

# Malaysia Airports kicks off annual shopping campaign with Aston Martin top prize

By **Hibah Noor** on July, 9 2018 | Retailers



Nazli Aziz, Malaysia Airports Senior General Manager for Commercial Services, giving a speech at the launch event



Hosts, guests and celebrities, flanked by “secret agents”, inspired by action movies



Guests enjoying the evening after the official launch of the Licence To Win contest



VIPs activate the “launch device” to unveil the Aston Martin DB11 prize

Malaysia Airports officially launched its annual shopping campaign with more than RM20 million (US\$5 million) worth of prizes up for grabs.

Themed Licence to Win, this year’s contest runs from July 1 to December 31. The contest theme is an adaptation from popular action movies with crime, secret mission and espionage as the main plot.

To qualify for the contest, shoppers will need to spend a minimum of RM250 (US\$60) at the retail outlets located at any of the five international airports operated by Malaysia Airports: Kuala Lumpur (KLIA) and klia2, Penang, Kota Kinabalu, Langkawi and Kuching.

A spend of RM250 is equivalent to one entry. However, for shoppers who spend RM250 via either the Boost e-wallet application or the Maybank credit card will be entitled to submit 10 entries.

Similarly, travelers flying with Malaysia Airlines will also be entitled to submit 10 entries for this contest.

Prizes include:

Grand Prize: An Aston Martin DB11 worth RM2 million (US\$500,000) and Malaysia Airlines Business Class return tickets for two to London, with an exclusive tour of the Aston Martin factory.

1st Prize: A private jet getaway to Langkawi, with five-star accommodation package in Langkawi island.

2nd Prize: A private yacht cruise in the Andaman Sea, with five-star accommodation package in Langkawi island.

3rd Prize: A five-star accommodation package in Langkawi island.

Monthly Prizes: Malaysia Airlines Business Class return tickets for two to Brisbane, Auckland, Bombay, Chongqing, Surabaya and Hong Kong.

Instant Reward: RM20 (US\$5) Astro Go Shop voucher for RM250 spend in a single receipt.

The grand prize and monthly prizewinners will be featured online in FlyKLIA (<http://flyklia.com>), a travel portal by Malaysia Airports.

Through this portal, they will be given the opportunity to share their experience of traveling onboard Malaysia Airlines as well as their adventures while touring the cities.

By documenting the travel experiences of the winners on FlyKLIA, Malaysia Airports hopes that the stories will inspire other potential travelers.

Malaysia Airports Senior General Manager for Commercial Services Nazli Aziz said the annual shopping campaign was aimed at rewarding travelers for supporting the retail offerings at the international airports.

“As part of Malaysia Airports’ mission to enhance the total airport experience for travelers, we have embarked on several initiatives to create joyful Malaysian experiences. The shopping campaign, which incorporates elements of rewarding travelers through the Licence to Win contest, is one of our ways of enhancing the entire travel and airport experience,” he said.

“It is also our hope that such thematic campaigns will help spur travel retail spending in tandem with the expected increase in passenger movements,” continued Aziz, adding that the massive growth in passenger traffic at the international airports and the ongoing increase from travel retail sales enabled Malaysia Airports to offer lucrative prizes for this year’s contest.

Aziz also noted that passenger traffic at its international airports grew by 4% for the January to May period this year to 34.5 million passengers, compared to the same period of last year. KLIA recorded 3.3% growth to 24.7 million passengers.

Movement of international passengers alone, at all the international airports, grew by 7% between January and May this year, as against the corresponding period of 2017.

Overall passenger traffic is projected to increase this year based on expected improvements in economic conditions, opening of new routes and increased seat capacity offered by airlines, he said.

Aziz added that retail sales for the period between January to May this year at the international airports operated by Malaysia Airports continued the upward trend, with 6% year-on-year growth to RM1.102 billion (US\$277.5 million), with KLIA and klia2 posting 4% growth.

He said overall sales per passenger at the international airports stood at RM32 (US\$8) for the January-May 2018 period, compared to RM31 (US\$7.80) in the same period of last year.

At KLIA and klia2, sales per passenger registered RM47 (US\$11.80) and RM30 (US\$7.50), respectively, for the same period.

The encouraging growth in the overall passenger traffic and average sales per passenger in the first five months of this year boded well for the retailers, concessionaires and Malaysia Airports in the latter's effort to make airport shopping a joyful experience, he added.



Nazli Aziz and Hani Ezra Hussin, Malaysia Airports General Manager for Commercial Services (pictured

far right), with executives representing the sponsors



The bold and beautiful with the Aston Martin DB11 grand prize