



# MEDIA RELEASE

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## GET READY TO ELEVATE YOUR EXPERIENCE IN PENANG WITH MISS SHOPHIA GO TRAVEL AND SHOPPING HUNT 5.0

**KUALA LUMPUR, 19 September 2023** – Mark your calendars and get ready for the highly anticipated return of Miss SHOPhia Go Travel, Malaysia's premier niche product travel fair, organised by Tourism Malaysia.

Happening from 27 to 29 October 2023 at Gurney Paragon Mall, travellers can look forward to an extraordinary event coinciding with the year-end festivities, promising an array of exciting deals and discounts. Other activities include busker performances, spa and cooking demonstrations, Miss SHOPhia Wheel of Fortune, local artist performances, and lucky draws.

In sync with this travel extravaganza, the renowned Miss SHOPhia Shopping Hunt 5.0 is poised to captivate participants on 28 October 2023. Also organised by Tourism Malaysia, this thrilling hunt serves as a platform to boost awareness of the charms of Penang and shine a spotlight on the beloved niche icon, Miss SHOPhia. This year, a fresh twist is added as participants are encouraged to embrace sustainable travel options, such as public transportation and the convenience of e-hailing services, to access shopping havens, UNESCO heritage sites, delectable culinary delights, and much more.

Tourism Malaysia is proud to collaborate with Penang Global Tourism as a strategic partner, with venue sponsors from Penang Development Corporation, The Top Penang, and Gurney Paragon Mall, as well as Malaysia Airlines Berhad and Firefly as airline partners. To showcase the charm of our beautiful niche segments in Malaysia, Tourism Malaysia will be hosting a familiarisation trip for our esteemed media friends from India, Indonesia, Singapore, the Philippines, and Brunei.

Among other sponsors are VISA (payment gateway), OZO Georgetown The Granite Luxury Hotel, Sunway Lagoon, Lost World of Tambun as well as major mall such as Design Village, 1<sup>st</sup> Avenue Mall, Gurney Plaza, Sungei Wang Plaza and many more.

"We are thrilled to announce the return of Miss SHOPhia Go Travel and the Miss SHOPhia Shopping Hunt 5.0. These events showcase Penang's cultural richness and vibrant shopping scene, its UNESCO heritage sites, and its diverse gastronomy, offering an unforgettable experience to locals and international tourists. Through these initiatives, we aim to emphasise the accessibility and charm of this enchanting destination while supporting sustainable and convenient travel options," said YBhg. Dato' Dr. Ammar Abd Ghapar, Director General of Tourism Malaysia.

To join, participants need to scan the barcode on the poster, fill in the form, and make payment. Participants coming in by air travel also get to secure their flight tickets by using the promo code to unlock exclusive discounts through [www.malaysiaairlines.com](http://www.malaysiaairlines.com) and [www.fireflyz.com.my](http://www.fireflyz.com.my).

For more information about Miss SHOPhia Go Travel and Miss SHOPhia Shopping Hunt 5.0, please visit <https://www.malaysia.travel> or follow us on Facebook Miss SHOPhia.

**END**

### **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. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), and [TikTok](#).

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