



PRESS RELEASE

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TOURISM MALAYSIA AIMS TO TAKE SHOPPING SECTOR TO THE NEXT LEVEL

PETALING JAYA, 5 March 2015 – Tourism Malaysia gave the country’s retail industry players an update of its various initiatives to promote Malaysia as one of the world’s best shopping destinations. Organised and presented by its shopping promotion arm, Secretariat Shopping Malaysia, the event took place today at The Royal Chulan Damansara Hotel, Mutiara Damansara.

It also serves as a platform for the participants to exchange information on the shopping sector’s current performance, trends and future outlook. A public-private sector dialogue between the representatives of the retail industry and government bodies further facilitates the sharing of ideas, understanding issues and concerns, and recommending solutions and strategies to help propel the shopping sector to the next level.

The event also includes a presentation by the Ministry of Tourism and Culture Malaysia on the highlights of the Malaysia Year of Festivals (MyFest) 2015. MyFEST is the current national tourism campaign with the theme “Endless Celebrations”, which depicts the vibrant festive celebrations of multicultural Malaysia.

Tourism Malaysia’s Deputy Director General (Planning) Madam Chong Yoke Har delivered the keynote address at the event. It was also attended by the representatives of Bukit Bintang Kuala Lumpur City Centre (BBKLCC), Batu Road Retailers Association (BARRA), Malaysia Retailers Association (MRA) and Persatuan Pengurusan Kompleks (PPK). Also present were representatives of the Ministry of Domestic Trade, Co-Operatives & Consumerism, Malaysia Airports Holdings Berhad, and Performance Management and Delivery Unit (PEMANDU) of the Prime Minister’s Department.

Malaysia’s shopping sector is a major contributor to the country’s tourist receipts, amounting to RM19.8 billion or 30.2% of the total receipts of RM65.4 billion in 2013. In addition, the shopping sector also continues to hold the second biggest share of tourist expenditure after the accommodation sector which is only higher by 0.1%.



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





“If we continue to push harder and strategise better, the shopping sector can overtake accommodation as the number one tourism revenue contributor,” said Madam Chong during her keynote address. While this goal poses a challenge for everyone in the shopping sector, Madam Chong believed that it is not impossible to achieve. She called on the retail industry players to rally around to achieve a healthier growth for the sector. Besides that, she also acknowledged that the continuous support given by the private sector to Tourism Malaysia’s promotional efforts in boosting the country’s shopping sector has been rewarded and recognised.

Authoritative international media CNN ranked Kuala Lumpur as one of the world’s top shopping destinations. Kuala Lumpur secured the number four spot in CNN’s World’s Best Shopping Cities in 2012 and 2013 consecutively. This put Malaysia in the league of the world’s shopping capitals – New York, Tokyo and London. Kuala Lumpur was also ranked as the 2nd Best Shopping Destination in Asia Pacific by Globe Shopper Index, making the city the best shopping destination in Southeast Asia and among the tops in Asia.

“With your active participation, Malaysia’s shopping sector has progressed by leaps and bounds. Since the past three decades, more than 350 shopping malls have opened all over the country,” said Madam Chong, congratulating the industry players for the achievements.

Madam Chong also urged the industry players to help make the upcoming 1Malaysia Grand Prix Sale 2015 a huge success. The sale, which will be held from 14 March to 5 April, will add more excitement to the 2015 Formula 1 Petronas Malaysia Grand Prix that will hit the Sepang International Circuit from 27 to 29 March.

The 1Malaysia Grand Prix Sale is one of the three major shopping campaigns organised by Tourism Malaysia. The other two are the 1Malaysia Mega Sale Carnival and the 1Malaysia Year-End Sale. This year, the 1Malaysia Mega Sale Carnival will be held from 27 June to 31 August while the 1Malaysia Year-End sale will take place from 14 November to 3 January next year. The thrice yearly sales have helped bring numerous benefits to the local retail sector and boost tourist expenditure in the country.

For more information, kindly contact:-
Salinda Sany (Ms),
Senior Assistant Director, Shopping Secretariat Malaysia
Tel: + 603-8891 8531
Email: salinda@tourism.gov.my



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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.
- In 2013, tourists spent RM19.8 billion on shopping in Malaysia, 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.
- 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 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 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 & Publicity Unit:

Azizah Aziz (Ms), Senior Deputy Director, Communications & Publicity Division

Tel: +603-8891 8752

Email: azizahaziz@tourism.gov.my

Editorial Unit:

Anis Rozalina Ramli (Ms), Senior Editor, Communications & Publicity Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my