

PRESS RELEASE

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TOURISM MALAYSIA HO CHI MINH CITY SENDS OFF PASSENGERS TO MALAYSIA AT TAN SON NHAT INTERNATIONAL AIRPORT

HO CHI MINH CITY — Tourism Malaysia Ho Chi Minh office today marked a special Visit Malaysia 2026 (VM2026) send-off ceremony for passengers departing Vietnam to Malaysia from Tan Son Nhat International Airport.

This inaugural send-off ceremony signifies the official commencement of a year-long tourism drive under the Visit Malaysia 2026 campaign, aimed at showcasing Malaysia's diverse and captivating travel experiences to the Vietnamese market. At present, a total of 189 weekly flights operate between Vietnam and Malaysia, offering a combined passenger capacity of 34,750 seats, underscoring the strong air connectivity and growing travel demand between both countries.

Malaysia offers a wide range of travel experiences catering to all traveller segments, from family-friendly holidays and cultural exploration to adventure and nature-based tourism. Visitors can enjoy idyllic islands and pristine beaches, a rich melting pot of gastronomy ranging from vibrant hawker fare to fine dining, as well as fun-filled family attractions including wildlife parks, theme parks, eco-tourism activities and immersive cultural experiences. In addition, Malaysia boasts world-class shopping, dynamic urban lifestyles and lively night markets across key destinations such as Kuala Lumpur, Johor Bahru and Penang.

Ms. Amirah Nadiah Mazlan, Director of Tourism Malaysia Ho Chi Minh City, said, "Vietnam remains a key source market for tourist arrivals to Malaysia. We are delighted to send off our first travellers of the year today and wish all Vietnamese visitors a memorable and enjoyable journey in Malaysia. We warmly welcome them to experience Malaysia's renowned hospitality, rich cultural heritage and unique attractions throughout Visit Malaysia 2026."

As part of Visit Malaysia 2026, Malaysia will roll out a comprehensive Calendar of Events 2026, featuring a wide array of experiences nationwide, ranging from cultural festivals and music concerts to major sporting events and seasonal celebrations. This initiative further reinforces Malaysia's position as a vibrant and exciting travel destination.

The campaign will showcase more than 300 events throughout the year, highlighting Malaysia's multicultural identity, artistic heritage and festive traditions. Key highlights include the VM2026 Chinese New Year Festival, VM2026 Aidilfitri Festival, VM2026 Deepavali Festival and VM2026 Christmas Festival, alongside iconic cultural celebrations

such as the Tadau Ka'amatan Festival in Sabah and the Gawai Festival in Sarawak. These curated events will offer immersive experiences through colourful parades, culinary showcases, traditional performances, spiritual observances and community-led festivities across the country.

Through the Visit Malaysia 2026 campaign, Malaysia aims to welcome 43 million international visitors, in line with ongoing efforts to strengthen tourism as one of the nation's key economic drivers. Anchored by its theme song, "*Surreal Experiences*," the campaign promises a vibrant year-long programme of festivals, cultural showcases, exhibitions, community celebrations and uniquely Malaysian experiences.

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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 and Culture Malaysia (MOTAC). It focuses on promoting Malaysia as a preferred tourism destination and has, since its establishment, played a significant role in strengthening the country's presence and competitiveness in the global tourism landscape.

Visit Malaysia 2026 (VM2026) underscores Malaysia's commitment to sustainable tourism development, in line with the United Nations Sustainable Development Goals (UNSDGs). The campaign aims to showcase the nation's diverse natural attractions, rich cultural heritage, and vibrant tourism offerings, while driving inclusive growth and long-term value for local communities and industry stakeholders.

For more information, visit Tourism Malaysia's website www.tourism.gov.my and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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