

MEDIA RELEASE

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MEGA FAM IFTAR 2026 - ASEAN IN SUPPORT OF VISIT MALAYSIA 2026

PUTRAJAYA, WILAYAH PERSEKUTUAN — After a long hiatus, the Mega Fam programme return as Tourism Malaysia hosts the Mega Fam Iftar 2026 – ASEAN from 27 February to 3 March 2026, a strategic regional media familiarisation programme aimed at strengthening collaboration with media partners across ASEAN in promoting Malaysia as premier cultural and gastronomic tourism destination.

The programme is among the key events listed in the Calendar of Events (COE) in conjunction with Visit Malaysia 2026, a national tourism campaign designed to elevate Malaysia global tourism profile and reinforce its brand positioning in the international market.

The Mega Fam Iftar 2026 – ASEAN series will bring together media representatives from seven (7) ASEAN countries – Singapore, Brunei, Indonesia, Thailand, the Philippines, Laos and Cambodia. The initiative serves as a strategic platform to strengthen professional networks with print, broadcast and digital media practitioners across the region, while fostering meaningful exchanges of ideas, insights and collaborative opportunities.

The five-days, four-nights itinerary awaits participants to embark on an exciting journey, exploring iconic destinations and cultural in Kuala Lumpur and Putrajaya such as showcasing iftar@KL, Bazar Ramadan, Seni Negara Kuala Lumpur, The Exchange TRX, KL Tower and more experiences. Kuala Lumpur and Putrajaya were strategically selected as host destinations due to their status as primary gateways for international visitors. As the capital city and economic hub of Malaysia, Kuala Lumpur offers a dynamic blend of heritage landmarks, modern attractions, retail experiences and internationally recognised hospitality infrastructure.

A central highlight of the Mega Fam Iftar 2026 is the celebration of Malaysia's diverse and distinctive culinary heritage, the programme will showcase Malaysia's iconic Iftar tradition and lively Ramadan Bazaars. The experiences that embody the spirit of togetherness, family values and unity within the country multicultural communities. These cultural expressions form a compelling tourism offering that distinguishes Malaysia as a leading gastronomy-driven destination in the region.



By introducing ASEAN media to authentic local food experiences, heritage recipes, contemporary culinary innovations and community-based Ramadan activities, the programme aims to further strengthen Malaysia's positioning as a must-visit destination for cultural and gastronomic discovery.

The Iftar@KL programme organised by Jabatan Kebudayaan dan Kesenian Negara, together with the Putrajaya Iftar programme by Perbadanan Putrajaya, are annual signature events officially listed in the Calendar of Events 2026 (COE). Both programmes hold strong potential to be further elevated as flagship cultural tourism products under Visit Malaysia 2026.

The Mega FAM Iftar 2026 – ASEAN series aims to strengthen continuous promotion of Malaysia across print, electronic and digital media platforms throughout the ASEAN region, while showcasing the diversity and uniqueness of Malaysian cuisine as a reflection of the nation's rich ethnic heritage and identity. The programme also seeks to highlight Malaysia's Iftar traditions and Ramadan bazaars as distinctive cultural experiences that embody family values, unity and communal harmony, as well as to promote the country's key tourism products and attractions in order to expand international media coverage and enhance destination awareness across ASEAN markets.

In 2025, we welcomed 42.2 million visitors – a significant increase of 11.2% compared to 2024. While this is impressive, we believe we can and must do more. The potential for is far greater. By strengthening collaboration and working together with shared commitment, we are confident of achieving even stronger and more sustainable growth in this key market.

Tourism Malaysia extends its appreciation to all media representative for their collaboration and support, and looks forward to working closely on joint promotional initiatives to showcase Malaysia's diverse attractions, cultural and culinary in support 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](#).



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