



MEDIA RELEASE

www.tourism.gov.my

FOR IMMEDIATE RELEASE

No. 31/2025

MALAYSIA SUPER SALE CAMPAIGN 2025: A FESTIVE SHOPPING EXTRAVAGANZA

KUALA LUMPUR, 21 MARCH 2025 – Tourism Malaysia, in collaboration with Mastercard and over 100 key players in the tourism industry—including 40 shopping malls, 13 retailers, 66 hotels, and airlines—proudly presents the one-month-long Malaysia Super Sale Campaign 2025.

Running from 1 March 2025 to 1 April 2025, Super Sale 2025 offers unparalleled shopping and tourism experience, featuring a diverse range of exclusive offers on goods, accommodation, transportation, and food and beverage options, with more than 200 exciting activities and promotions awaiting tourists visiting shopping malls across Malaysia.

This nationwide campaign is supported by key industry associations, including the Malaysia Shopping Malls Association (PPK Malaysia), the Malaysia Retailers Association (MRA), the Malaysia Retail Chain Association (MRCA), the Malaysian Association of Hotels (MAH), and the Malaysia Aviation Group (MAG).

The Super Sale 2025 features a wide array of offerings, including;

- **Great Discounts:** Enjoy up to 80% off on selected products at participating malls and retailers.
- **Spend & Win:** Stand a chance to win amazing prizes, including a Proton e.MAS 7 and a Blueshark R1 EV Scooter, with every purchase at selected shopping malls.
- **Daily Giveaways:** Shoppers can win exclusive prizes worth up to RM1,000;
- **Special Raya Promotions:** Exclusive deals on beauty products, clothing, accessories, home appliances, and electronics.
- **Live Performances and Fun Activities:** Enjoy DJ showcases, stage performances, and interactive experiences for children.

To further enhance the shopping experience, two exclusive Midnight Sale events will be held at:

- Aeon Mall Bandaraya Melaka (22-23 March 2025)
- Toppen Shopping Centre, Johor Bahru (28-29 March 2025)

Additionally, Malaysia Aviation Group (MAG) is offering up to 30% off on flights from selected international destinations to Malaysia, including Australia, New Zealand, the UK, Hong Kong, India, Japan, Korea, Taiwan, Singapore, Thailand, Indonesia, Vietnam, and France. Meanwhile, AirAsia Move offers exclusive travel deals, featuring the lowest fares, special hotel discounts, and savings on e-hailing rides.

Beyond shopping, 106 participating hotels will offer Ramadan buffets and Sahur staycation packages tailored for couples and families, ensuring a memorable festive experience. Some hotels will also host live entertainment, including DJ performances, live bands, Nasyid showcases, and lucky draws.

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

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.

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](#).

For enquiries, please contact:

Mohd Roslan Abdullah Senior Director Package Development Division roslan@tourism.gov.my Tel: +603 8891 8000	Norshariza Mohd Saad Deputy Director Corporate Communication Division norshariza@tourism.gov.my Tel: +603 8891 8775
---	---