

PRESS RELEASE

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TOURISM MALAYSIA SPOTLIGHTS VISIT MALAYSIA 2026 CALENDAR OF EVENTS AT SINGAPORE'S MALAYSIA CARNIVAL 2026

SINGAPORE — Tourism Malaysia, through its Singapore office marked its presence today at the Malaysia Carnival 2026, Singapore's first major travel fair of the year. The event provides a strategic platform for Tourism Malaysia to offer Singaporeans a first glimpse of the "Surreal Experiences" awaiting them across the causeway. The three-day fair is being held at the Suntec Singapore Convention & Exhibition Centre from 30 January to 1 February 2026.

With 168 booths on display, the Malaysia Carnival 2026 showcases Malaysian cuisine, products, a range of hotels, attractions and travel packages. Visitors can explore exclusive fair-only discounts from a vibrant array of Malaysian offerings, as well as package deals from Singapore travel agents, perfectly timed for planning the upcoming holiday season.

Concurrently, Tourism Malaysia officially unveiled the highly anticipated **Calendar of Events** as part of the Visit Malaysia 2026 (VM2026) campaign. The launch was officiated by H.E. Dato' Indera Dr. Azfar Mohamad Mustafar, High Commissioner of Malaysia to Singapore, at the Tourism Malaysia Pavilion during the Malaysia Carnival 2026. The calendar features **over 300 curated activities, ranging from world-class festivals to niche eco-tourism adventures, highlighting the diverse offerings Malaysia has in store for 2026.**

Mr. Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia, stated: "Singapore has always been our closest neighbour and most significant partner in tourism. By launching our 2026 Calendar of Events here today, we are inviting our Singaporean friends to be among the first to plan their journeys and rediscover a Malaysia that is sustainable, vibrant and beyond imagination."

The Tourism Malaysia Pavilion at F1 features six Singaporean travel agents. The co-exhibitors are 96 Travel Pte. Ltd., EU Holidays Pte. Ltd., Singatour Pte. Ltd., Transtar Travel Pte. Ltd., WTS Travel & Tours Pte. Ltd. and Meidi Travel Solutions Pte Ltd. Purchases from these co-exhibitors will entitle buyers to one redemption of an exclusive gift from Tourism Malaysia.



Malaysia is poised for continued growth. In 2025, Malaysia welcomed 21.1 million Singaporean visitors, representing an 11.8 per cent increase compared to the previous year. This growth underscores Singapore's continued importance as a key source market, particularly in the spirit of the Visit Malaysia 2026 (VM2026) campaign.

As Malaysia forges ahead with Visit Malaysia 2026, its participation at the Malaysia Carnival 2026 serves as a vital bridge in strengthening tourism ties with Singapore. By combining cultural heritage with modern, sustainable travel experience, Malaysia remains committed to offering Singaporeans a destination that is both familiar and filled with new, beyond-imagination discoveries.

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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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