

TOURISM MALAYSIA – SRILANKAN AIRLINES FAM TRIP BRINGS PROMINENT MEDIA TO PROMOTE MALAYSIA



Exciting Skytropolis Indoor Theme Park at Genting Highlands

PUTRAJAYA, 30 June 2025 - In a strategic move to boost arrivals from Sri Lanka in conjunction with the Visit Malaysia 2026 (VM2026) global campaign, Tourism Malaysia, in collaboration with SriLankan Airlines, recently hosted a familiarisation trip (FAM Trip) for a group of prominent Sri Lankan media practitioners to promote Malaysia as a preferred tourist destination. This initiative is one of two planned with the airline to capture the Sri Lankan market, with a follow-up trip for travel agents scheduled for the third quarter of 2025.

The six-day, five-night (6D5N) programme, held from 24 to 29 June 2025, featured seven invited media representatives who explored Putrajaya, Melaka, Genting Highlands, and Kuala Lumpur. The programme aimed to immerse participants in Malaysia's vibrant city life while providing content creation opportunities focusing on the country's iconic attractions and cultural heritage.

In Putrajaya, participants visited Gamuda Cove, Malaysia's first recognised 5-Diamond Low-Carbon City, to learn about its sustainable urban planning and green initiatives. They also enjoyed a scenic boat cruise with Cruise Tasik Putrajaya, offering panoramic views of over 20 landmarks. A retail experience at IOI City Mall, Malaysia's largest shopping mall spanning 2.5 million square feet, completed their Putrajaya itinerary.

In Melaka, the group explored the UNESCO World Heritage Site, visiting heritage buildings rich in multicultural architecture, followed by a meaningful stop at the Sri Lanka Buddhist Temple. They also strolled through the famed Jonker Street, known for its vibrant street food, antiques, and souvenirs.

Genting Highlands offered participants an exhilarating experience at the Genting SkyWorlds Theme Park, Skytropolis Indoor Theme Park, and Genting Highlands Premium Outlets. They were also treated to a memorable visit to the Hard Rock Cafe Genting Highlands, Asia Pacific's highest outlet of the franchise, situated 6,500 feet above sea level within the scenic Titiwangsa mountain range.

The final leg in Kuala Lumpur featured a visit to the iconic Batu Caves, a sacred Hindu temple complex housed within a limestone cavern. A daytime city tour included stops at the King's Palace, National Monument, and Independence Square. At night, the group boarded the KL Hop-On Hop-Off Night City Tour, catching glittering views of KLCC, KL Tower, TRX Tower, and the Merdeka 118 skyscraper.

Datuk Manoharan Periasamy, Director-General of Tourism Malaysia, said: "This exciting FAM Trip with SriLankan Airlines showcases the vibrant and diverse experiences Malaysia has to offer for Sri Lankan travellers. As we gear up for VM2026, we see Sri Lanka as a high-potential market and are fully committed to strengthening our ties and welcoming more Sri Lankan visitors to discover the best of Malaysia."

This FAM Trip was also made possible through the collaboration and support from industry partners, including PULSE Group Putrajaya, Gamuda Land, Tourism Melaka, Birkin International Hotel Melaka, Resorts World Genting, Ion Delemen Hospitality, Royal Signature Hotel Kuala Lumpur, Ramada Suites by Wyndham KLCC and Kuala Lumpur Hop-On Hop-Off Bus.

In 2024, Malaysia welcomed over 61,000 visitors from Sri Lanka, marking a remarkable 120% surge compared to 2023 and a 76% increase from pre-pandemic levels in 2019. SriLankan Airlines currently operates 11 weekly direct flights from Colombo to Kuala Lumpur, offering a total weekly seat capacity of 1,650.

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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](#), [X](#), [YouTube](#), and [TikTok](#).

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