

MALAYSIA MEGA SALE CARNIVAL SPARKS EXCITEMENT AT TRAVEL MALAYSIA FAIR IN SINGAPORE



Launch of Travel Malaysia Fair, officiated by Mdm Norliza Md Zain (Director of Tourism Malaysia - Singapore office)

SINGAPORE, 5 May 2025 – The much-anticipated Malaysia Mega Sales promotion, scheduled to run nationwide in Malaysia from 15 June to 31 July 2025, takes centre stage at the 37th Travel Malaysia Fair 2025, organised by the Express & Excursion Bus Association (EEBA) in collaboration with Tourism Malaysia Singapore.

Taking place from 2 to 4 May 2025 at Singapore Expo Hall 5B, the fair offers visitors exclusive discounts on coach tickets, hotel stays, and attractive travel packages in Malaysia, perfectly timed for Singapore's upcoming month-long June school holidays.

The Malaysia Mega Sale is an annual shopping extravaganza showcasing top retailers and shopping malls across Malaysia, offering discounts of up to 70%. This initiative aims to attract both domestic and international visitors by enhancing their travel experience in Malaysia, providing value on retail goods, hotel stays, tourism products and services. It promises visitors a rewarding shopping journey, reflecting Malaysia's national sales campaign slogan, "MY Priceless Experience."

YBhg. Datuk Manoharan Periasamy, Director General of Tourism Malaysia, stated: "Singapore remains our top source market for visitor arrivals to Malaysia. Hence, our

collaboration with EEBA on the Travel Malaysia Fair is key to encouraging more Singaporeans to visit Malaysia, not just for day trips but for longer stays.

“This fair, alongside initiatives like the Malaysia Mega Sale, directly supports our strategic goals of converting excursionists to overnight visitors, thus increasing the average length of stay and boosting visitors’ spending, thus ultimately achieving our 2025 target of welcoming 45 million international visitor arrivals and RM270 billion in visitor receipts.”

Meanwhile, Mr Voo Wei Keong, President of EEBA, commented: “The Travel Malaysia Fair has grown to become the biggest travel fair in Singapore dedicated to promoting tours to Malaysia. As we celebrate the 37th successful edition this year, we are proud of how far the fair has come, both in scale and its impact on tourism between our two nations. We are excited about the continued journey ahead and look forward to many more successful editions that highlight the beauty, diversity, and rich experiences Malaysia has to offer.”

Featuring around 20 exhibitors at Malaysia Travel Fair 2025, Tourism Malaysia Pavilion hosts eight renowned Malaysian operators, including Avani Sepang Goldcoast Resort, Bertam Resort & Water Park Penang, Birkin International Hotel Melaka, Encore Melaka, Shama Suasana Johor Bahru, Tiarasa Escapes Glamping Resort and Trinidad Signature Suites Sdn Bhd (Hospitality 360).

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About Tourism Malaysia

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. The next Visit Malaysia, set to take place in 2026, will commemorate the sustainability of the nation’s tourism industry, which is also in line with the United Nations Sustainable Development Goals (UNSDG).

Furthermore, Tourism Malaysia actively endorses the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), working towards the realisation of the IMT-GT Visiting Year 2023-2025, with the shared aim of promoting the region as a unified tourism destination. For more information, visit Tourism Malaysia’s social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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