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**MISS SHOPHIA HAPPY HOUR HIGHLIGHTS MIRI IN
MALAYSIA MEGA SALE CAMPAIGN FOR VM2026**

Mega Sale Launching Malaysia Campaign – Miss SHOPhia Happy Hour at Permaisuri Imperial City Mall, Miri.

MIRI, 11 July 2025 – Miss SHOPhia Happy Hour makes its highly anticipated return as part of the Malaysia Mega Sale Campaign (MMSC) 2025, bringing two exciting weekends of retail promotions, cultural showcases, and family-friendly entertainment to the city of Miri, Sarawak.

Organised by Tourism Malaysia, this signature campaign aims to stimulate both domestic and international tourism while positioning Miri as a vibrant shopping and cultural destination in the lead-up to Visit Malaysia 2026 (VM2026).

This year, Miri is set to take centre stage in this national campaign, showcasing the perfect fusion of shopping, culture, and community spirit. With Miss SHOPhia as Malaysia's official shopping icon, the campaign underscores the nation's identity as a top retail tourism destination.

Tourism Malaysia invites Sarawakians, tourists, and shopping enthusiasts to experience two action-packed weekends filled with exclusive deals, traditional performances, family-friendly activities, and engaging tourism showcases. The event will officially be launched on 12 July 2025 at Permaisuri Imperial City Mall by YBrs. Puan Rubiah Tul'Adwiyah binti Haji Md. Yusof, Director of Tourism Malaysia Sarawak.

The campaign will be held at two of Miri's leading shopping destinations:

- Permaisuri Imperial City Mall (11–13 July 2025)
- Bintang Megamall (25–27 July 2025)

Visitors can look forward to flash sales and instant rewards during the daily Miss SHOPhia Happy Hour from 7:30 PM to 9:30 PM. Shoppers who spend a minimum of RM250 in two receipts on the same day will stand a chance to win attractive prizes, including Miss SHOPhia merchandise, shopping vouchers, and gifts sponsored by campaign partners.

Adding to the festive atmosphere, the main stage will host nightly cultural performances, including traditional Sarawak dances, flash mobs, and live quizzes, offering entertainment for the entire family. Children can enjoy dedicated fun zones featuring colouring activities and games alongside Miss SHOPhia and VM2026 mascots.

A special Travel & Community Fair will run alongside the event, showcasing tourism products and experiences from across Malaysia. Exhibitors include Bosarmulu Park Management, Pullman Hotels, Ibis Melaka, and several local craft artisans and travel agents from the region.

Miss SHOPhia Happy Hour in Miri is made possible through close collaboration with Permaisuri Imperial City Mall, Bintang Megamall, local retailers, tourism agencies, and small business communities. Promotional support is amplified through Tourism Malaysia's digital platforms, regional partners, including the Tourism Malaysia Brunei Office, and national media.

As part of the broader Malaysia Mega Sale Campaign 2025, the event contributes to Malaysia's positioning as a top shopping, lifestyle, and cultural destination. The country's tourism sector continues its upward momentum, recording 13.4 million international visitor arrivals from January to April 2025 — a 21% increase compared to the same period last year. Malaysia is on track to achieve its target of 43 million international visitor arrivals and RM283.8 billion in tourism receipts by the end of 2025.

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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 year, 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](#), [Twitter](#), [YouTube](#), and [TikTok](#).

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