



# MEDIA RELEASE

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## MISS SHOPHIA SHOPPING HUNT 5.0 TAKES PENANG

**PENANG, 28 OCTOBER 2023** – Tourism Malaysia proudly announces the triumphant arrival of Miss SHOPhia Shopping Hunt 5.0 in Penang on October 28, 2023. In a ground-breaking move, this year's event expanded its horizons beyond Kuala Lumpur and Selangor, venturing into the vibrant heart of Penang, a city steeped in cultural richness.

Unlike previous editions confined to shopping malls, Miss SHOPhia Shopping Hunt 5.0 embraced the entirety of Penang, encouraging participants to explore its myriad charms, from bustling shopping havens to UNESCO heritage sites and delectable culinary delights. This year's hunt held a special focus on sustainable travel options, urging participants to utilise public transportation and e-hailing services, championing eco-conscious exploration.

A total of 52 teams enthusiastically partook in this exhilarating adventure, representing a diverse mix of domestic and international participants, together with media delegates.

Collaborating closely with its counterparts in Brunei Darussalam, Tourism Malaysia crafted an exclusive Miss SHOPhia Shopping Hunt 5.0 tour package, priced at RM1,300.00 per person for a 3-day, 2-night immersive experience. This bespoke package, including accommodations, airfare, and more, allows travellers to soak in the essence of Penang's cultural tapestry while at the same time joining the exciting hunt.

The Deputy Director General of Tourism Malaysia, Datuk Musa Hj. Yusof ceremoniously flagged off the hunt at The TOP, Penang. The adventure culminated at Gurney Paragon Mall, Penang, where the Penang State Executive Councillor for Tourism and Creative Economy (PETACE), YB. Wong Hon Wai presided over the prize-giving ceremony, adding grandeur to the event.

Datuk Musa Hj. Yusof, the Deputy Director General (Promotion) of Tourism Malaysia said, "Miss SHOPhia Shopping Hunt 5.0 was a celebration of diverse exploration and sustainable travel, showcasing Malaysia's rich cultural heritage. We're thrilled with its success and look forward to our next edition."

Among the esteemed partners for this event are Penang Global Tourism, Penang Development Corporation, The Top Penang, Gurney Paragon Mall, Malaysia Airlines Berhad, Firefly and Visa. Furthermore, sponsors such as OZO Georgetown, The Granite Luxury Hotel, Sunway Lagoon, Lost World of Tambun, and Spritzer, alongside major malls like Design Village, 1st Avenue Mall, Gurney Plaza, and Sungei Wang Plaza.

In an effort to spotlight Malaysia's unique niche segments, Tourism Malaysia also organises an exclusive post-event familiarisation trip for prominent media representatives from India, Indonesia, Singapore, the Philippines, and Brunei. Generously supported by Malaysia Airlines and Firefly as Airline Partners, the trip provides an immersive experience in Kuala Lumpur, Penang, Perak, and Port Dickson, courtesy of hotel sponsors including Lexis Hibiscus Port Dickson, The Granite Luxury Hotel, Sunway Lost World of Tambun, The Banjaran Hotsprings Retreat, Cititel Penang Hotel, and Oakwood Hotel and Residence Kuala Lumpur.

For more information about Miss SHOPhia Shopping Hunt 5.0 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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