

## **MEDIA RELEASE**

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# **MISS SHOPHIA RAYA HAPPY HOUR SPARKS MALAYSIA SUPER SALE 2026 IN CONJUNCTION WITH VISIT MALAYSIA 2026 (VM2026)**

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**MIRI, SARAWAK** — The Miss SHOPhia Raya Happy Hour returns to captivate visitors at Bintang Megamall from 13rd to 15th March 2026, held in conjunction with the **Malaysia Super Sale 2026**. The three-days programme features exciting retail promotions, cultural performances and family-friendly activities in celebration of Hari Raya Aidilfitri and Visit Malaysia 2026 (VM2026).

In conjunction with the holy month of Ramadan, Tourism Malaysia, in collaboration with Pullman Miri Waterfront, Meritz Hotel Miri and Miri Marriott Resort & Spa will distribute **bubur lambuk** to visitors throughout the event, adding a meaningful festive touch to the celebration.

The event was officially launched today at Bintang Megamall by YB Tuan Chiew Choon Man, the Deputy Minister of Tourism, Arts and Culture, alongside YBrs. Encik Mohd Roslan Abdullah, Senior Director Domestic and Events Division of Tourism Malaysia. The programme highlights the Malaysia Super Sale, one of the country's three major annual shopping campaigns, alongside the Malaysia Mega Sale and the Malaysia Year-End Sale.

In his remarks, YB Tuan Chiew Choon Man emphasised that the programme goes beyond encouraging retail spending. It also plays a role in boosting visitor arrivals and stimulating spending across the commercial sector in the retail, hospitality and service industries. By experiencing tourism offerings unique to Miri, visitors contribute to a wider economic spillover that supports local businesses and strengthens Malaysia's overall tourism receipts.

As a flagship initiative under the Malaysia Super Sale 2026 campaign, the Miss SHOPhia Raya Happy Hour aims to revitalise Miri's retail and tourism sectors through a blend of shopping experiences and immersive cultural celebrations. In addition to flash sales offered by Bintang Megamall tenants such as Parkson, visitors can enjoy cultural performances, cooking demonstrations and various family-oriented activities. Selected travel agents will also offer domestic travel packages at special promotional rates, creating added value for visitors while supporting the local tourism ecosystem.

The **Malaysia Super Sale 2026** is a key initiative designed to stimulate retail and tourism activity in Miri, reinforcing the city's position as a vibrant cultural hub in East Malaysia for both domestic and international visitors. Through this campaign, Malaysia continues its



commitment to showcase its unique cultural and shopping experiences to the world as part of the **VM2026** campaign in line with the aspirations of the Malaysia MADANI framework. This year-long celebration is dedicated to promote the nation's diverse attractions and presenting the very best of Malaysia to the global community.

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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 and Culture Malaysia (MOTAC). It focuses on promoting Malaysia as a preferred tourism destination and has, since its establishment, played a significant role in strengthening the country's presence and competitiveness in the global tourism landscape.

**Visit Malaysia 2026 (VM2026)** underscores Malaysia's commitment to sustainable tourism development, in line with the United Nations Sustainable Development Goals (UNSDGs). The campaign aims to showcase the nation's diverse natural attractions, rich cultural heritage, and vibrant tourism offerings, while driving inclusive growth and long-term value for local communities and industry stakeholders.

For more information, visit Tourism Malaysia's website [www.tourism.gov.my](http://www.tourism.gov.my) and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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