organised by Tourism Malaysia where they were briefed on the country's tourism industry, shopping, and the KL Hop-On Hop-Off. After that, they attended a welcome lunch hosted by the Director General of Tourism Malaysia Dato' Mirza Mohammad Taiyab.

Both 1Malaysia Mega Sale Carnival and 1Malaysia Unified Sale will run concurrently from 28 June to 1 September 2014, offering shoppers more than two months' time to browse around for the most attractive deals and take part in various rewarding activities put together by participating malls and retail outlets throughout Malaysia.

Dubbed the "Mother of All Sales", the 1Malaysia Mega Sale Carnival promises mega shopping excitement, delightful dining options, endless entertainment and fun-filled activities that add to a truly wholesome shopping spree. The carnival returns this year with plenty of action not only in Kuala Lumpur, but also in other major shopping hubs including Selangor, Penang, Johor, Sabah and Sarawak. Participating merchants will also rally all their outlets nationwide to make the sale carnival even bigger and better.

The 1Malaysia Mega Sale Carnival is one of the three major shopping seasons in the country. The other two are the 1Malaysia Grand Prix Sale in March and the 1Malaysia Year-End Sale from November to December, which wraps up the year's shopping thrills.



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Tourism Malaysia continues to spearhead Malaysia's shopping campaigns, which have significantly contributed to the performance of the country's tourism industry. Shopping expenditure holds the second biggest share of tourist expenditure after accommodation. Last year, tourists spent RM19.8 billion on shopping in Malaysia, an increase of 6.3% compared to RM18.6 billion in 2012.

While the three sale campaigns have helped to boost tourist expenditure in the country and bring numerous benefits to the local retail sector, the 1Malaysia Unified Sale unites the three main annual sales into one central coordinated event with much larger participation cutting across a wide spectrum of industrial sectors.

Similar to previous years' campaigns, the 1Malaysia Unified Sale 2014 aims to create greater spill-over effects of consumer shopping, and help to increase tourist arrivals and spending, as well as boosting trade and business transactions. The targeted sectors such as banking, spa, housing development, telecommunication, fitness, airline, hypermarket, automotive, and health product, will also offer shoppers a wide variety of attractive deals, incentives and value-added services.

During the pre-launch of the 1Malaysia Mega Sale Carnival and 1Malaysia Unified Sale today, a commemorative book for Tourism Malaysia was also unveiled. Titled 'Malaysia, Simply Spectacular Shopping', it is a collaboration between Tourism Malaysia and the Malaysia Shopping Malls Association.

Malaysia is indeed a spectacular place for shopping. After all, its capital city, Kuala Lumpur, has been ranked as 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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FAST FACTS:

- Malaysia's tourist arrivals for 2013 reached 25.7 million, an increase of 2.7% compared to 25.0 million tourists in 2012.
- Tourist receipts for 2013 were RM65.4 billion, an increase of 8.1% compared to RM60.6 billion in 2012.
- Tourists spent RM19.8 billion on shopping in Malaysia in 2013, an increase of 6.3% compared to RM18.6 billion in 2012.
- The retail sector constituted 30.2% of the total tourist expenditure in 2013 against 30.7% in 2012.
- Shopping expenditure holds the second biggest share of tourist expenditure after accommodation.



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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 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 VMY 2014 promotional campaign has started in 2013 with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government's target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.

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