



PRESS RELEASE

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## TOURISM MALAYSIA SABAH PROMOTES HOLIDAY PACKAGES FOR SHOPAHOLICS

**KOTA KINABALU, 26 July 2013:** Great news for shopaholics! Tourism Malaysia Sabah is pleased to present its latest brochure “Oh, My Shopping! Kota Kinabalu & Labuan Holiday Packages” to attract avid shoppers to shop and enjoy the scenic tourist destinations in Sabah and Labuan.

This initiative is in conjunction with the 1Malaysia Mega Sale Carnival (1MMSC), which was launched last month by the Minister of Tourism and Culture Malaysia YB Dato’ Seri Mohamed Nazri Abdul Aziz.

Six exciting and attractively priced shopping holiday packages ranging from 2-Day/1-Night to 4-Day/3-Night have been developed with the support of eight tour operators in Kota Kinabalu and Labuan. Besides guided full day shopping tour, all the holiday packages also include accommodation, return airport transfer, meals, and guided tour to various tourist attractions.

For instance, the “3-Day/2-Night Confession of a Shopaholic Tour Package”, also includes a trip to Sapi Island with sea walking activity and it starts at only RM757 per person.

For Labuan, an intriguingly named shopping package - *Veni, Vidi, Visa*” or “I Came, I Saw, I Charged” - promotes the duty free island with tours to duty free shops and historical sites in Labuan. The package also includes a half day golfing trip to the newly opened Labuan Golf Club.

During the 1MMSC, Tourism Malaysia Sabah is also collaborating with several shopping malls in Kota Kinabalu and Labuan namely Centre Point, Karamunsing Complex, Suria Sabah, 1 Borneo Hypermall and Labuan Financial Park, to hype up the event with advertising and promotional campaign to attract more shoppers.

This year, the 1MMSC is running from 29 June to 1 September. In its 13<sup>th</sup> year of organisation, the 1MMSC has become a much anticipated event for both locals and discerning shoppers from around the region. It has succeeded in placing Malaysia on the world map as a top value-for-money international shopping destination, as well as a duty free haven. The government’s efforts in promoting shopping in Malaysia are reflected in the yearly increase of tourist arrivals and shopping revenue.



### MALAYSIA TOURISM PROMOTION BOARD

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The Ministry of Domestic Trade, Cooperatives and Consumerism is also organising the 1Malaysia Unified Sale (1MUS) this year, to be held simultaneously with the 1MMSC. With two sale events to look forward to, tourists and shoppers can expect their holiday and shopping experience in Malaysia to be doubly exciting and rewarding.

Those who are interested to join any of the holiday packages can get in touch with one of the eight tour agents for further details. Tourism Malaysia Sabah will also be promoting the tour packages through websites, online social media, email blast and distribution of brochures at Tourism Malaysia state and overseas offices.

All the holiday packages in the brochure are valid from now until 1 September 2013.

So, what are you waiting for? Grab this opportunity to shop till you drop in Sabah or Labuan and enjoy various exclusive offers, promotions and great discounts.

*If you have any enquiries or require further information, kindly contact:*

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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 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts, placing the country firmly as the 10<sup>th</sup> most popular tourism destination in the world.

In 2014, Malaysia will celebrate its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started this year 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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