November 2012

Kuala Lumpur (Malaysia) ranked fourth in CNN's survey on the top 10 best shopping cities in the world, ahead of well-established shopping hubs such as Paris, Hong Kong and Dubai. The top three best shopping cities in the world were New York, London and Tokyo, respectively.

The judging was based on four categories comprised of ease of getting around, value, variety, and experience. Kuala Lumpur scored a total of 30 out of a maximum 40 points: 6 points for getting around, 10 points for value, 8 points for variety, and 6 points for experience. According to CNN International's travel website, CNNgo, Kuala Lumpur's impressive score came from its winning combination of high quality shopping, affordable prices and reliable sales, which can stretch for several months, citing 1Malaysia Year-End Sale as an example.

The 1Malaysia Year-End Sale held this year from November 10, 2012 to January 1, 2013, aims to encourage shoppers from all over the world to come to Malaysia to celebrate the last two months of the year with a fabulous shopping experience. Shoppers have 55 days to take advantage of great discounts and special offers put together by various shopping malls nationwide.

Shopping is a lucrative sector of Malaysia's tourism industry. It holds the second biggest share of tourist expenditure after accommodation. Last year, tourists spent RM17.5 billion on shopping which constituted 30% of the total receipts of RM58.3 billion. Its important contribution to the economy has led the Government to focus on developing the shopping sector as one of the main tourism drivers. Efforts include positioning the country as a duty-free shopping destination for tourist goods, designating KLCC-Bukit Bintang as a vibrant shopping precinct and establishing three new premium outlets in Malaysia.

The country has more than 320 shopping malls and the top 10 largest shopping malls are bigger in size than the top 10 shopping malls in the UK.

For more information please click here.

Phoca PDF

###

Phoca PDF