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GLOBAL TRAVEL MEET 2025: MALAYSIA SET TO HOST INTERNATIONAL TOURISM BUSINESS EVENT, DRIVING FORWARD VISIT MALAYSIA 2026

PUTRAJAYA, 1 October 2025 – Tourism Malaysia is hosting the Global Tourism Meet 2025, an international tourism business event set to become a pivotal gathering. The event will connect **600 international buyers and 100 media representatives from around the globe with 400 Malaysian sellers** representing hoteliers, travel agents, airlines, and a diverse array of tourism products under one roof.

Set to convene from 1 to 3 October 2025 at the World Trade Centre Kuala Lumpur, this three-day programme aims to strengthen Malaysia's position as a preferred travel destination while paving the way for Visit Malaysia 2026 (VM2026), where the nation targets **47 million international visitor arrivals**.

Throughout the event, delegates will have the opportunity to attend business-to-business (B2B) sessions, high-impact networking events, strategic business matching activities, and familiarisation trips (FAM Trips). These experiences are well-crafted to provide greater exposure to Malaysia's rich and diverse offerings, encompassing captivating cultural experiences, breathtaking eco-tourism adventures, exquisite gastronomy, and thrilling adventure travel.

YB Datuk Khairul Firdaus Akbar Khan, Deputy Minister of Tourism, Arts and Culture underscored the event's significance: "Global Travel Meet 2025 is more than just an event; It is a platform where ideas are transformed into action. This event stands as a vital catalyst in igniting renewed energy and driving strong momentum into the year ahead through the collective efforts of government, industry players, and partners in realising our ambitious goals for VM2026."

With the strong support of Malaysian-based carriers such as Malaysia Airlines, AirAsia, and Batik Air, Global Travel Meet 2025 is organised through close collaboration with key tourism associations, including the Malaysia Inbound Chinese Association (MICA),

Malaysian Indian Tour & Travel Association (MITTA), alongside other vital corporate partners.

Malaysia's tourism sector has demonstrated remarkable resilience and growth in recent years. In 2024, Malaysia welcomed **38.0 million international visitor arrivals**—a **31.1% increase** compared to 2023, and an **8.3% rise** over pre-pandemic 2019 levels. Our top visitor-generating markets included Singapore, Indonesia, China, Thailand, Brunei, India, the Philippines, South Korea, Australia, and Chinese Taipei. This encouraging momentum has continued into **2025**. From **January to July** alone, Malaysia received **24.5 million** international visitors, marking a substantial **16.8% increase** over the same period last year.

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

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