

MEDIA RELEASE
FOR IMMEDIATE RELEASE
TM. 47/2026

31 JANUARY 2026

VM2026 STRENGTHENS VISIBILITY AT THAIPUSAM FESTIVAL, BATU CAVES

BATU CAVES, SELANGOR — Tourism Malaysia, is taking part in this year's Thaipusam celebrations at Batu Caves by establishing a dedicated presence within the exhibition area coordinated by the Thaipusam Taskforce. This initiative forms part of ongoing efforts to strengthen public engagement while enhancing early visibility for the VM2026 campaign during one of Malaysia's most significant cultural and religious celebrations.

Members of the public are invited to stop by Tourism Malaysia's VM2026 booth located opposite the Jalan Ulu Yam signboard to find out more about upcoming activities, attractions and promotional initiatives under the VM2026 campaign.

As a gesture of hospitality, Tourism Malaysia is distributing 10,000 complimentary beverages, sponsored by Spritzer Malaysia, to visitors. The refreshments were distributed to festival-goers, providing comfort and convenience to the large crowds in attendance throughout the festival.

To further enliven the atmosphere, the booth will feature cultural stage performances coordinated by the Thaipusam Taskforce team. These performances showcase Malaysia's artistic vibrancy and form an important element of the VM2026 campaign, which positions cultural heritage as a core tourism asset.

Tourism Malaysia's participation in Thaipusam forms part of a broader series of community outreach initiatives under the ongoing VM2026 campaign. These efforts aim to position Malaysia as a premier global destination anchored in diversity, culture and authentic local experiences, in line with the aspiration to welcome 47 million visitors in 2026.

Throughout 2025, Malaysia's tourism industry continued to demonstrate strong momentum, with international visitor arrivals reaching 42.2 million, an increase of 11.2 per cent compared to 2024. Cultural celebrations such as Thaipusam exemplify Malaysia's rich multicultural diversity and provide a strong foundation for the success of the VM2026 campaign.

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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](#).

For enquiries, please contact:

Manishaa Devi a/p Kunalan
Assistant Director
VM2026 Secretariat
manishaadevi@tourism.gov.my
Tel: +603 8891 8780

Norshariza binti Mohd Saad
Deputy Director
Corporate Communication Division
norshariza@tourism.gov.my
Tel: +603 8891 8775

