



# MEDIA RELEASE

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FOR IMMEDIATE RELEASE

No. 104/2024

## MALAYSIA MIDNIGHT SALE 2024 TO BOOST TOURISM AND ECONOMIC GROWTH

**JOHOR BAHRU, 30 OCTOBER 2024** – Tourism Malaysia is thrilled to announce the launch of the Malaysia Midnight Sale 2024, in collaboration with Mastercard, Paradigm Mall Johor Bahru, and GCH Retail (Malaysia) Sdn. Bhd., as part of new initiative under Malaysia Year End Sale 2024 campaign.

The first-ever Malaysia Midnight Sale will span four days, from 30<sup>th</sup> October 30 to 2<sup>nd</sup> November 2024, providing both local and foreign tourists with a unique opportunity to shop late into the night. Shoppers will get to enjoy exclusive deals, discounts, and special giveaways from participating retailers.

The event will kick off at Paradigm Mall Johor Bahru on 30<sup>th</sup> and 31<sup>st</sup> October 2024. Known as one of the largest shopping centers in southern Malaysia, Paradigm Mall is ideally located near Johor Bahru City and Singapore, making it a prime venue for this large-scale event.

From 1<sup>st</sup> to 2<sup>nd</sup> November 2024, the sale will extend to GCH Retail outlets around Johor Bahru, including Mercato Garden Square, Mercato Plaza Pelangi, and several Giant stores. Daily shopping hours start at 10:00 AM, with the biggest discounts of up to 80% available between 10:00 PM till midnight.

A variety of activities will cater to all age groups, including exhibitions featuring travel packages, live performances, hourly lucky draws, local fruit festivals, and children's entertainment.

Additionally, 11 hotels around Johor Bahru, namely the Ramada Straits Johor, Trinidad Suites Johor, Shama Suasana Johor Bahru, Holiday Inn Johor Bahru, Opero Hotel Southkey Johor Bahru, Hyatt Place Johor Bahru, Holiday Villa Hotel Johor Bahru, Thistle Johor Bahru, Grand Paragon Johor Bahru, New York Hotel Johor Bahru and Trove Johor Bahru, are offering room rates with discounts of up to 72%, encouraging tourists to extend their stay.

The Midnight Sale 2024 emphasised the importance of attracting tourists from Singapore, with the hope that the campaign will entice visitors from Singapore to extend their stay in Johor Bahru, supporting local businesses and contributing to the local economy.

YB Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture Malaysia said “This initiative marks the beginning of the Malaysian Year-End Sale, which will run from 15<sup>th</sup> November 2024, to 1<sup>st</sup> January 2025, and is designed to support the Visit Malaysia Year 2026 campaign by invigorating the shopping tourism sector and attracting international visitors. The Malaysia Midnight Sale is expected to significantly boost tourism revenue, contributing to the national target of RM102.7 billion in 2024, surpassing pre-pandemic figures”.

For more information on available packages and shopping offers, visit the Tourism Malaysia website at [www.malaysia.travel](http://www.malaysia.travel).

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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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