

MAH, Tourism Malaysia, And Shopee Invite Malaysians To Cuti-Cuti Malaysia Like Never Before

PUTRAJAYA, 30 DECEMBER 2020 – Tourism Malaysia together with Malaysian Association of Hotels (MAH) and Shopee Malaysia have embarked on a new strategic partnership to revive tourism supply chain economy and unveil for the first time, the Stimulus Recovery Plan campaign **“Jom Cuti-Cuti Malaysia! Experience Malaysia Like Never Before”**.

The campaign will take effect from 31st December 2020 until 31st March 2021 and will offer holiday-goers attractive e-vouchers for hotel rooms. Buyers will get to redeem an e-voucher of **RM50 with a minimum 3D2N stay at one- to three-star hotels**, or an e-voucher of **RM100 with a minimum 3D2N stay at four- to five-star hotels** across the country. The e-voucher is only redeemable for Malaysians, eligible for one-time use only and on a first-come-first-serve basis. Payment can be made via ShopeePay, Debit Card, or Credit Card. The first 18,750 early-birds who successfully purchase their stay will enjoy an additional RM20 shopping voucher to continue shopping online.

Mr. Zulkifly Md. Said, Director General of Tourism Malaysia, said, “The PRE 1.0 Stimulus is aimed to entice Malaysians to travel local and at the same time support our hotels to generate revenue and sustain businesses. The minute Malaysians travel, they create the spillover effect that will revive our national economy.”

Mr. Yap Lip Seng, CEO of Malaysia Association of Hotels, said, “We have more than 400 hotels from one- to five-stars all over the country offering special room rates and on top of that, Malaysians can now take advantage of the e-vouchers courtesy of the Government of Malaysia! This is an opportunity not to be missed to secure your dream Cuti-Cuti Malaysia getaway, at the same time sow a little seed of hope for the hotel industry of Malaysia that has been heavily impacted by the pandemic.”

“Now that the country has transitioned into the economic recovery phase, both Tourism Malaysia and the Malaysian Association of Hotels have a heavy task of ensuring that the

tourism industry is revived. As a business that prioritises the needs of local communities, Shopee is topping up our support for the associations and hoteliers. We will also be waiving off all commissions and transaction charges on our platform for this campaign as an added boost for the industry players. Along with the attractive e-vouchers from the government, we believe the hoteliers will be poised for steady recovery,” said Mr. Ian Ho, Regional Managing Director of Shopee.

The Ministry of Tourism, Arts and Culture hopes that the programmes and initiatives that have been planned will help to revive the domestic tourism sector with effective collaborations between all relevant parties towards the recovery of the national economy.

Malaysians can find out more about “Jom Cuti-Cuti Malaysia! Experience Malaysia Like Never Before” by visiting <https://shopee.com.my/m/jom-cuti-cuti-malaysia>.