

# Malaysia Airports gives away over US\$ 4.86 million to winners of its shopping campaign



Ong Sea Weng (centre), grand prize winner of Malaysia Airports 'License to Win' shopping campaign, won an Aston Martin DB11



Winners of Malaysia Airports' 'License to Win' shopping campaign on stage

Malaysia Airports has announced the winners of its 'Licence to Win' shopping campaign, today evening. The prizes were worth more than RM20 million (US\$4.86 million).

The grand prize winner, Ong Sea Weng, walked away with a brand-new Aston Martin DB11, a tour to the Aston Martin factory in Gaydon & Aston Martin Performance Driving Course in Millbrook and two Malaysia Airlines Business Class return tickets to London.

The six-month long 'License to Win' campaign aimed to reward travelers and airport guests who shopped at the retail outlets. Travelers who spent at least RM250 (US\$61), stood a chance to win prizes such as a private jet ride, private yacht cruise and 5-Stars accommodation at The Datai, Langkawi. The campaign is available at KL International Airports, Penang International Airport, Kota Kinabalu International Airport, Langkawi International Airport and Kuching International Airport.

This year, Malaysia Airports received over 200,000 entries, which was an increase of 23% as compared to last year. The contest sales receipts also exceeded RM150 million (US\$36.56 million), which was a 12% increase from last year's results.

Commenting about the shopping campaign, Malaysia Airports' senior general manager of commercial services Mohammad Nazli bin Abdul Aziz said: "This robust growth shows huge potential for airport retail and ever-evolving trend of airport shopping on-the-go. Beyond just numerical value, the campaign has contributed in enlivening our airport guest's experience."

Malaysia Airports' data showed that the contest attracted 46% non-Malaysians who contributed to a sales figure of up to RM82million (US\$20 million). There was an increase in total entries of more than 112,000 by Malaysians and 95,000 by international passengers representing an increase of 21% and 27% respectively. The top three countries with the most participants were Malaysia with RM70million (US\$17.06 million), China with RM50million (US\$12.19 million) and Indonesia with RM8million (US\$1.95 million).

Malaysia Airports also shared their aim of continually providing passengers with a joyful experience at the airport. They have recently started a "Happy Guests, Caring Hosts" service culture in its bid to become a service leader.

"In view of this, on-going initiatives such as Commercial Reset Strategy (RESET) which will dynamically revamp the retail spaces at all our international airports, will transform these airports from simply a transportation hub to more of a lifestyle and shopping destination. The RESET will further strengthen, uplift and enrich the airport experience for all guests and travellers," Nazli added.

The full list of winners is on Malaysia Airports' website [www.malaysiaairports.com.my](http://www.malaysiaairports.com.my)