



MEDIA RELEASE

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MALAYSIA MEGA SALE CAMPAIGN 2025 RETURNS BIGGER & BETTER, KICK-STARTING THE COUNTDOWN TO VISIT MALAYSIA 2026

KUALA LUMPUR, 20 June 2025 – Malaysia's most anticipated shopping celebration is back! The Malaysia Mega Sale Campaign (MMSC) 2025, organised by Tourism Malaysia in collaboration with Mastercard, officially kicks off today and runs until 31 July 2025. This nationwide initiative aims to stimulate tourism and retail spending, both domestically and internationally, in anticipation of the upcoming Visit Malaysia 2026 (VM2026).

This year's campaign features over 100 participating industry players and more than 150 curated activities, offering unbeatable deals, exclusive rewards, and culturally immersive experiences across multiple sectors — from shopping and hospitality to wellness, entertainment, and air travel.

In strong collaboration with the industry, the campaign is supported by:

- Malaysia Shopping Malls Association (PPK Malaysia)
- Malaysia Retailers Association (MRA)
- Malaysia Retail Chain Association (MRCA)
- Malaysian Association of Hotels (MAH)
- Malaysian Association of Theme Parks & Family Attractions (MATFA)
- Malaysia Aviation Group (MAG)

Key Highlights of MMSC 2025:

1. Midnight Sale Fiesta

Experience late-night shopping at AEON Mall Bukit Indah (25 & 26 July) with exclusive offers, balloon drops, lucky draws, live performances, and a vibrant food bazaar.

2. Miss SHOPhia Happy Hour

Enjoy flash deals and win prizes with a minimum spend of RM300 at:

- Bintang Megamall, Miri (4 – 6 July)
- Permaisuri Imperial City Mall, Miri (11–13 July)

3. Spice & Soul of Malaysia

Savour traditional Malaysian cuisine while enjoying cultural showcases at participating hotels in the Klang Valley.

4. Discounts of Up to 85%

Massive savings await at participating malls and outlets across the country.

5. Spend & Win

Stand a chance to win prizes worth up to RM250,000, including a JAECOO J7 SUV and a luxury staycation at DoubleTree by Hilton Kuala Lumpur.

6. Durian Season Offer

Book a 2D1N hotel stay in Penang and enjoy 50% off durian buffets and an exclusive durian farm experience.

7. Malaysia Airlines (MAG) Flight Promotions

Enjoy up to 30% off inbound flights to Malaysia, from key markets including Australia, New Zealand, the UK, Japan, India, South Korea, France, and ASEAN countries.

The Malaysia Mega Sale Campaign 2025 plays a vital role in building momentum toward Visit Malaysia 2026, aiming to enhance Malaysia's profile as a premier shopping, leisure, and cultural tourism destination. With its unique fusion of modern retail experiences and rich cultural heritage, Malaysia offers something for everyone — from bargain hunters to luxury shoppers and cultural explorers.

Tourism Malaysia invites all Malaysians and visitors to explore the best of Malaysia during this exciting period.

For a full list of offers and event highlights, visit the official Tourism Malaysia website at www.malaysia.travel/explore/national-sales-campaign.

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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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