



# MEDIA RELEASE

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## MISS SHOPHIA GO TRAVEL 2023: PENANG HOSTS TOURISM MALAYSIA'S NICHE TRAVEL FAIR

**PENANG, 27 OCTOBER 2023** – Tourism Malaysia is thrilled to announce the much-anticipated return of Miss SHOPhia Go Travel 2023, Malaysia's leading niche travel fair, set to take place from 27 to 29 October 2023, at the prestigious Gurney Paragon Mall in Penang.

This three-day extravaganza promises an immersive experience, inviting travel enthusiasts to explore a curated selection of exclusive travel packages, products, and experiences, focusing on niche offerings such as scuba diving, spa & wellness, homestays, theme parks, and sports packages.

Building on the tremendous success of its previous editions, Miss SHOPhia Go Travel 2023 supported by the esteemed collaboration of Penang Global Tourism, Gurney Paragon Mall, VISA Malaysia, Malaysia Airlines, and Firefly, is primed to offer an unparalleled opportunity for travellers to discover unique destinations and indulge in tailored experiences. The event features 14 distinguished exhibitors - Bertam Resort & Water Park Penang, Almaz Travel, The TOP Penang, Che Wan Scuba Tenggol, GL Play by Gamuda Land, Flywind Holidays, Firefly, Association of Malaysian Spas (AMSPA), Kaki Melangkah, DE'8000, Ombak Dive Resort, Sunway Lost World of Tambun, Great Leisure Heritage Rail and Pauline Pewter - each specialising in niche travel options, providing attendees with a wealth of choices and expert guidance to plan their dream getaways.

"In a world teeming with possibilities, Miss SHOPhia Go Travel offers a unique platform for travellers to embark on a journey of discovery," said Dato' Dr Ammar Abd Ghapar, the Director General of Tourism Malaysia. "This event is a celebration of wanderlust, inviting travellers to delve into new cultures, tastes, and experiences. As travellers, we understand the joy of exploration, and events like these enrich our travel narratives," he added.

During the three-day event, attendees can immerse themselves in an array of engaging activities, from live busker performances and spa and cooking demonstrations to the thrilling Miss SHOPhia Wheel of Fortune and captivating local artist performances. Lucky attendees will have the chance to win exciting prizes through a series of engaging quiz sessions, adding an extra layer of excitement to the event.

“As the sun sets on this year's event, Miss SHOPhia Go Travel is thrilled to announce its return to IOI City Mall, Putrajaya in October next year. We are excited to bring Miss SHOPhia Go Travel back to IOI City Mall, Putrajaya in 2024,” said Dato’ Dr Ammar Abd Ghappar.

For more information about Miss SHOPhia Go Travel, please visit [www.malaysia.travel](http://www.malaysia.travel) or follow us on Facebook, Miss SHOPhia.

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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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